Press release

Poissy, 8 March 2021

A web series to promote Eurorepar multi-brand parts targeted at repairers and consumers

With a range of over 12,000 products, Eurorepar is recognised by maintenance and automobile repair professionals as one of the widest aftermarket ranges on the market. To bolster our reputation among repairers and develop it further among motorists, Eurorepar is showcasing the quality and technology that underpins its products in a web series that is broadcasted on social media and repair facility reception rooms.

With a presence in over 100 countries, the Eurorepar product range is constantly expanded to meet the needs of the vehicle fleet in circulation. These ranges are always designed with the aim of meeting quality, price and performance requirements, and Eurorepar is showcasing them in a 12 episode web series.

Each episode is designed around different the parts which mean the most to motorists (windscreen wipers, brake discs and brake plates, air conditioning, exhausts, etc.), and each draws a comparison between a symbolic animal and the technology of a Eurorepar product. For example, the quality of Eurorepar Reliance tyres is compared to a Gecko and the extreme grip of its feet, lights to a firefly, and shock absorbers and their role in vehicle handling to a running cheetah.

the first 6 videos of season 1 were exclusively broadcasted at the Equip Auto 2019 trade show and capitalised on the performance of Eurorepar products in the following areas:

- braking (https://www.youtube.com/watch?v=-GieYm3k_Ac)
- wiping (https://www.youtube.com/watch?v=E5otsFMb8SY)
- lights (https://www.youtube.com/watch?v=l4sFmj76lhc)
- filtration (https://www.youtube.com/watch?v=khI4ExzvRTs)
- handling with shock absorbers (https://www.youtube.com/watch?v=9RCM8G58_SU)
- grip with types (https://www.youtube.com/watch?v=ZtGUNoVeURg)



These episodes have aroused much enthusiasm from their audiences (both repairers and customers) across the world. Season 1 is an integral part of localised advertising plans (Germany, United Kingdom, Argentina, Spain, Italy, Netherlands, Poland, Portugal, Russia and Turkey) at trade shows, on social media and with independent repairers.

The much anticipated **season 2 is now available**. Following the same format, these 6 new videos include a host of new animals: ants, sperm whales, bioluminescent jellyfish and more – these videos once again demonstrate the performance Eurorepar products have to offer:

- the battery (https://www.youtube.com/watch?v=eAE3WQPAc0Y)
- the spark plug (https://www.youtube.com/watch?v=mKzEV-QZ9f4)
- air conditioning (https://www.youtube.com/watch?v=5F54-CFCN1Q)
- the exhaust (https://www.youtube.com/watch?v=1m32pEGKCzE)
- lubricant (https://www.youtube.com/watch?v=NS_uGaRi0KE)
- the distribution (https://www.youtube.com/watch?v=myQdMIBIt-A)



Each 25-second sequence draws in the audience by creating a connection between the animal and the function of the Eurorepar part.

The entire web series is available at:

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 12,000 products, 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.

www.eurorepar.com