EUROREPAR

PRESS RELEASE

xxx, 19 April 2022

Eurorepar is celebrating its 20th anniversary

Launched in 2002, Eurorepar,the range of multi-brand spare parts, is celebrating 20 years. In celebration of this milestone, several sales events have been planned for the month of May in a number of countries in which Eurorepar operates.

Initially created by Citroën, to offer the owners of vehicles aged 3 years and older, a cost-saving alternative to original spare parts and to launch the first multi-brand offensive to cover the vast majority of automobile brands on the market, today Eurorepar offers all repair workshops the most extensive range of multi-brand parts on the market with over 15,000 references of automobile products (spare parts, accessories, tyres, oils, consumables…).

Currently sold in over 100 countries, complementary local products have been added to the range to provide an ever greater coverage for the regional fleets of rolling stock, thanks to an offshore production and purchasing operation (China, Turkey, Latin America…). It is one of the advantages of the Stellantis Group in support of its IAM offensive.

"Initially developed for top selling parts such as brakes, suspension systems, distribution systems, etc., the Eurorepar range, which received a significant overhaul in 2015,has been expanded over the years to become a benchmark private label with more technical products such as wheel bearings, 3-piece clutch kits, brake cables, window regulators, etc., … as well as an exclusive range of Eurorepar Reliance tyres" explains Jean-Michel Booh-Begue, IAM Product Development at Stellantis.



Since its launch, the values of Eurorepar have remained the same and have contributed to its success with car repair and maintenance professionals: quality products, validated by the OEM teams of Stellantis; efficient and at affordable prices. Today, present in over 100 countries, Eurorepar is celebrating its 20th anniversary with promotional events deployed on an international level.



"We have created a tool kit offering different promotional events in relation to our "20 Years" theme. They can be easily integrated into the local promotional plan of each country and are aimed at both professionals and motorists. Our sales teams are highly motivated to celebrate this anniversary, as it represents an opportunity to strengthen and develop our partnerships with the IAM repair agents and the approved repair agents of all the Group's brands" adds Katell Plunet, Stellantis Head of IAM and Aftersales commercial actions - Europe.

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Starting on the 1st of May and for a period of 5 months, the "1 month 1 product" event will be offered to repair agents in all countries. At the same time, "scratch cards" distributed by Distrigo platforms, will give garage owners in our clientèle the opportunity to win gift cards and to take part in an amazing prize draw giving them the chance to win a car.

In support of this 20th anniversary event, a dedicated communication kit has been made available to the countries to promote within their market: a "20 years" logo which can be found on all Eurorepar communications, videos on the range's products and values, as well as digital communications to share on the social networks and websites translated into 10 languages.

About Eurorepar

Present in over 100 countries, Eurorepar is the multi-brand range of automobile products (spare parts, accessories, tyres, oils, consumables, etc.) from the Stellantis Group intended for servicing and repairing vehicles. With more than 15,000 product references, Eurorepar provides one of the most extensive ranges on the market, combining quality, affordability and performance. It is perfectly suited to the needs of all repair agents.

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