



Emotive marks World Standards Day with ISO 9001 re-certification across key brands

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Zug, Switzerland, October 14, 2025

Emotive is marking **World Standards Day** (October 14, 2025) by reaffirming its commitment to quality, securing ISO 9001 re-certification across three of its leading businesses, ERA, MPM, and OPTIMAL.

ISO 9001 is the internationally recognised standard for quality management systems, ensuring organisations consistently deliver products and services that meet customer satisfaction and business success.

For Emotive, the re-certification covers operations across Europe, including Germany, Italy, and the Netherlands, from product development and logistics through to technical support.

The milestone underlines Emotive's group-wide focus on consistent, standards-led processes at a time when workshops face rising vehicle complexity, accelerating electrification, and mounting pressure to deliver right-first-time repairs.

Martin Conrad, Chief Executive Officer at Emotive, said: "Securing ISO 9001 re-certification across our core brands reinforces our belief in the value of global standards. It is about giving workshops and distributors confidence that every part, in every box, meets the same quality benchmark. The certifications also ensure we continue to meet evolving customer needs with process-driven reliability and innovation."

Jarek Gora, Managing Director at ERA, said: "Our ISO 9001 re-certification underlines the robust, consistent processes behind every ERA product. It is this standards-led approach that drives innovation - from our thermal systems range to new solutions for electric and hybrid vehicles - ensuring customers can rely on proven quality and performance."

The re-certification proves the high standards built into OPTIMAL's quality systems, reinforcing Emotive's commitment to delivering reliable and high-performance parts that customers can trust.

This includes OPTIMAL's expanded range of Timing Chain Kits and Water Pump Kits. The new portfolio includes more than 260 SKUs for chain-driven engines and over 140 SKUs for belt-driven water pump systems, together covering the vast majority of vehicles in the European parc. Each kit is engineered to matching-quality standards, ensuring fast, accurate installation and dependable long-term performance.

Aykut Asiloglu, Head of Sales at OPTIMAL, said: "Workshops rely on more than just good parts - they rely on consistency. These new kits are built around the real-world needs of the workshop, with a commitment to ensuring every component meets a repeatable quality standard. It's about reducing fitting time, increasing confidence, and delivering performance that stands up in the bay."



About Emotive

Emotive (www.emotive.group) is a leading platform for automotive aftermarket solutions in Europe with more than 300 years of combined company history and experience. Our purpose is to provide sustainable mobility to every driver. We provide a wide range of products and services, including braking, suspension, electrics & electronics, engine, body parts, cooling & heating, filtration, steering, drive train, and lubricant & chemicals, to more than 300,000 workshops, delivered across 100 countries daily. The Emotive platform is powered by the following brands: OPTIMAL, ERA, MPM Oil, Platinum Plus, VEGE, MRT, Starline and Triple QX.