

## SmartParts to showcase DRIVE+ global growth and expanded range at Automechanika Frankfurt 2024

Frankfurt, September 11, 2024 – **SmartParts SA**, established in November 2023 to deploy the **DRIVE+ global aftermarket brand** among all NEXUS members, is set to make a significant impact at the upcoming Automechanika Frankfurt 2024. The company, now fully operational, has already achieved a significant success in its first year, with sales more than doubling compared to the previous year. At the event, SmartParts will showcase the dynamic growth of the **DRIVE+ range**, unveiling a brand-new line of **DRIVE+ lubricants** and a major expansion of its **shock absorbers range**.

**DRIVE+ is the global aftermarket brand exclusively available for NEXUS members.** It aims to respond to the evolving global aftermarket landscape and the aging vehicle parc by delivering high-quality products that offer excellent value for money, complementing premium brands. The core ambition of DRIVE+ is to provide a comprehensive alternative range to workshops worldwide, prioritizing older vehicles with a minimum 80% potential market coverage. DRIVE+ is committed to creating a user-friendly experience for mechanics on a global scale, becoming "the workshop's choice."



### Operational and ready for market expansion

SmartParts is pleased to announce that all its functions are now fully autonomous and operational. The company's headquarters in Switzerland, the Product Development and Procurement Competence Center in Shanghai, and the European Distribution Center in Poland, where all stock has been centralized, ensure efficient service and optimal logistics support for its growing customer base. The new brand image, which is human-centric and focused on mechanics, has been deployed on a global level.

This readiness will be demonstrated through a comprehensive presentation at Automechanika Frankfurt, showcasing the streamlined processes and enhanced capabilities of SmartParts.

### Continuous geographic expansion

SmartParts continues its robust expansion **across key global markets**, with a focus on Europe, the Middle East, Asia (notably Thailand), and Latin America (including Argentina, Colombia and Chile). This expansion is part of SmartParts' commitment to bringing its services to a broader audience, ensuring accessibility to high-quality aftermarket products for aging vehicles worldwide.

## New lubricant range

SmartParts will unveil its entirely new lubricant range at Automechanika Frankfurt. The engine oil range, for both light vehicles and heavy-duty applications, is now segmented into three distinct categories—**DRIVE+ Essential**, **DRIVE+ Performance**, and **DRIVE+ Platinum**—making it easier for distributors and mechanics to select the appropriate product.



Moreover, DRIVE+ covers all lubricant needs beyond engine fluids: **DRIVE+ PowerShift** for transmissions and **DRIVE+ PowerHydro** for hydraulic fluids.

This segmentation is showcased in the brand-new packaging design unveiled at the Automechanika Frankfurt show. The range now includes over 100 part numbers with volumes ranging from 1L to 1000L.

The DRIVE+ lubricants, manufactured in the EU, meets the highest industry standards and coverage.

## Range extension in shock absorbers

In response to market demand, SmartParts is introducing a shock absorbers range extension, comprising 220 new part numbers, reaching a total of close to 700 part numbers. This includes oil and gas shock absorbers, struts, and cartridges.

This development reflects the company's dedication to offering ranges that cater to the diverse needs of NEXUS members worldwide.

The entire DRIVE+ program has been continuously enhanced, with **over 500 new part numbers** added to the range since the beginning of 2024.



Pascal Popis, CEO of SmartParts, comments: *"The first year has been extremely rewarding for SmartParts. With all operations fully functional, we are ready to meet the growing global demand for parts adapted to the ageing car parc. Our strategic expansion in Europe, Middle East, Asia, and Latin America, along with an extended product range, sets us up for continued success. I am thrilled to share that our sales have more than doubled from last year, reflecting the commitment of NEXUS members, the strength of the DRIVE+ brand and our team's dedication."*

For more information, visit the SmartParts display at the NEXUS Automotive International booth, Hall 4, Booth F11, during Automechanika Frankfurt 2024, held from September 10-14, 2024.

## About SmartParts SA

*Launched in November 2023, SmartParts aimed at overseeing the rollout of the DRIVE+ global aftermarket brand available for NEXUS members and maximizing product development and sourcing capabilities.*

*DRIVE+ aim is to respond to the changing global aftermarket landscape and the aging of the global car parc by delivering high-quality products that offer excellent value for money, complementing premium brands.*

*SmartParts is a recognized expert in agile product development and sourcing services with a robust global manufacturing partners network.*

*[More information: DRIVE+ international](#)*

## About NEXUS Automotive International

*Established in 2014 by CEO Gaël Escribe, NEXUS Automotive International, the automotive aftermarket (AA) company, is shaping the future of the AA.*

*Thanks to an entrepreneurial, innovative and agile mindset, N! disrupts the industry bringing innovative solutions for a more sustainable, digital and connected mobility. At the same time, it supports its community of more than 492 members in 138 countries, allied with 100 global suppliers, by providing services to accelerate their growth.*

*N! is offering new approaches and new ideas for a connected, global and consolidated world of tomorrow to accelerate the success of car and heavy-duty spare parts and services distributors and manufacturers, through 16 regional structures that connect them.*

*NEXUS' consolidated turnover is expected to reach more than 45 billion euros in 2024.*

*[More information: NEXUS Automotive international](#)*

*N! podcasts available [here](#).*

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