EUROREPAR by Stellantis: a new signature to rapidly establish the link with a leader in the automotive sector

EUROREPAR is now presenting their products under a new signature: EUROREPAR by Stellantis.This new signature is affixed to the packaging of the two brands' products, as well as being used in all their communications.

All the expertise of Stellantis engineers at the service of the private label!

This precision is important, as it marks the fact that the parts offered by Eurorepar meet the requirements of Stellantis engineers and therefore meet the highest standards in terms of quality, durability and efficiency.

The expertise of the Group's engineers is reflected in all the products offered by EUROREPAR, which all offer the same performance and service life guarantees as original parts and are accessible to owners of vehicles of almost all brands on the market.

High-performance and affordable parts for everyone

Individual and professional customers can therefore, by choosing EUROREPAR products, ensure the compatibility of the parts they purchase with the vehicles with which they work and their performance while benefiting from advantageous price positioning. Covering a large proportion of the brands on the market, EUROREPAR immediately identify itself as belonging to one of the leaders in the automotive sector.

Ranges perfectly adapted to the market and its developments to build customer loyalty

For Stellantis, the challenge is to face the reality of today's aging car fleet. With EUROREPAR, the Group offers its customers and repairers the opportunity to obtain multi-brand parts that combine quality and performance, to keep their vehicles in better condition for longer.

This new name also makes it possible to build customer loyalty, to bolster the link between the spare parts brand and the manufacturer. Likewise, independent repairers can offer parts customers will trust because they provide the manufacturing quality and performance guaranteed by the Group's experience and the expertise of its engineers, regardless of the vehicle make.

Stellantis affixing the signature to the logos of our two Eurorepar and bproauto brands serves as a genuine acknowledgement from the Group. This signature is also a guarantee of the quality and conscientiousness of these two brands with independent repairers.

Anne DELAUNEY-LADEVEZE – Head of Brands & Communication – Stellantis Global Parts & Services

With this new signature on our retail parts brands, we want to encourage the loyalty of repairers and increase our turnover. With an aging fleet, this is a first-rate strategic decision to meet customer demand.

Pierre Emmanuel FABRO – Head of Category Management and IAM Purchasing – Stellantis Global Parts & Services

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