



Global independent tyre network sets its sights on LATAM region

Point S International is eyeing up the LATAM region as the next growth milestone for the world's largest independent automotive network.



5 August 2026 - Following this year's World Endurance Championship round in São Paulo, Point S International, official sponsor of Team Peugeot TotalEnergies confirmed that the race weekend has reinforced its strategic ambitions to accelerate its expansion across Latin America (LATAM).

Point S International currently maintains a global footprint spanning 54 countries, representing more than 3,150 independent tyre businesses and in excess of 7,000 points of sale. Building on its established presence in Europe, North America, and Asia, the network has stated its ambition to achieve significant long-term growth throughout LATAM.

Point S International CEO, Fabien Bouquet, explained: "When we look at the positive future trajectory of our network, the LATAM region represents an exceptionally strong strategic opportunity.

"Brazil in particular is one of the world's largest automotive markets, and we recognise both the opportunity and the importance of working alongside experienced local partners to establish a network that supports independent tyre dealers, garages, and motorists for years to come."

Point S first entered the Brazilian market in 2022. What began with flagship sites in São Paulo, Recife, and Vitória has since evolved into a growing national network, and Bouquet believes the market is now ready for a major expansion of the brand.

"The LATAM market offers enormous, untapped potential for the independent sector. With a car parc of well over 100 million vehicles across the region and a growing appetite among motorists for professional, multi-brand service, the conditions are right for a network like ours to make a real difference. Our success across Europe, North America, and Asia has shown what independent businesses can achieve when they combine local expertise with global scale, and we see no reason why that story cannot be repeated across Latin America."

The WEC race at the Interlagos Circuit served as a powerful commercial platform to drive regional momentum. Beyond the trackside action, the event brought together prospective partners from across LATAM to experience Point S first-hand. Delegation members visited local points of sale, met with international suppliers, and engaged directly with the Brazilian Master Franchisee to exchange operational best practices.



Point S International's expansion strategy in the region will mirror the proven business model that has driven its global growth: partnering with established local operators who retain their commercial independence while gaining access to global supplier agreements, private label products, training programmes, and international marketing support.

With the Team Peugeot TotalEnergies partnership continuing to showcase the Point S brand to millions of motorsport fans across the region this season, the network's message to Latin America's independent tyre dealers is clear: the world's largest independent network is open for business in LATAM, and there has never been a better time to join.

Supporters of Team Peugeot TotalEnergies do not have to wait very long before their next taste of the action. The Lone Star Le Mans is scheduled to take place from Friday 4th to Sunday 6th September, with Point S's partner taking to the track at Circuit of The Americas in the hope of securing a podium.

About Point S

Founded in 1971, Point S is the world's largest independent network of vehicle maintenance specialists. Point S offers a diverse range of premium quality products, services and solutions for vehicle maintenance, boasting 55 years of history and a retail concept that has been implemented on five continents. With 3,150 members worldwide and over 7,244 points of sale, the company is present in 54 countries around the world and employs more than 33,500 people.

Website: www.point-s-group.com