



## **Expansion of the ERA air conditioning system components range**

ERA, the electric spare parts leader in the automotive aftermarket, has launched a significantly expanded air conditioning system product range, to help customers respond to market demands.

**Zug, Switzerland, May 13, 2025**

ERA – part of Emotive, the leading force for automotive aftermarket solutions – has expanded its product range with the introduction of new condensers, compressors, interior blowers and resistors, dryers, and expansion valves.

The launch comes as workshops gear up to meet increased demand from customers experiencing air conditioning issues, often discovered when systems are switched on for the first time with the arrival of warmer weather.

**Jarek Gora, Managing Director ERA**, said: "Broadening ERA's air conditioning product range provides workshops and distributors with an even more comprehensive and high-quality offering. This not only enhances our overall product portfolio but also enables us to say 'yes' to our customers more often, meeting their diverse needs with greater flexibility and confidence."

**Theo Theuner, Chief Commercial Officer**, emphasizes, "As a key brand within Emotive's unified platform, ERA remains committed to providing reliable solutions that meet the evolving market demands."

"This expansion is the next step in a broader plan to further enhance ERA's cooling and heating program, providing workshops and mechanics a full range of reliable, high-quality parts to work faster and more efficiently."

For more information, visit [www.emotive.group/brands/era](https://www.emotive.group/brands/era).

**ENDS**



### **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, drive train, and lubricant & chemicals, to more than 300,000 workshops, 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.