



Infopro Digital Automotive presents its solutions at AAPEX

Las Vegas – November 5th 2024 – Infopro Digital Automotive is excited to participate in AAPEX 2024, as a leading provider of innovative solutions for the automotive sector, Infopro Digital Automotive is ready to showcase its latest advancements and engage with industry professionals and consumers. Attendees can expect to learn more about Infopro Digital Automotive's comprehensive products and services, including DriveRightData and OATS, which provide unmatched data solutions for the automotive industry.

Featuring the latest developments in automotive fitment data, product catalogs, market insights, and lubricant data services—along with a preview of Infopro Digital Automotive's upcoming software release for technical data and repair procedures, featuring an innovative intelligent information search tool set to launch in 2025.

DriveRightData: Setting a New Standard in Fitment and Product Catalog Data

As a key part of the Infopro Digital Automotive family, DriveRightData provides AAPEX 2024 attendees with advanced solutions in wheel and tire fitment, product catalogs and market intelligence. For businesses seeking to enhance vehicle data accuracy and product fitment, DriveRightData offers coverage spanning over 150,000 vehicle models worldwide, meticulously curated to ensure compatibility with global datasets. Integrated with standards such as ACES/VCdb and KType, the fitment data enables manufacturers, retailers, and distributors to reduce returns by accurately matching products to specific vehicle requirements. In addition, DriveRightData provides extensive tire and wheel product catalogs, vehicle search options, VIO reports, and market insights, empowering businesses with the tools needed to make informed decisions and deliver excellent customer journeys. By leveraging these insights, companies can improve product sales, optimize inventory, track emerging market trends, and better meet consumer demands.

OATS: Leading the Way in Lubricant Data Services

Advanced lubricant data solutions help businesses streamline the identification and recommendation of the correct lubricants for vehicles and machinery, reducing maintenance issues and ensuring peak performance. With access to over 90,000 lubricant products and OEM approvals, OATS is at the forefront of delivering precise lubricant recommendations and compliance information to manufacturers, distributors, and end users. The OATS North American database offers a superior service compared to those that rely solely on global data. Tailored specifically for the U.S. market, it includes vehicles and machinery data that reflects local preferences and requirements. Unlike global datasets that may use international standards like kilowatts, OATS delivers information in familiar, U.S.-specific formats—ensuring greater accuracy and relevance for North American users.



Software release for Technical Data and Repair Procedures: A New Era of Automotive Service Solutions in 2025

Looking ahead to 2025, Infopro Digital Automotive is preparing to revolutionize the automotive service industry with the launch of its Technical Data and Repair Procedures product. This comprehensive solution will provide workshops with detailed, up-to-date technical information, parts data, repair instructions, and more—all powered by the same expertise that drives Infopro Digital Automotive's industry-leading data solutions. The new product will enable garages and service centers to enhance their efficiency, ensuring they have the right information at their fingertips to perform accurate repairs and maintenance.

Supporting DIY Enthusiasts and Beyond

Also, under the Infopro Digital Automotive umbrella is the widely recognized Haynes Consumer, and Clymer and Chilton brands, known for their in-depth, easy-to-use automotive manuals. While the focus at AAPEX will be on professional and commercial services, Haynes continues to empower DIY enthusiasts with reliable vehicle repair guides, helping everyday users maintain their vehicles with confidence.

Meet Us at AAPEX 2024!

Infopro Digital Automotive invites attendees to visit our booth at the VENETIAN EXPO – LEVEL 1, **STAND J7444** at AAPEX 2024 to experience firsthand how our integrated data solutions can drive efficiency, reduce errors, and increase profitability across the automotive ecosystem. From cutting-edge fitment and lubricant data to the upcoming Technical Data solution for auto repair shops, we are committed to providing the tools and insights that will keep the automotive industry moving forward.

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

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