



PRESS KIT PRENSA MOTORTEC 2025

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MOTORTEC 2025 Fact Sheet

Event Name: Leading Trade Fair for the Automotive Aftermarket in Southern Europe

Dates: 23 to 26 April 2025

Venue: Halls 3, 4, 5, 6, 7, and 8 - Recinto Ferial IFEMA MADRID

Opening Times: From 10:00 AM to 7:00 PM (on Saturday, 26 April, the event closes at 4:00 PM)

Frequency: Biennial

Audience: Professional

Edition: 17

Number of Direct Exhibitors: 650 exhibitors (47% increase compared to 2022 and 11% increase compared to 2019)

Participating Countries: 28 countries (47% increase compared to 2022 and 12% increase compared to 2019)

Germany	South Korea	Luxemburgo	Czech Republic
Andorra	USA	Morocco	Rumania
Belgium	Spain	Mexico	Singapore
Bulgaria	France	The Netherlands	Sweden
Canada	Greece	Poland	Switzerland
China	Italy	Portugal	Türkiye
Taiwan	Lithuania	United Kingdom	Ukraine

Gross Surface Area: 100,000 m²

Net Surface Area: 42,510 m² (+37% compared to the 2022 edition)

Product Groups

Spare Parts and Components

- Powertrain: Engine, transmission, exhaust
- Undercarriage: Axles, steering, brakes, wheels, shock absorbers
- Bodywork: Sheet metal parts, roof systems, mounted parts, bumpers.
- Standard Parts: Fasteners, screws and bolts, sealing rings, bearings
- Interior: Driver's cab, instruments, airbags, seats, heating, air conditioning, electrical controls, cabin filters
- Charging Accessories: Sockets, cables, connections
- Remanufactured, Restored, and Refurbished Parts: For passenger cars and commercial vehicles

Electronics and Systems

- Engine Electronics: Control units, bus systems, sensors, actuators
- Vehicle Lighting: Headlights, LEDs/OLEDs, lasers, interior and exterior lighting
- On-board Power Supply Systems: Power supply, battery, battery management systems, cable harnesses, plug connections, sensors, on-board diagnostics
- Comfort Electronics: Automatic air conditioning, seat heating and ventilation, electric seat adjustment, keyless start systems, control systems

Accessories and Customisation

- Motor Vehicle Accessories: Transport systems, tow bars, roof boxes, protective covers, jacks, technical textiles, automotive safety products, 3D Printing.
- Technical Customisation: Exhaust systems, air filters sports suspension, chip and engine tuning, sound design, seats, Clubsport

- Aesthetic Customisation: Interior equipment, bodywork elements, full wraps, spray foils, airbrushing systems
- Infotainment: Sound systems, navigation, multimedia, Car Media, interfaces
- Special Vehicles: Equipment and conversions for off-roaders, pickups, taxis, police vehicles, ambulances, and municipal vehicles
- Trailers for Cars and Commercial Vehicles: Spare parts and accessories

Repair and Maintenance

- Workshop Equipment and Tools: Lifts, test and measurement technology, tyre fitting, workwear
- Bodywork Repair: Equipment and materials
- Painting and Corrosion Protection: Installations, equipment, paints, corrosion protection, repair of minor damage, auxiliary material
- Bodywork Maintenance and Repair: Caravan and motorhome bodies, special bodies for light and heavy commercial vehicles
- Tow Truck Service, Accident Assistance, Mobility Services: Equipment, materials/consumables
- Waste Treatment and Recycling: Facilities, appliances
- Dealership/Workshop Equipment:
- Dealership/Workshop Equipment: Construction of shops, shop systems, sales facilities, office and warehouse equipment
- Oils and Lubricants: Facilities, equipment, lubricants, auxiliary materials and consumables, recycling

Dealership and Workshop Management

- Workshop/Dealership
/Petrol Station Planning and Construction: Business advice, certifications, environmental advice.
- Financing, Franchise Concepts
- Claims Management and Control
- Dealership Management Systems:
Business organisation, IT, EDV, data management, customer loyalty programmes
- Workshop Management: Technical monitoring and certification
- Training and Development: Mechanics, mechatronics, bodywork construction, painting, sales, skills training
- Workshop and Dealership Marketing: Outdoor advertising, advertising media
- Internet Service Providers and Marketplaces
- Mobility Concepts: Mobility management (software/hardware), intermodal services, fleet management

Service Station, Maintenance, and Car Wash

- Car Wash: Car washes and tunnels, car wash facilities, washing facilities, accessories
- Vehicle Care: Interior and exterior cleaning, vehicle care equipment, cleaning and care products
- Vehicle Conditioning: Exterior and interior conditioning, nano-sealing of paint, intelligent repair, upholstery and leather repair, ozone treatment
- Charging and Refuelling Infrastructure: Petrol station equipment, refuelling systems for alternative fuels, electric charging columns, electric generators, services.

Alternative Driving Systems and Digital Solutions

- Remote Maintenance and Remote Diagnostics
- Fleet Management
- Alternative Driving Systems
- Electric Mobility
- Autonomous Driving
- Digital Solutions

Tyres and Batteries

- Rims
- Wheels
- Tyres
- Pressure control systems
- Batteries and Battery Technology

Sector Institutions and Specialised Publishers in all sectors.

MOTORTEC 2025: Record Participation at the Leading Trade Fair for the Automotive Aftermarket in Southern Europe

Over 650 companies and 65,000 professionals to gather from 23-26 April at IFEMA MADRID

MOTORTEC 2025, the leading trade fair for the automotive aftermarket in Southern Europe, **organised by IFEMA MADRID**, is gearing up for a standout 17th edition **from 23 to 26 April**, with record-breaking figures that reaffirm its vital role in promoting the industry. The event will be attended by more than **650 exhibiting companies**—47% more than at the last edition in 2022—and will have a **total surface area of 100,000m² gross**, distributed over 6 of the Exhibition Centre's halls. It is also worth highlighting the strong loyalty of companies to their top commercial showcase, with 85% of exhibitors returning for another edition.

There was also a strong presence of international companies, reflecting the growing global scope of the event. Specifically, **255 foreign companies will be taking part**, a 211% increase compared to 2022. These companies come from 28 different countries, marking a 47% rise from the previous edition, and have secured a total of 6,322.5 m² of exhibition space—more than double that of the last event (+128%).

In terms of the most represented sectors, the most important are Spare Parts and Components, followed by Workshop Equipment, Repair and Maintenance, Service Stations and Car Washes, Accessories, Tyres, Batteries and Commercial Vehicles.

On the other hand, the expectation aroused by this new edition of MOTORTEC 2025 means that around 65,000 professionals from the sector are expected to attend, including 33,000 workshops, mechanics and managers.

International outlook

As regards the high participation of foreign companies, particular attention goes to certain key markets for the sector, such as **Asia, Morocco, Poland and Portugal**. Moreover, the new, fourth edition of **MOTORTEC Chile** will be held from 26 to 28 June at the **Espacio Riesco Exhibition Centre in Santiago de Chile**, bringing the successful format of the flagship Spanish trade fair to the Latin American region.

The Innovation Gallery: a showcase for innovation in the sector

MOTORTEC 2025 will once again be highlighting the innovative potential of the industry with a renewed **Innovation Gallery**, which features a record number of 33 participating companies and a total of 42 products. Promoted with the backing of **SERNAUTO**, this initiative has established itself as a key reference point for the presentation of technological advances applied to the automotive aftermarket. The selected solutions, focused on efficiency, sustainability and digitalisation, will be on display from 23 to 26 April in a specially designated area. **Award winners will be announced on 23 April at 18:30 in the Auditorium of Pavilion 7.**

A space for analysis and debate

MOTORTEC will not only be a showcase for products and services, but also a hub for knowledge, featuring a comprehensive programme of conferences and round tables, with the active participation of the sector's leading associations:

1st FAGENAUTO Official Services Meeting: Under the theme "Efficient and Profitable," the Federation of Associations of Automotive Agents and Official Services (FAGENAUTO) hosts its inaugural gathering of official workshops. The initiative has a twofold goal: to shine light on the contributions to the sector and to society of the more than 1,200 companies that make up the group, and to reflect on both the short and medium-term challenges facing official agents and services and on the role they are called upon to play in the era of the new sustainable mobility.

1st Iberian Automotive Aftermarket Convention: a flagship gathering for aftermarket professionals, companies, and thought leaders from **Spain** and **Portugal**. This new forum aims to encourage the exchange of ideas, strategies, and best practices in the vehicle after-sales space. During the convention, relevant topics such as digitalisation, sustainability, customer service and new technologies in the sector will be discussed. The sector's leading associations from Spain and Portugal will take part, including **CETRAA**, **CONEPA**, **ANECRA**, **ACAP** and **ARAN**.

Conference: "Service Stations, Horizon 2030". Organised by **MADIC Group**, this session will take place on 24 April at 10:30 AM in Pavilion 8. It will include **José Manuel Prieto Barrio**, Undersecretary General for Industrial Quality and Safety of the Ministry of Industry and Tourism; **Rosa Sánchez**, Director of Bequinox; **Marceliano Herrero Sinovas**, engineer; **Olarizu Olabarria**, Director of MOEVE; **Arturo Pérez de Lucía**, Director of the Association of Entrepreneurs for the Development and Promotion of Electric Mobility; and **Daniel Pérez Gutiérrez**, CEO of Zunder. To conclude the day, a round table debate will be held, where representatives of the most recognised associations in the service station sector in Spain

will analyse the current situation and the 2030 challenge to which service stations must adapt. The protagonists will be **Javier de Antonio**, recently appointed president of CEEES, **Víctor García Nebreda**, secretary general of AEVECAR, and **Manuel Jiménez Perona**, president of AESAE.

6th Meeting of Plural Aftermarket Workshop Networks, a forum for reflection on the evolution of workshop networks in **Spain and Portugal**. In this edition, three unpublished studies on the current situation of the sector will be presented, as well as two round tables with leading experts.

Boosting the Commercial Vehicle Sector

For its 17th edition, MOTORTEC 2025 has prepared a specific initiative for the commercial vehicle after-sales sector that takes the form of an exclusive exhibition area of around **5,000m²**, to house **more than 70 companies** that will showcase their product and service solutions to help both workshops and truck and bus fleets to improve their efficiency and profitability, and to explore new business opportunities together.

Confirmed activities include:

3rd Meeting of Commercial Vehicle Companies and Educational Centres: Organised by the Association of Future Professionals (AFUPRO).

4th Commercial Vehicle Workshop Congress: A networking opportunity exploring maintenance trends and the future of mobility for goods and passengers.

Truck & Bus Garage Awards: Honouring transport fleets that demonstrate exemplary vehicle maintenance.

MOTORTRUCK: Best Industrial Vehicle Mechanic Competition, in partnership with Bosch Mobility Aftermarket. This competition will put mechanics' technical skills to the test, championing excellence in training and professionalism across the sector.

Commercial Vehicle Professional Futures Competition: Organised by AFUPRO, this event will shine a spotlight on students and emerging talent, offering a platform to showcase their skills and knowledge in a dynamic, hands-on environment.

A key space for the tyre industry

The tyre sector will be widely represented at MOTORTEC 2025 thanks to the participation of the **National Association of Tyre Distributors and Importers**. This year, the industry faces important challenges following the entry into force of the **European Union's Ecodesign for Sustainable Products Regulation (ESPR)**, which will impact the management of end-of-life tyres (ELTs) and the recycling industry in Spain and Europe. UTT (Used Tyre Treatment) will address the effects of this new regulation at the fair.

Awards and competitions to recognise excellence in the sector
MOTORTEC 2025 will host more than ten competitions rewarding excellence and talent in the aftermarket industry. These include:

The **Vehicle Damage Assessment Competition** and **Headlight Repair Competition**, organised by CESVIMAP, MAPFRE's Road Safety and Research Centre.

The **MVP Workshop**, hosted by La Comunidad del Taller.

The Best High-Voltage Electric Vehicle Mechanic Competition, hosted by CARSMAROBÉ.

The **Young Automotive Technicians Competition**, organised by the COMFORP Foundation (Commitment to Vocational Training).

MOTORTRUCK: Best Industrial Vehicle Mechanic Competition, in partnership with Bosch Mobility Aftermarket.

Industrial Vehicle Professional Futures Competition, organised by AFUPRO.

In addition, this edition of MOTORTEC will feature four innovative zones designed to offer unique experiences for all attendees, known as the Fun Zones:

MOTORTEC Grand Prix: A Virtual Reality simulator competition.

MOTORTEC Racing: A special showcase of Formula 1 and MotoGP vehicles, in collaboration with the **RECALVI** Foundation.

MOTORTEC Retro: A curated collection of vintage classics, in partnership with **RETROMOVIL**.

CMC: CAR MODIFIED CONTEST: A unique exhibition of customised, tuned and transformed vehicles.

A growing sector despite challenges

The aftermarket continues to expand. According to data from **ANCERA**, the **National Association of Automotive Equipment, Spare Parts, Tyres and Accessories Dealers**, it closed 2024 with a 7% growth compared to the same period of the previous year and forecasts a 4% increase in 2025. Stable inflation and the diversification of the car fleet have boosted activity, although challenges such as profitability, digitalisation and rising labour costs remain.

The commercial vehicle aftermarket, represented by **AERVI**, recorded 5% growth in 2024 and estimates 3% growth in 2025, reflecting the resilience of the sector in an increasingly competitive and regulated environment.

The MOTORTEC Passport: an initiative to enhance the trade fair experience

To enhance the professional visitor experience, the Fair is now launching the **MOTORTEC Passport**, which aims to shine a light on the 20 participating manufacturers and help visitors optimise their time and presence at the event.

MOTORTEC Introduces the 'MOTORTEC Passport' to Enhance Exhibition Attendance

An initiative aimed at enhancing the experience for industry professionals while boosting the visibility of exhibitors.

MOTORTREC will take place from 23 to 26 April 2025, at IFEMA MADRID.

MOTORTREC unveils a key new feature for its 17th edition, set to take place at IFEMA MADRID from 23 to 26 April 2025: the MOTORTEC Passport. An initiative aimed at enhancing the experience for industry professionals while boosting the visibility of exhibitors. This initiative is available to the approximately 65,000 visitors expected at the Exhibition, with a special focus on workshops, aiming to engage around 20,000 of them.

The MOTORTEC Passport is designed to increase visibility for participating manufacturers, offering numerous benefits to visitors. It enables them to make the most of their time by directly connecting with companies that align best with their interests.

Additionally, exhibitors will enjoy a range of benefits through the **MOTORTEC Passport**, including **enhanced visibility** of their information on the MOTORTEC Passport website, **access to stand details by professional visitors prior to the exhibition**, and inclusion in **MOTORTEC's communication campaigns across social media platforms**. Exhibitors will also receive support from the exhibition organisers through personalised **engagement and gamification** activities, featuring their own branding and exclusive gifts for visitors. In short, all of this is aimed at maximising the value of attending the exhibition.

How does the MOTORTEC Passport work?

The process is simple: after registering on the MOTORTEC website, visitors can select from three themed routes designed to enhance their experience:

- **Sustainability and the Circular Economy**
- **Products and Innovation**
- **Services and Digitalisation**

After selecting your route, you will receive your MOTORTEC Passport at the access turnstiles. From that point, the challenge is simple: visit at least five stands along your chosen route and collect the corresponding stamps.

All visitors who participate in the MOTORTEC Passport will be entered into a draw for exclusive prizes. The more stamps visitors collect, **the greater their chances of winning additional prizes.**

MOTORTEC 2025 has further strengthened its international presence

It has cultivated a robust international buyer's programme resulting in an increase in investments by 25%.

MOTORTEC 2025, the leading trade fair for the automotive industry and the aftermarket in Southern Europe, is set to host an international buyer's programme for its seventeenth edition. Organised by IFEMA MADRID, the event will take place from 23 to 26 April 2025. To support this initiative, MOTORTEC 2025 has increased investment in the programme by 25% compared to the budget allocated for the previous edition in 2022.

The programme aims to attract high-level buyers from the most strategic and promising markets in the automotive aftermarket industry. These buyers will have the opportunity to engage directly with the industry's leading firms through a programme of personalised meetings, designed to deliver significant business opportunities and mutual benefits. With this programme, the number of international visitors is projected to increase by 39% compared to the 2022 event.

This initiative, along with MOTORTEC's extensive international promotional efforts—including support from IFEMA MADRID's global delegations, participation in major industry events, and media presence—further strengthens MOTORTEC's international reach.

In fact, MOTORTEC 2025 has already secured the participation of 255 international companies from 28 countries, out of a total of more than 650 exhibitors. These companies have reserved a net exhibition area of 6,322 m², marking a 128% increase compared to the 2022 edition.

Similarly, MOTORTEC has established collaboration agreements with leading industry associations across various markets, including ACAP, ANECRA, AFIA, ARAN, and DPAI in Portugal; ADIRA in Italy; FEDA in France; AMICA and GIPAM in Morocco; NAACAM and NAAMSA in South Africa; PGM in Poland; and ANAPSA and INA in Mexico. These agreements with industry associations have played a key role in shaping the international buyer's programme.

A packed programme of conferences at MOTORTEC 2025

Over 650 companies and 65,000 professionals to gather from 23-26 April at IFEMA MADRID

MOTORTEC 2025, the leading trade fair for the automotive aftermarket in Southern Europe, organised by IFEMA MADRID, is gearing up for a standout 17th edition this April, with record-breaking figures that reaffirm its vital role in the industry. From 23 to 26 April, the show will welcome over **650 exhibiting companies** across six halls of IFEMA MADRID, covering a total of **100,000 m² of exhibition space**. More than **65,000 professionals** are expected to attend, including **33,000 workshop owners**, mechanics, and sector managers.

But MOTORTEC 2025 isn't just about seeing the latest products, innovations, and technologies. It's also a hub for training, networking, and hands-on learning, with **a full line-up** of expert-led conferences, panel discussions, interactive demos, and live workshops.

Workshops at the heart of MOTORTEC

MOTORTEC 2025's key missions is to help address the industry's ongoing talent shortage. This year's programme will feature targeted activities designed to connect young talent, mechanics, bodywork specialists, and painters, with employers in both car and commercial vehicle repair. Some of the key events include:

1st FAGENAUTO Official Services Meeting: Under the theme "Efficient and Profitable," the Federation of Associations of Automotive Agents and Official Services (FAGENAUTO) hosts its inaugural gathering of official workshops.

Workshop Control Certification via Management KPIs: Led by Colombian consultancy **INNOCAR** and CEO **Juan Camilo**, creator of **TuulApp**, this session focuses on automotive business performance and management best practices.

AFIBA Association of Equipment Manufacturers and Importers for Automotion) Sessions on **Access, Unlocking, and Cybersecurity** and **key updates on workshop equipment regulations**.

6th Plural Aftermarket Workshop Networks Meeting: A discussion space to explore the value of workshop branding and present fresh research on the 80+ independent workshop networks operating in Spain and Portugal.

DIGITAL MOTOR Space: Digital solutions for the motor industry. MOTORTEC has joined forces with ZF Aftermarket to launch the DIGITAL MOTOR Space, an interactive hub where visitors can explore the real-world impact of digitalisation across manufacturers, workshops, and fleets. The space will feature the latest innovations, including cutting-edge management tools and diagnostic solutions for all vehicle types.

Supporting the Commercial Vehicle Sector

MOTORTEC 2025 will bring together the most comprehensive showcase of products and service solutions for truck and bus maintenance, a dedicated proposition tailored to the industrial vehicle after-sales sector. This will take shape as an exclusive exhibition area spanning nearly **5,000 m²** and featuring over **70 participating companies**. Confirmed seminars, conferences, and activities include:

4th Commercial Vehicle Workshop Congress: A networking opportunity exploring maintenance trends and the future of mobility for goods and passengers.

1st Truck & Bus Garage Awards: Honouring transport fleets that demonstrate exemplary vehicle maintenance.

MOTORTRUCK Challenge: Best Industrial Vehicle Mechanic Competition, in partnership with **Bosch Mobility Aftermarket**. This competition will put mechanics' technical skills to the test, championing excellence in training and professionalism across the sector.

Commercial Vehicle Professional Futures Competition: Organised by AFUPRO, this event will shine a spotlight on students and emerging talent, offering a platform to showcase their skills and knowledge in a dynamic, hands-on environment.

Talent and Training

MOTORTEC 2025 is committed to nurturing the next generation of talent and addressing the ongoing shortage of skilled mechanics across the sector. To inspire future professionals, support students already pursuing automotive careers, and build strong connections with the 33,000+ professionals and business owners attending from active workshops, the event will feature a range of high-impact initiatives, including:

The 3rd Vehicle Damage Assessment Competition and Headlight Repair Competition, organised by CESVIMAP, MAPFRE's Road Safety and Research Centre.

MVP the Workshop, hosted by La Comunidad del Taller.

The Best High-Voltage Electric Vehicle Mechanic Competition, led by CARSMAROBÉ.

The **Young Automotive Technicians Competition**, organised by the **COMFORP** Foundation (Commitment to Vocational Training).

3rd Meeting of Commercial Vehicle Companies and Educational Centres, organised by AFUPRO (Association of Future Professionals).

Your Talent, Your Future: Vocational Training as a Driver of Success, a conference hosted by the COMFORP Foundation in collaboration with MOTORTEC 2025, will focus on the critical role of Vocational Training in both professional and personal growth. The

session aims to highlight its importance as a fundamental tool in shaping successful careers and building a promising future for young people.

All Aftermarket Sectors Represented

MOTORTEC 2025 will unite a broad spectrum of exhibitors, industry associations, and partners from across the automotive and aftermarket sectors, offering a complete view of current trends, innovations, and market-leading products.

1st Iberian Automotive Aftermarket Convention: a flagship gathering for aftermarket professionals, companies, and thought leaders from **Spain** and **Portugal**. This new forum aims to encourage the exchange of ideas, strategies, and best practices in the vehicle after-sales space. Key associations taking part include **CETRAA**, **CONEPA**, **ANECRA**, **ACAP**, and **ARAN**.

Service Stations, Horizon 2030', a forward-looking conference hosted by the **MADIC Group**, taking place on 24 April at 10:30 AM in Hall 8. Speakers will include representatives from the Ministry of Industry and Tourism, Bequinor, MOEVE, the Association of Entrepreneurs for the Development and Promotion of Electric Mobility, Zunder, CEEES, AEVECAR, and AESAE.

The European Retreading Industry in Danger: Used Tyre Processing (**TNU** according to its initials in Spanish) is hosting the forum "The European Retreading Industry in Peril – A Call to Action." This session will aim to underscore the urgent challenges threatening the viability of the tyre retreading industry, shedding light on the obstacles it faces and fostering a discussion on actionable solutions and strategies to revitalise this vital sector, which plays a key role in promoting sustainable mobility.

'EUDR Regulation and its Impact on the Tyre Value Chain', a round table hosted by the National Association of Tyre Distributors and Importers (**ADINE**), scheduled for 24 April 2025. The discussion will explore the implications of the EUDR regulation, focusing on the challenges and emerging opportunities it presents for the tyre industry.

Competitions & Exhibitions

MOTORTEC 2025 attendees will also get to enjoy immersive experiences in four exciting **Fun Areas**, offering everything from racing action to retro car displays:

MOTORTEC Grand Prix: A Virtual Reality simulator competition.

MOTORTEC Racing: A special showcase of Formula 1 and MotoGP vehicles, in collaboration with the **RECALVI** Foundation.

MOTORTEC Retro: A curated collection of vintage classics, in partnership with **RETROMOVIL**.

CMC: CAR MODIFIED CONTEST: A unique exhibition of customised, tuned, and transformed vehicles.

Introducing the MOTORTEC Passport

To enhance the visitor experience, MOTORTEC is launching the **MOTORTEC Passport**, a new initiative involving 20 participating manufacturers. It's designed to help visitors plan their time efficiently and discover even more during their visit.

Discover the full line-up of conferences and activities on the [MOTORTEC website](#).

Professional visitor registration for MOTORTEC 2025 is now open. Booking online in advance offers a more cost-effective option compared to purchasing tickets at the box office. Register now by clicking [here](#).

MOTORTEC 2025 innovation in the aftermarket sector

The Innovation Gallery will highlight the most advanced technological solutions from spare parts manufacturers, awarding the most groundbreaking products.

MOTORTEC 2025 will spotlight the aftermarket sector's R&D efforts through its **Innovation Gallery** and awards, which will be presented during a special ceremony on the event's opening day, 23 April, at 18:30 in the Auditorium of Hall 7. A panel of experts will select the most innovative products to be showcased in a dedicated area at the 17th MOTORTEC, the leading trade fair for the automotive industry and the aftermarket in Southern Europe. Organised by **IFEMA MADRID**, the event will take place from **23 to 26 April 2025**.

The **Innovation Gallery** is backed by the Spanish Association of Automotive Suppliers (SERNAUTO), which, leveraging its expertise in the sector, has collaborated with the MOTORTEC team in strategically redefining these awards. SERNAUTO coordinates the Spanish Automotive and Mobility Technology Platform, 'Move to Future,' a forum that unites key stakeholders in the automotive and mobility innovation ecosystem in Spain.

A professional jury, with extensive experience in the sector and a particular focus on Research, Development, and Innovation (R&D&I), has been appointed to select the winners of the **Innovation Gallery Awards**. These prestigious awards provide the chosen companies with a significant promotional opportunity. The jury will be responsible for selecting the 'Awards' and 'Mentions' across each category within the Innovation Gallery. Moreover, a special award will be presented for innovation in industrial vehicles.

Companies participating in **MOTORTEC** may submit up to two products per category from those on display at the event. Products entered the competition must have been launched after 1 July 2024. The Innovation Gallery Awards Jury will evaluate the following criteria: Degree **of Innovation, Functionality (Installation and Use), Design, and Sustainability**.

To ensure broad representation of various sub-sectors and products, **the categories for company applications have been updated**. For this year's event, the following categories have been established:

Sustainable Mobility Solutions and Technologies (electric vehicles, hybrids, natural gas, hydrogen, etc.) and **Circular Economy** (remanufactured products, energy recovery, eco-design, circular materials, etc.).

Electrical and Electronic Components: lighting, instrumentation, sensors, engine management systems, electrical equipment, control units, batteries, electrical accessories (air conditioning, infotainment, navigation), ADAS and cooperative systems.

Mechanical Components: Innovations related to engines, transmissions, steering, suspension and any other mechanical element.

Maintenance components: those that must be checked after a certain number of kilometres as part of the vehicle's preventive maintenance, according to the manufacturer's specifications, such as oil, spark plugs, shock absorbers, filters, brakes, tyres, toothed belts, etc.

Workshop Equipment and Tools: testing and measuring equipment, tyre changers, work clothes, lifts, tools, etc.

Services and Carwashes: carwash tunnels, fuels, lubricants, service station equipment, alternative fuel storage and refuelling, etc.

Bodywork Components: paintwork, windows, headlights, panels and bodywork elements, etc.

Management, Training, Diagnostic and Information Services or Platforms for

Workshops: computer solutions for sales, service and repair, damage assessment, diagnostic equipment, etc.

MOTORTEC 2025 Opens Opportunities Between Spain and Morocco to Boost the Aftermarket Sector

Morocco will participate in the forthcoming edition of the largest important aftermarket industry fair in Southern Europe, to be held at IFEMA MADRID from 23 to 26 April 2025

The automobile sector in Morocco has experienced remarkable growth since 2012, and the country is currently the leading vehicles producer in Africa, ahead of South Africa and Egypt. It ranks 28th worldwide, with over one million vehicles assembled. In this context, Morocco will be present at the next edition of MOTORTEC 2025, the largest aftermarket Industry trade fair in Southern Europe, organised by IFEMA MADRID, from 23 to 26 April next. Morocco's participation in MOTORTEC 2025, through the **Moroccan Investment and Export Development Agency (AMADIE)**, and the **Moroccan Association for the Automobile Industry and Trade (AMICA)**, not only opens new opportunities for collaboration between Spain and Morocco, but also highlights the importance of the country as an emerging hub in the automobile industry globally.

Morocco's stand will be located in Hall 7 of MOTORTEC 2025, a record-breaking edition with participation from numerous associations, manufacturers, suppliers and distributors attend, showcasing their latest innovations and solutions in a constantly evolving market.

In addition, MOTORTEC 2025 will benefit from the valuable collaboration of the **Inter-professional Automobile Group in Morocco (GIPAM)**, which brings together manufacturers, importers, distributors and suppliers of maintenance and parts services for all kinds of vehicles. GIPAM will be present with a significant delegation of Moroccan buyers, importers and distributors, providing a key opportunity to drive business and develop strategic partnerships in the sector.

MOTORTEC 2025 to Host Thirty Poland Companies from the Automotive Aftermarket Sector.

April 23–26 at the IFEMA MADRID Recinto Ferial

MOTORTEC 2025, taking place from **April 23 to 26 at IFEMA MADRID**, is once again consolidating its position as the benchmark event for the automotive aftermarket industry in Southern Europe. The trade fair brings together manufacturers, distributors, repair workshops, and service providers, serving as a key platform to discover the latest technological innovations and solutions that boost the sector's competitiveness and profitability.

One of the major highlights of this year's edition will be the strong presence of Poland, with nearly thirty participating companies from the aftermarket sector. This will be one of the most prominent international delegations at the event. The initiative is supported by two of Poland's leading trade associations: **SDCM** (Association of Automotive Parts Distributors and Producers) and **PGM** (Polish Automotive Group), which collectively represent over 300 companies across the automotive value chain.

Poland's participation reflects the dynamism of a country that currently ranks seventh among the top exporters of automotive components within the European Union, with a business volume exceeding €31 billion in 2023 and an industrial base providing over 350,000 direct jobs.

Among the exhibiting companies are well-established names in spare parts and components such as ASJ PARTS, ASL-PL, AUTOS, CER MOTOR, ELERTE POLAND, ESEN SKV AUTO PARTS, FAST ORIGINAL, FISCHER AUTOMOTIVE, HORPOL A. HORECZ, LONTEX, PHILLIPS EUROPE, PSF POLISH SPRINGS FACTORY, WAS, and the POLISH AUTOMOTIVE GROUP consortium itself, which will also serve as an institutional umbrella for several of these brands.

In the repair and maintenance segment, leading Polish representatives include **ARCOORE**, specializing in energy recovery systems for industrial vehicles; **NOVOL**, a benchmark brand for car refinishing products; and **VENOL MOTOR OIL**, focused on developing high-performance engine lubricants.

MOTORTEC 2025 initiative is designed to promote the economic sustainability of workshops

The Fair has become the optimal platform for showcasing technological advancements and the progression of digitalisation within the sector

The 17th MOTORTEC, the leading trade fair for the automotive industry and the aftermarket in southern Europe, will take place from 23 to 26 April 2025. This is an unmissable event for vehicle repair and maintenance professionals, who will have the opportunity to catch up on the latest innovations for the workshop world. The event is organised by IFEMA MADRID. This is a further demonstration of our commitment to the sustainability of this business sector.

The organisers of MOTORTEC 2025 have forecast that more than 33,000 workshop professionals will attend the event, exceeding the figures for the last few editions and confirming the show as the industry benchmark for this type of business. Furthermore, a Commission will be established, comprising the sector's principal associations, manufacturers, distributors and workshop networks. Its objective will be to collaborate to attract as many Spanish and Portuguese professionals as possible.

The show provides an unparalleled opportunity for industry professionals to gain insight into the technological transformation and the drive towards digitalisation currently underway in the sector. For those seeking to remain up to date, a visit to MOTORTEC 2025 is an essential undertaking. A visit is particularly important given the significant changes that have occurred in the sector since the last event was held three years ago.

The lack of profitability in the Spanish workshops sector is a significant barrier to investment in the personnel, knowledge and tools required for many businesses to adapt to the new mobility phenomena. Aware of the current state of the sector, as evidenced in numerous reports from leading workshop businesses, MOTORTEC 2025 has developed a range of product and service solutions, networking opportunities and knowledge-sharing events to enhance the efficiency and profitability of workshops. This will enable us to succeed in the new social paradigm of sustainability, ensuring our economic sustainability in the long term.

The vehicle repair sector is expected to close 2024 with a slight increase in activity, a slightly higher turnover and minimal improvement in profitability. The data available to MOTORTEC indicates that the situation is somewhat more challenging in bodywork repairs

and tyre replacement than in mechanics, and that the same is true for car workshops compared to commercial vehicle workshops.

In light of the increased workload and sales figures, it is evident that workshop owners are not achieving an adequate return on their investment, as indicated by the figures provided by consultancy firms and associations in the sector. The reasons for this are manifold. Firstly, there is the growing regulatory pressure and its associated costs. Secondly, there is the rise in personnel costs due to the shortage of talent available in the market. Thirdly, there is the erosion of margins due to the negotiating power of the increasingly important fleet customer. Finally, there are the investments needed to avoid losing competitiveness in future assets such as digitalisation and all kinds of resources to repair the connected, automated and electrified car.

In order to meet the challenges facing the sector, MOTORTEC will once again offer the most comprehensive display of workshop equipment, spare parts and services for vehicle repair and maintenance professionals, bringing together the tools needed to adapt to the new needs of the market.

The MOTORTEC event provides an invaluable opportunity for attendees to gain insight into the latest products and services on offer. It offers a unique chance to participate in live presentations, exchange experiences with other professionals and engage in discussions and analysis across a range of areas. In just a few days, you can gain a comprehensive understanding of the future direction of the automotive aftermarket industry. One of the key advantages of commercial spaces like this is the ability to engage directly with people, which is something that cannot be replicated through any other channel.

and Knowledge Forum

It should also be noted that MOTORTEC 2025 will be the edition with the most space allocated to a broad agenda of activities, training and talent. This will include new competitions and mechanic contests, which will cover all propulsion technologies, as well as spaces with immersive experiences, didactic classrooms and exhibitions of classic and racing cars, including Formula 1 and Moto GP.

Some of the activities of particular interest to garages include competitions such as the Best High Voltage Electric Vehicle Mechanic, organised by Carsmarobe; the Workshop MVP, organised by Autopos; the Young Automotive Technicians Competition, organised by

Comforp; the Future Commercial Vehicle Professionals Competition - Afupro- and the MOTORTRUCK (Truck Challenge) for the Best Commercial Vehicle Mechanic.

The programme also includes the Industrial Vehicle Auditorium (workshops, conferences and meetings of workshops and fleets VI), the EESS (meeting of workshop networks), and other activities.

The MOTORTEC experience is not limited to the days the Fair is held in person. It extends over time, 365 days a year, through the LIVE CONNECT platform. This allows the aftermarket community to be interconnected all year round, thus facilitating the profitability of participation in the Fair for professional visitors and exhibitor companies alike.

MOTORTEC MADRID 2025 event is a key event for the tyre sector and an unmissable opportunity

The Show has the renewed support of ADINE (National Association of Tyre Distributors and Importers in Spain).

The 17th MOTORTEC MADRID, the main aftermarket trade fair in Southern Europe, will occupy six of the IFEMA MADRID halls from 23 to 26 April 2025. The event will host sectors that make up the automotive aftermarket, including the tyre sector, which is facing significant challenges.

The sector's presence at the MOTORTEC MADRID trade fair is of great importance, as highlighted by David Moneo, Director of the Show, during his speech on 4 October at the 6th Forum of the employers' association ADINE, the National Association of Tyre Distributors and Importers. This organisation has supported the event throughout its history.

Moneo emphasised the promising outlook for the forthcoming event, urging the prominent automotive components industry to seize the opportunity to enhance their commercial strategies, facilitate their growth and expansion, and capitalise on the opportunities presented by internationalisation.

Considering the recent implementation of the Ecodesign Requirements for Sustainable Products (ESPR) by the European Union in July 2024, it is imperative that the tyre sector addresses the challenges it is currently facing. The ESPR introduces new and more rigorous requirements for tyre durability, environmental impact reduction and recycling, and it is crucial that the tyre industry aligns its practices with these new standards. The change will have a significant impact on the management of end-of-life tyres (ELTs) and the tyre recycling industry in Europe and Spain, according to TNU (*Tratamiento de Neumáticos Usados* meaning treatment of used tyres).

One of the most innovative elements of this regulation, according to TNU, is the implementation of the Digital Product Passport (DPP). This will allow products to be tracked from manufacture to recycling, providing key information via a QR code on traceability, recycled content and carbon footprint. In the context of tyres, the DPP will streamline the identification of tyres suitable for recycling, enhancing the quality of recovered materials and facilitating their reuse in the production of new tyres.

For the automotive aftermarket industry, including the tyre sector, which typically has a strong presence at the show, participation in MOTORTEC MADRID 2025 is crucial. The event offers a comprehensive range of commercial tools and facilities, enabling exhibitors to maximise profitability and achieve the highest return on investment.

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MOTORTEC 2025 Map

