



ERA expands portfolio with launch of two new product lines

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ERA, a specialist in electrical and electronic components for the independent automotive aftermarket, has broadened its portfolio with two new product lines, further strengthening its remanufactured offering.

The expansion introduces new remanufactured starters and alternators, alongside a comprehensive new Tyre Pressure Monitoring System (TPMS) sensor range, designed to support the evolving technical and environmental demands of the European aftermarket.

ERA's new reman starter and alternator ranges are developed to deliver the same dependable performance and durability customers expect from the brand, while significantly reducing environmental impact. By reusing up to 80% of original materials, each remanufactured unit helps save around 4.2kg of raw materials and 25kg of CO₂ emissions compared with manufacturing new components.

Each unit begins with a rigorously-selected OE core, and undergoes a meticulous remanufacturing process including inspection, cleaning, component replacement and more than 40 performance tests covering speed, temperature and voltage to ensure OE-level quality and reliability.

The new TPMS sensor offering has been developed to support fast-growing demand for reliable tyre pressure monitoring solutions across the aftermarket. The range includes both clamp-in and snap-in technologies, offering broad compatibility across vehicle applications and wheel types.

Designed for straightforward installation and programming, the sensors feature OE-chip generation technology and compatible communication protocols to ensure stable, error-free data transmission between the sensor and vehicle ECU. The range also supports both direct and indirect transmission systems and includes high-capacity batteries engineered for long-lasting performance.

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. LKQ is Emotive's no.1 distributor across Europe.

Jarek Gora, Managing Director at ERA, said: "The launch of our new remanufactured range represents a natural evolution for ERA. We're building on the trust our customers place in our products and applying that same commitment to quality and innovation to remanufacturing.

"At the same time, our new TPMS range responds to increasing workshop demand for fast-fit, dependable tyre pressure monitoring solutions that deliver consistent performance and easy installation. Together, these launches strengthen ERA's position as a trusted partner for the modern workshop."

Martin Conrad, CEO at Emotive, added: "These launches reflect the direction the aftermarket is moving in – where product performance, workshop efficiency and sustainability are no longer separate priorities, but increasingly interconnected. As vehicle parc complexity grows and environmental expectations continue to rise, suppliers have a responsibility to deliver solutions that support both operational demands and long-term industry progress.



"By expanding ERA's portfolio across remanufacturing and modern vehicle electronics, we're continuing to strengthen the depth and capability of the Emotive platform – ensuring workshops across Europe have access to the technologies, support and product availability they need for the next generation of vehicle repair."

The products featured in this announcement form part of the wider ERA portfolio. Availability may vary by country, distributor and product range. As of the date of this release, ERA's new remanufactured starters and alternators are available through our strategic distribution partner, LKQ, in the UK and Ireland, while the ERA TPMS sensor range is available in the UK and Ireland, Benelux-France, DACH, and Italy regions.

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 is a strategic platform for the independent automotive aftermarket, connecting specialist brands under a shared commitment to innovation, quality and sustainability. With operations in ten countries — including Switzerland, the UK, Germany, the Netherlands, Italy and Spain — and distribution partnerships spanning more than 100 markets, Emotive delivers over 70 million parts each year to more than 120,000 workshops across Europe and beyond.

By uniting established aftermarket brands on a single platform, Emotive enables partners to access a comprehensive and future-ready product portfolio backed by local expertise, global reach, and a vision centred on shaping the future of mobility. The Emotive platform is powered by the following brands: OPTIMAL, ERA, MPM Oil, Platinum Plus, VEGE, MRT, Starline and Triple QX.

For more information, visit: www.emotive.group