



ERA adds thermal systems portfolio with launch of radiators and intercoolers

Delivering high-performance cooling solutions for today's vehicle demands

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ERA, a leading provider of vehicle electronics and thermal components, has taken a significant step forward in its product evolution with the launch of a new line of radiators and intercoolers.

This latest expansion is designed to help independent workshops meet rising demand for reliable, high-quality parts across a broader vehicle parc. Whether tackling routine repairs or more complex thermal issues, technicians can now access a wider toolkit of cooling solutions built for performance, durability, and ease of fitment.

The introduction of these components follows the successful rollout of ERA's air conditioning range and reflects the brand's broader strategy to offer end-to-end thermal solutions across engine and cabin systems.

Built for durability and performance, the new range includes high-efficiency aluminium radiators and intercoolers engineered for demanding workshop use. With optimised heat dissipation, robust construction, and compatibility with a wide vehicle parc.

Martin Conrad, Chief Executive Officer Emotive, said: "As the automotive landscape transforms - driven by tougher emissions standards, electrification, and demands for greater durability - thermal systems are taking on a far more strategic role. They are no longer just about keeping things cool – they are key to performance, energy efficiency, and lower environmental impact."

Jarek Gora, Managing Director ERA, adds: "This new range of radiators and intercoolers reflects exactly that shift. At ERA, we have developed components that combine OE-matching quality with easy installation - helping workshops deliver faster repairs, extend vehicle lifecycles, and support more sustainable motoring from the ground up."

ERA is part of Emotive, a pan-European aftermarket platform supporting over 120,000 workshops across more than 100 markets. Through Emotive's infrastructure, ERA delivers technical support, responsive logistics, and a growing product portfolio that reflects the needs of the modern garage.

The new radiator and intercooler range is now available through Emotive's European distribution network.

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About ERA

Founded in 1983 and headquartered in Moncalieri, Italy, ERA is a specialist in electronic and electrical components for the independent automotive aftermarket. With a strong heritage in diagnostics, engine management, sensors, and vehicle electrics, ERA supplies a wide portfolio of high-quality, rigorously tested parts across Europe and beyond.

Now part of the Emotive platform, ERA combines deep technical expertise with the scale and support of a pan-European distribution network. The brand is trusted by workshops for its commitment to quality, innovation, and responsive service - supporting the growing demands of modern vehicle repair, including the transition to electrification.

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, drivetrain, and lubricant & chemicals, to more than 300,000 mechanics, 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.