

PRESS RELEASE – 13 SEPTEMBER 2022

# MOTRIO PLAYING THE LEADING ROLE AT AUTOMECHANIKA FRANKFURT 2022

- **The international event dedicated to the Aftermarket will be the opportunity for Renault Group to present the Motrio logo restyling and the new Motrio Master Franchise Concept.**

**Milan, 13 September 2022** – Motrio brand of Renault Group dedicated to the all-make car maintenance will take part in the 2022 edition of Automechanika Frankfurt from September 13<sup>th</sup> onto 17<sup>th</sup> with an exhibition space in hall 4.0, booth n. C52. Automechanika Frankfurt is the major international fair of the automotive aftermarket related to equipment, spare parts, accessories, management and services.

The exhibition will be the opportunity to present the **new Motrio logo**, entirely re-designed by hand: an evolution of the long-standing brand inline with the Group's IAM strategy. The **renewed graphic style**, focused on an essential design and immediately recognisable, gives a fresher look thanks to the use of a **white bi-dimensional typeface on a red-coloured background**. The introduction of the new logo reinforces the identity of the brand and is the milestone of **the re-branding** activities that will cover communication as well as the complete store concept, from the repair shops to the products and the sales material.

*“Motrio participation to this important event, an international meeting point of the Aftermarket industry, is part of the communication strategy towards the market initiated in September 2021 with our participation to the most important exhibitions of the automotive sector at international level: Paris, Madrid, Bologna and Istanbul trade fairs” – Olivier Pontreau, Motrio Retail Director explains. “After the success of the Istanbul fair, we have a double objective in Frankfurt: on the one hand to develop our presence within the German market, on the other hand to present our strategic plan and potential for development at a global level, thanks to our new Motrio Master Franchise concept”.*

The exhibition will then be the occasion to present our network of multi-brand repair shops which accounts for more than 2,500 workshops in the World as well as all advantages for workshop owners joining the Motrio network.

We will also present to the market **our product offer in continuous evolution**: from **the new range of Motrio Fairway tyres** which, in addition to the Summer and the Winter product lines also includes the All-Season offer, to **the extended range of engine oil** for ‘all makes’ and to **the new range of batteries**. The new battery offer sees the introduction of a specific range for Asian vehicles and start&stop, reaching a coverage of 95% of the European car park.

Our **multi-brand spare parts range (with more than 12 thousand part numbers)** will be multiplied by 3 within 2025 in order to reach a coverage of more than 80% of the European car park.

With more than 40 product families and above 30 thousand product number codes, Motrio intends to provide competitive solutions for car service on all makes, particularly suitable to all cars outside of the car maker warranty period: the Renault Group know-how is there to serve both the Motrio network and end consumers.

For the **Master Franchisor**, Motrio is an opportunity to develop its IAM business representing the brand in a given territory with a full portfolio of private label product, service and network, with the close support of the Motrio Business Unit.

For the workshop, Motrio offers a **zero-cost business model**, thus providing the repair shops the opportunity to enter into the network in a “smart” way: the cost for affiliation covered by the car maker versus the joining workshop commitments in terms of performance.

For further information on our product range and services, browse our website  [www.motrio.com](http://www.motrio.com)

**Motrio**, created from the experience of Renault Group and led by Guy-Olivier Ducamp is the brand ensuring high quality assistance to all makes vehicles through its wide spare parts range and qualified repair shops network. Today, the Motrio offer is present in 125 countries with roughly 2,500 workshops worldwide. The Business Unit is organized by three main areas: Retail, Distribution and Solutions, all three closely connected to develop the Automotive Aftermarket and supply repair shops with the best and the most efficient solutions.

#### About Renault Group

Renault Group is at the forefront of a mobility that is reinventing itself. Strengthened by its alliance with Nissan and Mitsubishi Motors, and its unique expertise in electrification, Renault Group comprises 4 complementary brands - Renault, Dacia, Alpine and Mobilize - offering sustainable and innovative mobility solutions to its customers. Established in more than 130 countries, the Group has sold 2.7 million vehicles in 2021. It employs nearly 111,000 people who embody its Purpose every day, so that mobility brings people closer. Ready to pursue challenges both on the road and in competition, Renault Group is committed to an ambitious transformation that will generate value. This is centred on the development of new technologies and services, and a new range of even more competitive, balanced and electrified vehicles. In line with environmental challenges, the Group's ambition is to achieve carbon neutrality in Europe by 2040. <https://www.renaultgroup.com/en/>