

DRIVE+: new ambitions, new identity and new tagline for NEXUS' global aftermarket brand

Geneva, March 6th – At the NEXUS Business Forum in Monaco, DRIVE+, the exclusive global aftermarket brand for NEXUS members, is unveiling its updated brand identity and new tagline, "The workshop's choice." The DRIVE+ offer complement NEXUS' core emphasis on premium brands, with a specific focus on ageing car parc.

In November 2023, the **SmartParts** entity was founded with the goal of deploying DRIVE+, the exclusive global aftermarket brand of N! members, to promptly respond to the evolving global aftermarket landscape and the ageing of the global car parc. Today, the brand is already established in **more than 40 countries** worldwide.

As part of its strategic investment in the **DRIVE+ global aftermarket brand**, SmartParts is excited to unveil its **new global image**, set to be launched worldwide before the semester concludes.

The focus is on mechanics, making them central to DRIVE+'s vision. The goal is to answer directly to the needs of mechanics worldwide, providing quality products that offer excellent value for money and simplicity. The upcoming changes highlight DRIVE+'s commitment to creating a user-friendly experience for mechanics on a global scale.

The brand's new tagline, **"The workshop's choice,"** embodies DRIVE+'s core ambition: providing a comprehensive alternative range to workshops across the globe, focusing on cars older than 10 years with a minimum 80% potential market coverage.

DRIVE+
THE WORKSHOP'S CHOICE

Currently comprising 9,000 part numbers across 10 product categories, the **range** is poised for rapid expansion. Over 2,000 new part numbers are already in the pipeline for 2024. The DRIVE+ range is developed in collaboration with NEXUS' partner suppliers, presenting an additional growth opportunity.

In Europe, the comprehensive range is efficiently delivered to all NEXUS members from the **central SmartParts Distribution Center** located in Poland, ensuring an excellent service level and minimal lead times.

To complement this brand transformation, SmartParts proudly introduces the **redesigned website** driveplusinternational.com, that is not only more informative but also more user-friendly, reflecting the brand's **human-centric approach**, fostering a close connection with repairers.

In a strategic initiative to boost brand visibility, DRIVE+ is gearing up to take part in the upcoming **GT4 Europe series** and the French GT series with two Porsche 718 Cayman CS GT4. The goal is to not only highlight the exceptional quality of DRIVE+ products but also to **spark a renewed passion for the brand**.



Pascal Popis, CEO of SmartParts, comments: "**The segment of cars older than 10 years constitutes today a significant 47% in Europe G5 and 52% in LATAM. In the five major European markets, it is anticipated that by 2026, 27% of the car parc will consist of vehicles older than 15 years. Recognizing the undeniable trend of an ageing car parc in the coming years, DRIVE+, available from NEXUS members worldwide, emerges as the solution delivering products that offer excellent value for money, complementing premium brands**".

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 451 members in 137 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 was more than 42 billion euros in 2023.

More information: NEXUS Automotive international

N! podcasts available [here](#).

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