



## ERA expands EV offering with new charging cable range

Powering up the aftermarket's electrification journey with future-ready, plug-in-and-go solutions

**Turin, Italy, December 17, 2025**

ERA, a specialist in vehicle electronics for the independent aftermarket, has introduced its new range of EV-charging cables to support the growing customer demand for reliable, easy-to-use electric servicing tools.

With EV adoption accelerating across Europe, ERA's new range addresses this shift with safe, durable, and high-performing charging solutions designed specifically for everyday use.

Certified to EU Type 2 standards, the range includes both single-phase and three-phase options, offering charging capacities from 3.5kW to 22kW. Each cable features weather-resistant (IP65–IP67) casings, welded connectors for secure current flow, and ergonomic plugs tested for more than 10,000 cycles.

The range supports AC charging across a broad spectrum of EV models registered from 2013 onwards, enabling customers to service modern fleets with greater efficiency and confidence.

ERA is part of Emotive, a strategic aftermarket platform that connects specialist brands under a shared focus on innovation, quality, and sustainability. Operating in 10 countries and reaching over 100 markets, Emotive gives ERA the scale and infrastructure to deliver future-focused solutions to more than 120,000 customers across Europe and beyond.

**Jarek Gora, Chief Commercial Officer ERA**, said: “No two EV drivers are the same - and neither are their charging needs. As the aftermarket shifts toward electrification, garages face growing complexity, from varied connector types and charge speeds to evolving safety standards.

“We have focused on making the range easy to integrate and ready to go, so garages can keep their customers moving without worrying about overheating, compatibility issues, or cable failure. This also builds trust with EV drivers, who rely on workshops to keep their vehicles and their charging equipment working flawlessly. With ERA, we are giving technicians the confidence to handle the future of EV servicing.”

**Martin Conrad, Chief Executive Officer Emotive**, underlines: “The new ERA range is built to meet these real customer challenges head-on. It offers high-quality, thermally protected, fully compliant cables that technicians can trust - whatever vehicle comes through the door with flexible length options such as 5- and 8-meter cables to suit different customer needs.”

ERA's new EV-charging cable range is available now via Emotive distribution channels across Europe.

**ENDS**



## **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](http://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.