

SmartParts announces DR!VE+ North America launch at NEXUS Business Forum 2025



Abu Dhabi, April 9th, 2025 - **SmartParts** has announced the launch of **DR!VE+** in North America at the **2025 NEXUS Business Forum** in Abu Dhabi. This marks a major step in its global expansion, following strong growth in 2024 for the exclusive global aftermarket brand for NEXUS members worldwide. The first phase will introduce a 13,700-part Chassis range, with further product lines to follow. **DR!VE+** is emerging as the unified brand for NEXUS North America members. Additionally, SmartParts is unveiling a new **DR!VE+** battery range, reinforcing its commitment to a comprehensive aftermarket offering.

To capitalize on growing market opportunities driven by the aging car parc and the transformation of the aftermarket, NEXUS decided 18 months ago to accelerate the deployment of the **DR!VE+** brand. In November 2023, SmartParts was incorporated to lead the global expansion of **DR!VE+**, the exclusive aftermarket brand for NEXUS members.

Strong commercial growth in 2024 & high ambitions for 2025

SmartParts reinforced its impact on the NEXUS community with an exceptional growth in 2024—welcoming over 20 new NEXUS members, increasing revenue by 50%, and expanding its reach to more than 80 members and customers in 50 countries. This success validates SmartParts' potential to play a leading role in the evolving global aftermarket.

With 2025 poised to be a transformative year, SmartParts aims to significantly increase its turnover while fast-tracking expansion into North America, India, and Asia.

Expansion into North America

At the NEXUS Business Forum in Abu Dhabi, the launch of DR!VE+ in North America was officially announced, with ambitious targets set.



"Like in other regions, North America's aging car parc—now averaging almost 13 years—is driving demand for entry-level product ranges. DR!VE+ is the natural choice for NEXUS North America members. The first phase of our North America launch will focus on the Chassis range, offering 13,700 part numbers, with a roadmap to introduce multiple additional product lines over the next 18 months," said **Robert Roos, President of APSG and NEXUS North America**. "This joint initiative marks a key milestone in the history of NEXUS North America".

Expanding the global range: Batteries & enhanced coverage

SmartParts is unveiling its all-new DR!VE+ battery range at NEXUS Business Forum. The lineup, designed for both light vehicles and heavy-duty applications, is segmented into four distinct categories—DR!VE+ Platinum (AGM), DR!VE+ Performance (EFB), DR!VE+ Essential (SLI) and DR!VE+ Access (Commercial Vehicles only) —making it easier for distributors and mechanics to select the right product

The battery range includes 61 part numbers, covering 99% of market demand and catering to older small vehicles, the latest hybrid models, and commercial applications. DR!VE+ batteries meet the highest industry standards and performance requirements.

The DR!VE+ portfolio expanded by more than 1,100 new part numbers in 2024, bringing the total to over 11,000 part numbers. This momentum will continue in 2025, with additional product lines set to join the family in the second half of the year.



Pascal Popis, CEO of SmartParts, commented: *"2024 has been an exceptional year for SmartParts. With sales more than doubling compared to last year, this growth reflects the strong commitment of NEXUS members, the power of the DR!VE+ brand, and the dedication of our team. The key milestone for 2025 will be the DR!VE+ launch in North America, further strengthening its position as the global aftermarket brand exclusive to NEXUS members."*

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](#)

Press contact SmartParts SA

Stéphane Freitas, Chief Marketing Officer SmartParts SA
+ 33 6 07 86 22 29
stephane.freitas@smartparts.eu

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 523 members in 145 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 reached 50 billion euros of consolidated revenue in 2024. More information: [NEXUS Automotive international](#)

Press contact NEXUS Automotive International

Julie Fontaine, Corporate Communication Manager NEXUS Automotive International
+ 33 6 26 73 39 03
julie.fontaine@nexusautomotive.eu