



[Paris, 16/02/2024]

GiPA unveils strategic initiatives onwards

GiPA, the global leader in automotive aftermarket intelligence, announced its strategic initiatives for 2024: Innovation, Digitalization & Customer centric are the key strategic pillars for the next years.

GiPA is setting a new benchmark for innovation and customer-centric solutions in the automotive sector. Building on a year of unprecedented change and growth, GiPA is ready to introduce a suite of new products and services, designed to empower businesses to navigate the dynamic automotive landscape with unmatched confidence and agility.

Reflecting on the evolution of the automotive aftermarket over the past year, GiPA has been at the forefront, analyzing and interpreting global trends to provide cutting-edge solutions and products. *"The past years have underscored the importance of not just keeping pace with technological advancements but also staying ahead of the curve in understanding and anticipating customer needs,"* stated Almudena Benedito, CEO of GiPA. *"Our commitment is to drive businesses forward with innovative, digitalized solutions that put our customers at the heart of everything we do."*

In 2023 GiPA launched several groundbreaking studies and tools, including EV Euro trends and the forecasting tool SDP+. These initiatives have provided all the insights needed to anticipate market trends and effectively plan future strategies, reinforcing GiPA's position as the trusted partner in automotive aftermarket intelligence.

As we look towards 2024, GiPA reaffirms its dedication to fostering growth through advanced data intelligence and analytical tools. GiPA is set to unveil a groundbreaking Mobility study and extensive ASEAN market research, with a specific emphasis on India. Recognized as the world's fastest-growing market and the leading producer of two-wheelers, India's significance is highlighted by its production of over 26 million vehicles in 2023 alone.

The new Mobility study is set to offer extensive insights into emerging mobility trends, enabling businesses to stay ahead in a rapidly evolving sector. Meanwhile, the full ASEAN market research study will provide

detailed analyses of one of the most dynamic and rapidly growing markets, offering clients a granular understanding of the opportunities and challenges in the region.

In 2024, GiPA plans to release updated market research focusing on drivers and repairers of passenger cars and two-wheelers. As a global market intelligence leader, GiPA aims to capitalize on the tremendous growth opportunities in both the OEM and IAM sectors, recognizing the immense potential of these dynamic markets.

"In a world where change is the only constant, GiPA's dedication to innovation and customer-centric solutions is more crucial than ever," added Almudena Benedito. "We are excited about the future and are fully committed to continuing our journey alongside our clients, driving the automotive aftermarket towards a more informed, efficient, and innovative future."

GiPA's strategic initiatives for 2024 are not just a response to the evolving market needs but a further step towards shaping the future of the automotive aftermarket. With a relentless focus on innovation, customer-centricity, and intelligence, GiPA is setting the stage for a new era in automotive aftermarket services.

About GiPA: GiPA is a global market research and data analytics company specializing in the automotive aftermarket sector. With over 35 years of experience, GiPA is a trusted partner for industry players seeking accurate insights and strategic guidance. Through innovative research methodologies and collaboration with industry experts, GiPA empowers businesses to make informed decisions and adapt to the ever-evolving automotive landscape.

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