

Bologna, 29 May 2024

Autopromotec 2025 goes green

*New digital registration procedure opened, organisers becoming more focused on sustainability.
Growth trend confirmed with pre-registrations*

Autopromotec, the automotive equipment and aftermarket exhibition scheduled from 21 to 24 May 2025 at the Bologna exhibition centre, celebrates an important milestone: 30 biennial editions, 60 years of history. On the eve of a truly historic edition, the organisers are taking important strides towards achieving all-round sustainability. In fact, the path towards certification for sustainability management systems for events, the UNI ISO 20121 standard, has begun.

The first step in this direction is a fully digital registration procedure, which makes it possible for exhibiting companies to manage their participation directly from their reserved area within the Autopromotec website. Registrations have been open since 20 May and the organisers are already able to confirm the growth trend observed and predicted during the pre-registration phase.

“The process we undertook to optimise the flow of entries to Autopromotec 2025 was a complex but necessary one”, comments Autopromotec CEO Renzo Servadei. “The new registration procedure allows us to confirm our commitment to all-round process sustainability. Nowadays, industry, the economy and the labour market must be rethought from a sustainable perspective. This represents a commitment and a concrete goal for us, of which the digitisation of the registration procedure is only a starting point. This means not only less paper waste, but also a more efficient and faster experience for our exhibitors, who can actually enjoy the trade fair at the click of a button”.

Sustainability is also one of the common themes that will be articulated and explored during the exhibition. Alongside this, space will also be given to connectivity and artificial intelligence. These are the major trends destined to dominate the automotive aftermarket (and beyond), and which will find extensive representation in the halls of the Bologna Exhibition Centre. More and more space is therefore given to new technologies, with a growing focus on software and applications of artificial intelligence to sensor technology and mechanical and electronic engineering, together with the product sectors traditionally present at the event - from automotive equipment to tyres, from spare parts to lubricants, as well as service networks and car services.

**Bologna, Italia/Italy 21-24 Maggio/May 2025****ABOUT AUTOPROMOTEC:**

Autopromotec is an international exhibition for automotive equipment and aftermarket products that takes place every two years at the Bologna Exhibition Centre. Founded in 1965, the event is organised by Promotec, a services company owned by AIRP - Associazione Italiana Ricostruttori Pneumatici (Italian Tyre Retreaders Association) and AICA - Associazione Italiana Costruttori Autoattrezzature (Italian Automotive Equipment Manufacturers Association). Its unique formula is based on the specialisation, professionalism and quality of the exhibition, a true meeting point between manufacturers and users. The trade show - which includes over 580 product categories, covering all sub-sectors of the aftermarket - takes the form of a selection of specialised fairs, where visitors can easily plan personalised itineraries based on their professional interests. Through intensive promotional activities supported both at an institutional level and by trade associations, over the course of 29 editions Autopromotec has experienced a continued increase in international growth.

