

AUTODISTRIBUTION (FRANCE) CONTINUES TO “CREATE LINKS” AT EQUIP’AUTO PARIS



“Let’s create links” was the slogan used by Autodistribution France at the launch of its plan “Preference 2022” during the great Convention on the island of Malta one year ago (see ADI Newsletter edition December 2018). From 15 till 19 October, “Let’s create links” was the caption on a 900 m2 stand in Hall 1 at the Paris exhibition at Porte de Versailles, inspiring the 125 strong Autodistribution staff to confirm once more their vital role in “linking” different players in the aftermarket chain, from car parts producer to the part’s end consumer, the repair shop.

Besides distributors of their own network, 7200 professional customers visited the Autodistribution stand, drawn by the many services and tools displayed by the French market leader. Autodistribution showed its strengths in key domains of the aftermarket distribution and support, with a.o.

- a virtual tour in the logistics centers Logistéo (at Réau, south of Paris) and CORA (near Lyon, dedicated to crash parts)
- a comprehensive and constantly growing range of parts and equipment under the ISOTECH label, the group’s exclusive brand
- a dedicated technical solutions corner (featuring a EureCar training car, see p. 5) to display technical tools and trainings assisting repairers to deal with technologies such as ADAS (Advance Driver Assistance Systems) or to fully seize opportunities such as ECO-ENTRETIEN (*)
- the electronic catalogue Autossimo, backed-up by 22 call-centers assisting customers with parts identification and ordering.

(*) ECO ENTRETIEN is an initiative by major players in the French aftermarket distribution, maintenance and repair market. It guides and assists independent repair shops in their effort to get homologated with regard to the new rules for technical control.

Facts on Equip’Auto

Porte de Versailles Paris, October 15 – 19, 2019
1200 exhibitors of which 60 % international
100 000 visitors (+2,5 % as compared to 2017)
Next edition: October 12-16, 2021

Congratulations to the Autodistribution team! We look forward to the continuation of “Preference 2022” at the next edition of Equip’Auto (October 12-16, 2021) !

