

## **Infopro Digital Automotive Expands Global Offering with DriveRightData Integration, Enhancing Tyre, Wheel, and Fitment Data Solutions for the Automotive Industry**

*Infopro Digital Automotive proudly announces the successful integration of DriveRightData into a unified offer to the Aftermarket. This integration significantly enhances the capabilities available to our clients, delivering unmatched data accuracy, coverage, and operational efficiency on tyre, wheel and fitment data information.*

*DriveRightData will launch new Tyre Toxicity and Emissions data, providing retailers with insights into the environmental impact of tyres, aligning with upcoming legislation, and helping retailers guide consumers in making smart tyre choices that prioritise performance and environmental responsibility*

**Frankfurt – 8 September 2024**

Infopro Digital Automotive, a leading global provider of data and software solutions for the automotive aftermarket, announces the successful integration of DriveRightData into its global portfolio. This integration enhances our offerings by incorporating over 20 years of expertise in OE and Aftermarket trim-level tyre and wheel fitments, product catalogues, and market insights, delivering unmatched data accuracy, coverage, and operational efficiency to automotive businesses worldwide.

The new vehicle information seamlessly matches with data sets such as KType, MVRIS, ACES, Brazilian and Australian data. It easily integrates into B2B datasets, consumer-facing websites and internal systems, streamlining tyre and wheel selection to create effective buying journeys. The trim-level data returns exact OE, OE Optional and Aftermarket fitments, helping accurate product selection which in turn helps build trust and increase conversions. This also reduces returns and exchanges and enhances customer satisfaction, whether completing orders online or in-store.

Additional solutions like tyre and wheel images, tyre price analytics tool, VIO market reports and EC1222 compliant labels help retailers optimise sales journeys and improve competitive positioning. For the professional wheel market, technical services, including caliper drawings and wheel analysis, ensure precise fitment, review market coverage and boost the marketability of wheel designs.

**Unparalleled Data Coverage:** The integration of DriveRightData into these three powerful brands provides clients with an exhaustive data repository, including:

- OE and Aftermarket fitments for over 230 vehicle brands and more than 150,000 vehicles, ensuring almost complete global Vehicle in Operation (VIO) coverage.
- Detailed fitment information for over 113,000 vehicle models, and 137,000 vehicle upsteps supported by 2D vehicle images.
- Tyre Catalogues with over 230 tyre brands and 135,000 tire patterns, supported by 75,000 high-resolution PNG images and EC1222 labels.
- A comprehensive catalogue of over 300,000-wheel products across 350-wheel brands with International, TÜV and staggered fitments.

### **Infopro Digital Automotive is committed to continuous innovation.**

DriveRightData is launching early 2025 its new-to-market Tyre Toxicity and Emissions data, providing retailers with insights into the environmental impact of tyres, aligning with upcoming legislation in Europe and North America. These new data sets will help retailers guide consumers in making smart tyre choices that prioritise both performance and environmental responsibility, ensuring they stay ahead in the aftermarket industry.

"Our mission with this integration is to deliver a truly comprehensive solution that meets the evolving needs of our customers. By combining the strengths of DriveRightData with Infopro Digital Automotive solutions, we are providing our customers with an unmatched resource to excel in the competitive aftermarket." says Regis Sandrin, Executive Director of Infopro Digital Automotive.

### **About Infopro Digital Automotive**

*Infopro Digital Automotive is the automotive division of the larger group Infopro Digital. With over 70 years of experience and nearly 900 employees in 11 countries, we develop digital tools and software dedicated to the performance of decision-makers in the various sectors of the automotive aftermarket industry. Our services benefit various automotive stakeholders, including car manufacturers, aftermarket parts producers, distributors, and workshops. Our brands: ETAI, HaynesPro, OATS, Inovaxo, Autronica, ETAI Ibérica, IsiCondal, Carooline, Haynes, DriveRightData*

To find out more: [www.infopro-digital-automotive.com](http://www.infopro-digital-automotive.com)

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