

## Cautex and Alfa e-Parts exhibit at the convention of its French customer AGRA



*The two brands of BBB Industries showcased their new products in Deauville*

**October 8, 2024** - [Cautex](#), A [BBB Industries](#) (BBB) brand with 65 years of experience in aftermarket spare parts in rubber and metal for the automotive sector, and [Alfa e-Parts](#), a brand specialized in electric and electronic spare parts available to all its customers, recently showed their new products at the convention of their French customer AGRA 2024.

This important event brought together more than 300 people, including suppliers, AGRA members, workshop customers and specialized press, in the Norman town of Deauville (France). On Friday, September 27, the event kicked off with a conference about the current situation and the future of the market, with speeches by senior executives from companies of the automotive sector.

Saturday morning was focused on the visit of workshops, which got to know the suppliers firsthand. The stands of the different brands, such as Cautex and Alfa e-Parts, were located in different rooms of the hotel "Le Normandy", a beautiful accommodation with Anglo-Norman residence style, and so they were visited by several groups of customers. On Saturday afternoon, several games and team-building activities took place, ending in the evening with a gala dinner with dancing and a prize draw.

Cautex has grown together with its distributors, working incessantly to be at the forefront of development and quality, and being very attentive to the needs demanded by the sector. Cautex continues to grow with the maxims that have always characterized it: a wide range of products, a firm



commitment to quality, and a careful customer service. And now accompanied by Alfa e-Parts, a brand of BBB Industries that offers more solutions to the aftermarket sector.

#### **About Cautex**

Cautex is a BBB brand in Spain in the supply of aftermarket spare parts in rubber and metal for the automotive sector. Founded in 1956 and based in Barcelona, Cautex has an extensive range of spare parts, firmly committed to guaranteeing the high quality of its products, and a high level of service. The company is owned by BBB Industries.

#### **About Alfa e-Parts**

Alfa e-Parts, a BBB Industries' brand, offers a new and modern concept of electrical and electronic spare parts for the global automotive sector. Focusing on quality, range and service, Alfa e-Parts is committed to providing 100% designed, manufactured and tested products to its customers. Alfa e-Parts is owned by BBB Industries, an industry leading sustainable manufacturer based in the United States.

#### **About BBB Industries**

BBB Industries, LLC is a leading sustainable manufacturer serving the automotive, and industrial markets. With an extensive footprint and operations throughout North America, BBB entered the European market in 2020 and now sustainably manufactures and supplies an assortment of nondiscretionary repair parts across more than 90 countries. TERREPOWER is a division of BBB that services the electric vehicle, energy storage and solar markets across both North America and Europe. Founded in 1987, BBB Industries, LLC is a private company with corporate centers located in greater Mobile, Alabama and Dallas, Texas. Please see [www.bbbind.com](http://www.bbbind.com) for more information.