Show Report

May 19, 2025

AUTOMEC 2025

Power Systems Research
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As part of our ongoing effort to collect industry intelligence and information on new products, analysts from Power Systems Research regularly attend major trade shows around the world. We share our findings with you in these Show Reports.

Automec 2025 Provides Auto Parts Innovation

The 16th edition of **Automec**, held from April 22 to 26, 2025, at São Paulo Expo, reaffirmed its standing as Latin America's premier trade fair for automotive parts, equipment, and services. Hosting more than **1,500 brands** and over **90,000 visitors**, the key theme of the events were **sustainable mobility, digital transformation,** and the **professionalization of the repair chain**. Automec 2025 offered a comprehensive showcase of emerging technologies and set the tone for the industry's future in electrification, connectivity, and advanced diagnostics.

VEHICLE TECHNOLOGIES AND ELECTRIFICATION TRENDS

Accelerated Electrification. Exhibitors at Automec 2025 focused heavily on supporting this transition with products such as:

- High-efficiency EV charging modules
- Battery cooling and heating solutions
- Modular platforms and retrofitting kits for fleet conversion

Component Innovation. Multiple players showcased system-level improvements including:

- Enhanced thermal management systems
- Scalable battery pack architectures
- Power electronics adapted for multi-voltage applications

PROFESSIONAL TRAINING AND INTERACTIVE EXPERIENCES

Automec University. A major addition this year was Automec University, offering certification programs in partnership with various exhibiting brands, with focus on EV and hybrid diagnostics, ADAS recalibration, Emission

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control systems and inspection techniques. This initiative aims to meet the growing demand for qualified professionals in a rapidly evolving aftermarket.

TEST DRIVE AND HANDS-ON ZONES

An outdoor test area allowed visitors to drive:

- New-generation electric and combustion vehicles
- Vehicle comparisons under real-world driving scenarios
- Newly developed parts, tested live with technical support teams

PRODUCT LAUNCHES AND TECHNOLOGIES

Cummins Brazil. Cummins introduced a series of innovations targeting sustainability and operational performance:

- **ReCon® remanufactured engines** provide up to **30% cost savings**, while promoting circular economy practices.
- **Holset Genuine turbochargers**, engineered for high durability and fuel efficiency, were emphasized for fleet and off-highway markets.
- **Advanced anti-counterfeiting** features and improved post-sale support reflect the company's focus on product integrity and service excellence.

Bosch. Bosch brought forward a range of high-impact technologies in electrification and diagnostics:

- **Electric axle drive** systems optimized for light commercial vehicles and urban logistics fleets.
- **Expanded portfolio** of advanced driver-assistance systems (ADAS) calibration tools, addressing the increasing demand for precision service in workshops.
- **Cloud-connected** vehicle diagnostics platform, enabling real-time data sharing between repair centers and OEMs.

Frasle Mobility reinforced its commitment to sustainable

and high-performance mobility solutions with these products:

- **Copper-free** and low-emission friction materials, meeting global regulatory trends and enhancing safety.
- **Telemetry-integrated** brake system components for commercial vehicles, enabling predictive maintenance and enhanced fleet management.
- **A portfolio of lightweight** structural components, aimed at reducing overall vehicle mass and contributing to emissions targets.

MWM Tupy, now a subsidiary of Tupy, showcased its advancements in decarbonization and alternative fuels:

- **Hydrogen-powered** internal combustion engines for heavy-duty applications, in collaboration with international partners.
- **Biomethane** and diesel-powered motor pumps, developed in Brazil, expanding their portfolio for the agricultural sector.
- **Solutions for** converting diesel trucks to operate on natural gas or biomethane, offering a cost-effective alternative to purchasing new NG vehicles.

Eaton expanded its aftermarket portfolio to include Endurant automated manual transmission (AMT) parts, providing independent rebuilders with genuine remanufactured units, gears, shafts, kits, electronics, and components needed to remanufacture or repair the Endurant HD transmission. **PSR**

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About Power Systems Research

Power Systems Research (PSR), established in 1976, is the leading source of data, analysis and forecasting on the global production of engines and engine-powered equipment, including class 8 vehicles. One of its databases, EnginLink,™ includes production figures down to the model level for OEMs in key market segments, such as commercial vehicles. PSR's global research network includes eight offices and stretches across 200 countries and four continents.

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