

Infopro Digital Automotive and VACC Australia Renew and Expand Strategic Partnership for Technical Data Solutions at Automechanika Frankfurt 2024

A multi-million-euro deal was formalised today at Infopro Digital Automotive's flagship stand at Automechanika Frankfurt, highlighting the strategic importance of this partnership to both organizations.

Infopro Digital Automotive and Victorian Automotive Chamber of Commerce (VACC) are investing in the future of automotive repair across Australia, New Zealand, and the Asia Pacific region, bringing the most accurate technical data to workshops, ensuring the highest standards of service and repair.

Frankfurt – 11 September 2024

Infopro Digital Automotive, a leading global provider of data and software solutions for the automotive aftermarket, today announced the renewal and expansion of its strategic partnership with the Australian based Victorian Automotive Chamber of Commerce. The new agreement was officially signed at Automechanika Frankfurt, the premier international trade fair for the automotive aftermarket.

Since 2019, VACC has been a strategic partner to Infopro Digital Automotive, delivering essential automotive technical repair data to more than 5,000 professional end-user customers across Australia and New Zealand. This renewed agreement, starting January 2025, marks a significant milestone as the business triples its scale and broadens its reach to include the Asia Pacific market and beyond.

Key highlights of the renewed agreement include:

Expanded Data Offerings: The introduction of additional automotive data categories such as Electric Vehicle (EV) & hybrid technical data, truck repair data, motorcycle repair data, and tyre & wheel data.

Enhanced Customer Benefits: From January 2025, end-user customers will benefit from the integration of Vehicle Registration Lookup (VRM) technology, enhancing both existing and new technical data products.

The agreement, a multi-million-euro deal, was formalised today at Infopro Digital Automotive's flagship stand at Automechanika Frankfurt, highlighting the strategic importance of this partnership to both organizations.

"The interaction and collaboration with the VACC team ensure Infopro Digital Automotive's technical data products are delivered to workshops and vehicle repair facilities as part of the continually expanding VACC MotorTech programme," says Gary Knight, General Manager of the Asia Pacific region at Infopro Digital Automotive. He

also emphasised the importance of this partnership in expanding our reach and influence across the Asia Pacific region.

Regis Sandrin, Executive Director of Infopro Digital Automotive, remarked on the expanded partnership: "This renewed agreement with VACC is a testament to our shared commitment to advancing automotive repair solutions in the Asia Pacific region. By confirming and expanding the scope of our partnership, we emphasize our trusted cooperation with the top management of VACC and consequently reinforce our commitment to delivering highly qualified data to all his members."

Geoff Gwilym, Chief Executive Officer of VACC, added: "The ongoing partnership with Infopro Digital Automotive has been pivotal in enabling us to support and service our affiliates in their maintenance and repair activities. This renewal enhances our efforts to meet the future demands of our network along with the Australian requirements for global and precise technical data around the mobility sector. We are excited about the possibilities that this extended partnership will bring, especially as we broaden our reach to new markets in the Asia-Pacific region."

For more information about Infopro Digital Automotive, please visit Infopro Digital Automotive. To learn more about VACC Australia, visit VACC Marketplace.

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, Caroline, Haynes, DriveRightData

To find out more: www.infopro-digital-automotive.com

About VACC

The Victorian Automotive Chamber of Commerce (VACC) is the voice of Victoria's automotive industry, providing key support services for business owners operating in the retail, service and repair sectors, including vehicle sales, mechanical, crash repair, auto electrical, fuel retailing, towing, and more. VACC's key member support services include industrial relations advice; occupational health & safety and environment information and assistance; a technical library and call centre; policy development and advocacy; industry research; and automotive apprenticeships and training.

To find out more: www.vacc.com.au

Press contact:

Infopro Digital Automotive: Simone.strimber@infopro-digital.com (+44 7825635186)
or violaine.bazil@infopro-digital.com (+33 615833786)

VACC: ggwilym@vacc.com.au