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PRESS RELEASE

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Diesel Technic on the move

Strong presence at international trade fairs 2025

Represented with its product brand DT Spare Parts and its service brand Parts Specialists, Diesel Technic showcased aftermarket expertise, expanded networking, and introduced its new location in France.

In 2025, Diesel Technic once again demonstrated its global reach and strong industry presence by participating in key trade fairs across Europe and South America. With DT Spare Parts and the Parts Specialists team, the company connected with professionals from the automotive aftermarket at the Motortec in Madrid, Road Transport Expo and RTX Scotland in UK, Expo Peças in Brazil, AUTOTEC EXPO in Greece, Solutrans in France and Automechanika in the United Arab Emirates. These events provided valuable opportunities for networking, featuring product innovations, and strengthening partnerships—especially with the spotlight on the Premium Shop and the newly established location in France.

The first trade fair of the year took place from 23 to 26 April 2025, as Diesel Technic Iberia S.L. participated in Motortec—Southern Europe’s leading event for the automotive service and aftermarket industry—held in Madrid. Parts Specialists Jesús and Sebas represented the team, engaging with visitors and showcasing Diesel Technic’s commitment to supporting workshops and professionals in the region. To celebrate the event, the team organized a special raffle: all Premium Shop members who redeemed crowns during April and May were entered to win a set of modular workshop furniture. In addition, registered members received small gifts at the stand, while new participants were welcomed with a Parts Specialists backpack filled with promotional items. The event once again proved to be a valuable platform for cultivating good customer relationships and highlighting the benefits of Diesel Technic’s loyalty program.

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From 24 to 26 June 2025, Diesel Technic UK & Ireland LTD. participated in the Road Transport Expo at NAEC Stoneleigh, Warwickshire, near Birmingham—an event that welcomed over 14,000 visitors. The team used the occasion to launch its brand-new 400-page LCV parts catalogue, designed specifically for technicians and workshop professionals. The catalogue features an expanded product range and underlines Diesel Technic’s commitment to quality, usability, and aftermarket support. Visitors were also invited to join the Premium Shop, a loyalty and rewards program offering exclusive benefits. Every new sign-up at the stand was entered into a prize draw to win a unique LEGO® Technic Volvo FMX Truck & EC230 Electric Excavator set, created exclusively for RTX attendees. The show also marked the debut of Lee Harris, Diesel Technic’s newly appointed UK Parts Specialist, who was on-site to connect with customers and share insights. Later in the year, Diesel Technic continued its UK presence at RTX Scotland, held from 19 to 20 November 2025 at the SEC Glasgow, further expanding relationships within the regional transport community and demonstrating its aftermarket solutions to a new audience.

Another trade fair highlight took place from 16 to 18 October 2025, when Diesel Technic was represented at Expo Peças—the largest trade fair for automotive parts, technologies, and services in Brazil’s Midwest region—held in Goiânia, Goiás. Since its first edition in 2015, Expo Peças has become a key meeting point for the regional aftermarket industry. This year, Diesel Technic’s customer Carreteiro Center Ltda., together with Brazilian Parts Specialist Aelson, introduced the DT Spare Parts product brand alongside the service brand Parts Specialists, engaging visitors and underlining the importance of high-quality parts and professional support in the Brazilian market. To add to the excitement, a wheel of fortune at the booth offered attendees the chance to win attractive prizes.

Visitors to AUTOTEC EXPO, held from 31 October to 2 November 2025, could expect something similar. Here, Diesel Technic proudly supported its long-standing partner Tsalopoulos. The event took place at the Metropolitan Expo in Athens, Greece’s largest and most advanced exhibition center.

Moreover, Diesel Technic France SARL participated in SOLUTRANS, which took place from 18 to 22 November 2025 at Lyon EUREXPO. A key highlight during the event was the introduction of the company’s new premises in Janzé, near Rennes. The modern facility strengthened logistics operations and provided additional space for future growth, reinforcing Diesel Technic’s long-term commitment to the French market.

Furthermore, the Automechanika Dubai will take place in the city’s World Trade Centre from 9 to 11 December 2025. On this special occasion, Diesel Technic seizes the opportunity to personally engage with long-standing customers, strengthening relationships and expressing sincere appreciation for their continued trust through the traditional customer evening.

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Global Automotive Solutions – Made in Germany

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With a strong presence at major industry events in 2025, Diesel Technic has once again underlined its commitment to staying close to its customers and partners worldwide. The company is already preparing for the upcoming trade fair season—ready to build on this momentum and continue driving innovation in the automotive aftermarket.

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Brand Portrait DT Spare Parts:

The brand DT Spare Parts from Germany stands for a complete range with around 45 000 automotive parts and accessories with guaranteed quality and comprehensive service offerings. The consistent orientation towards original quality of the original equipment and the continual further development of the services have made the DT Spare Parts brand what it is today – a leading product brand in the automotive industry. Customers' long-term trust in the brand is rewarded – with a 24 month brand guarantee.

Company Portrait Diesel Technic:

Diesel Technic is one of the largest suppliers of automotive parts and accessories and was founded in Germany in 1972. With the product brand DT Spare Parts, Diesel Technic provides the trade with the opportunity to meet all the demands of the market at all times. The core competence of Diesel Technic is to develop brand spare parts in guaranteed quality for various requirements and to ensure a worldwide supply of spare parts for DT Spare Parts products. Distribution partners and their workshop customers in over 150 countries value Diesel Technic's expertise as a reliable full-service partner that keeps their business and vehicles moving. Besides the corporate headquarters in Germany, the Diesel Technic Group includes subsidiaries in France, Spain, Great Britain, Italy, Dubai/UAE and Singapore. Worldwide, the Diesel Technic Group employs more than 650 people from 30 countries.

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