

# motortec CHILE

IV International Aftermarket  
Exhibition for the  
Automotive Industry,  
aimed at professionals  
in Chile and Latin America.



26-28  
Jun  
2025

Centro de Convenciones  
Espacio Riesco  
Santiago, Chile

[motortecchile.cl](http://motortecchile.cl)



ESPACIO RIESCO®



# Welcome to Motortec Chile

It is the leading commercial and technological platform for the components, spare parts, accessories, equipment, and services sector for the automotive industry in Chile, aimed at Latin American professional visitors.

Motortec Chile, organized by IFEMA MADRID and ESPACIO RIESCO, will celebrate its fourth edition on **June 26, 27, and 28, 2025**, in **Santiago, Chile**.



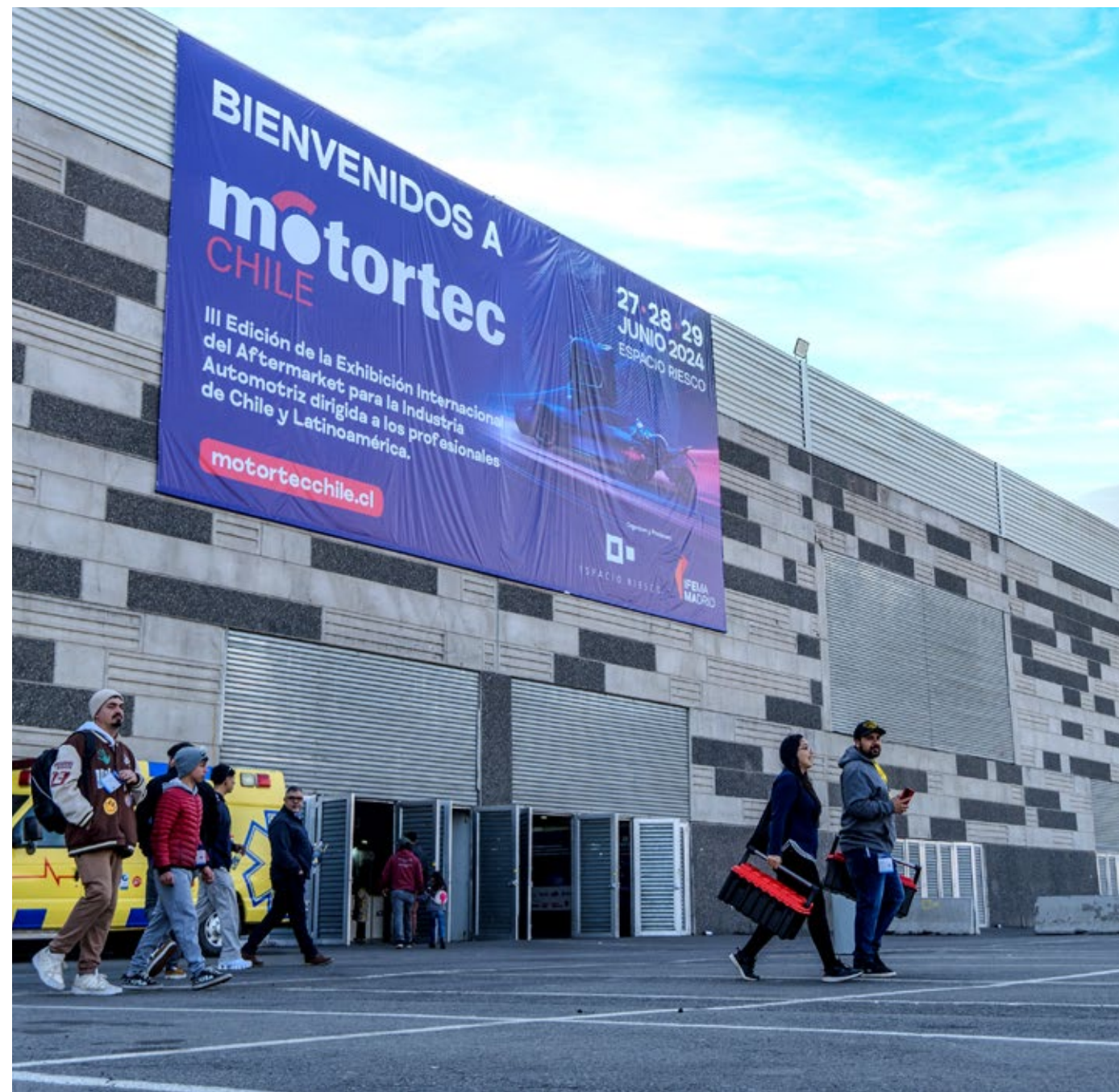
Motortec Chile is the most representative sectorial meeting point for aftersales and aftermarket professionals, providing a space for knowledge exchange and business meetings. It also aims to promote future topics that challenge the spare parts and mobility sector in the city.

The exhibition, which brings together the international offerings with their brands, fostering their innovative and technologically advanced character, invites Latin American players to be present at this major event.

# Motortec Chile 2024, a Consolidation Edition

The third edition of Motortec Chile, held in June 2024 at the Espacio Riesco Convention Center, stood out for:

- ✓ New location in the exhibition hall with over 8,000 sqm of exhibition space
- ✓ Participation of 125 exhibiting companies
- ✓ Over 300 represented brands
- ✓ Over 5,000 professional visitors
- ✓ 60% international participation
- ✓ 16 Technical-Commercial Talks
- ✓ 5 roundtable discussions with 24 national and international guests



## ✔ Third Technicals Motortec Chile Olympics

An event that brings together the academic world, future automotive mechanics, and exhibiting companies. This edition saw the participation of DUOC UC, AIEP, INACAP, and 6 technical schools, where students showcased their skills and talents related to the Automotive Technician career. This time, the female category was added to the competition.



## ✔ Motortec Chile Business Roundtable and Meeting

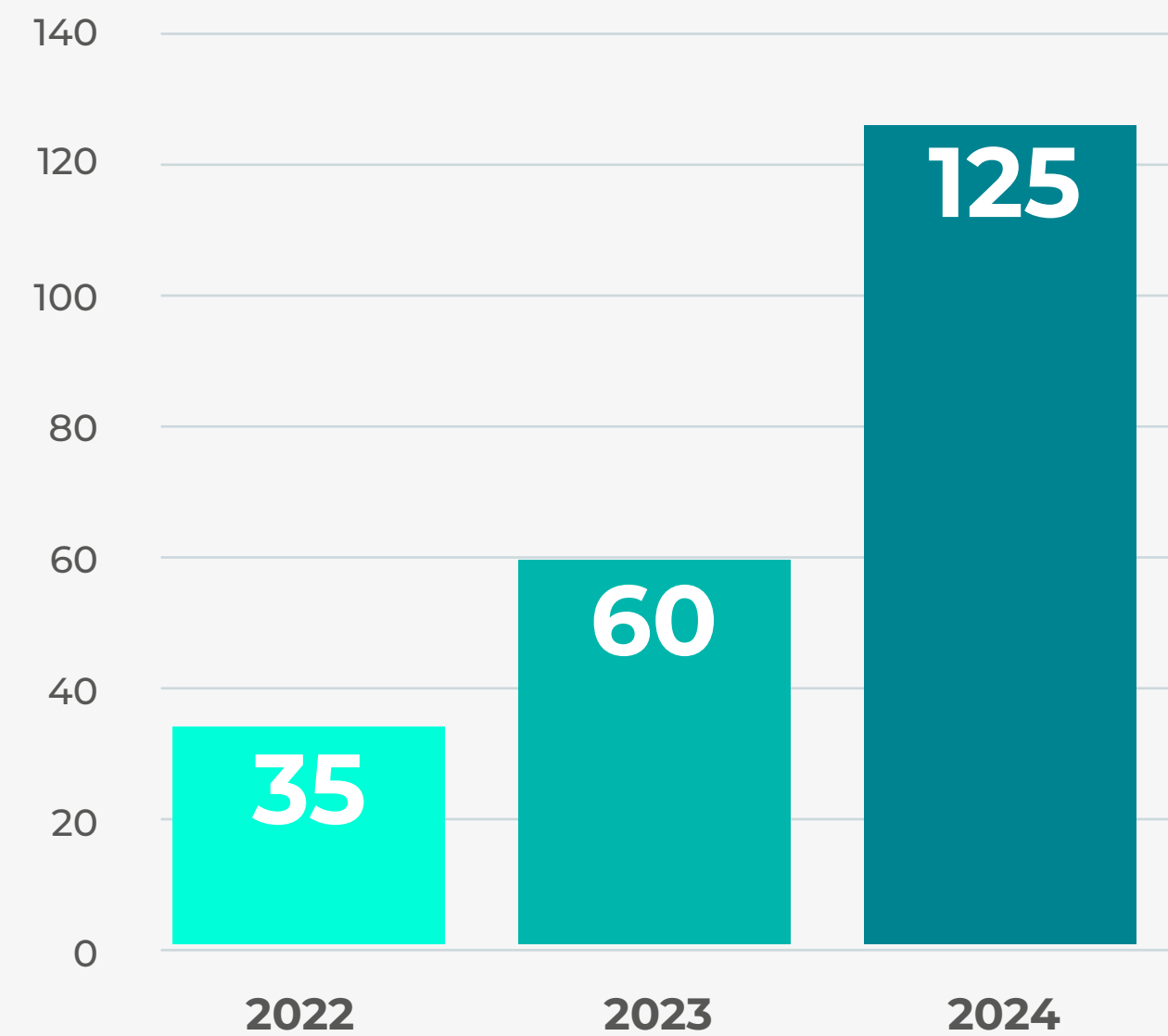
An activity that concluded with 261 meetings between national and international participants, both from the region and other parts of the world. Business projections amounted to USD 734,000.



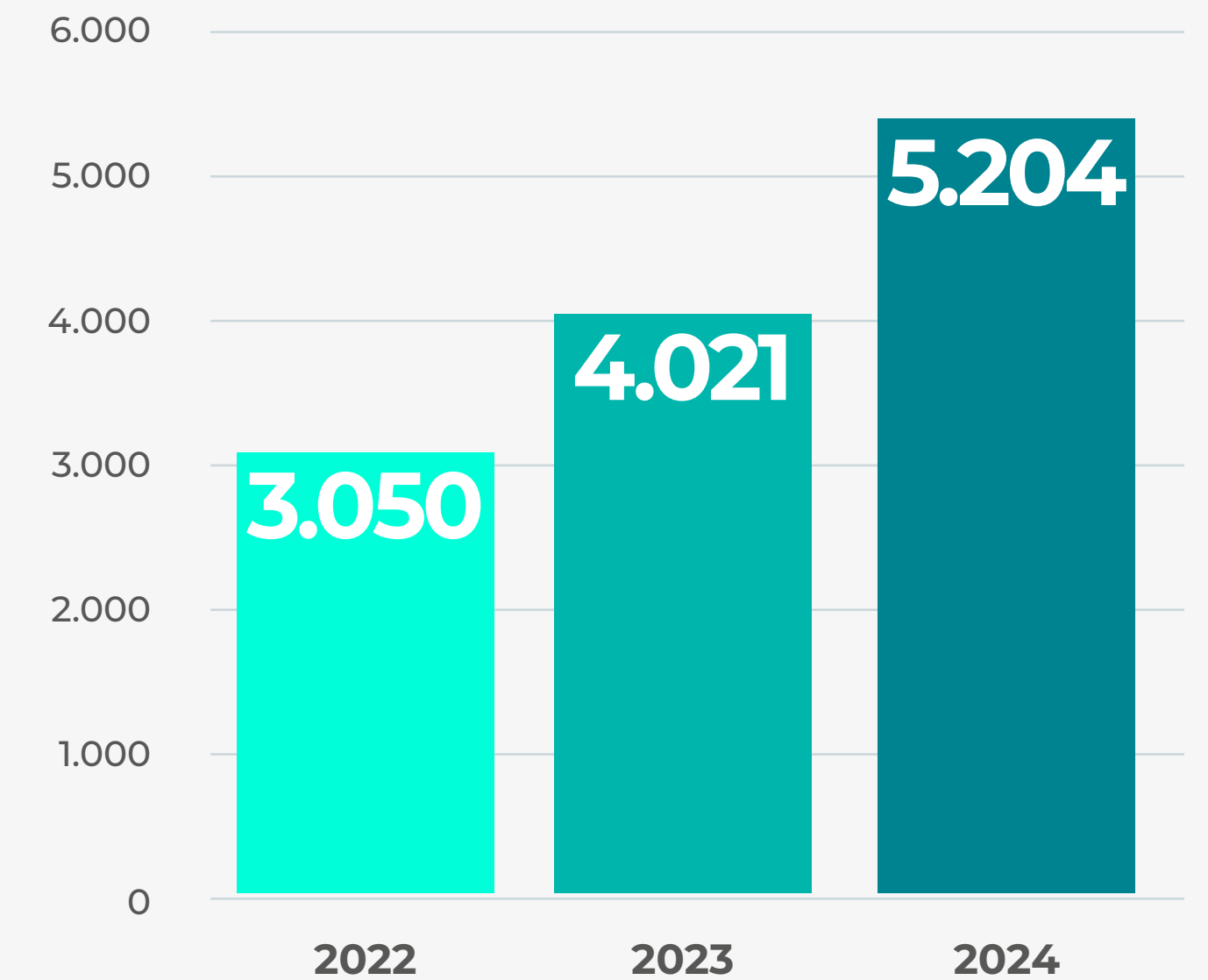
# Motortec Chile evolution in its three editions

Over the past three years, we have seen that the evolution of Motortec Chile has experienced significant growth, both in exhibitors and visitors, which has allowed the fair to establish itself as an important event for the sector.

### EXHIBITORS NUMBERS



### ATTENDEES NUMBERS



# What will Motortec Chile 2025 bring?

The aftermarket market refers to all the products, spare parts, accessories, and services offered for vehicles after their initial purchase. This market includes a wide variety of components and services that are not part of the original equipment of the vehicle but are designed to be compatible with or enhance the performance, aesthetics, or functionality of the car. It also allows owners of passenger and cargo transport vehicles to customize, repair, and improve the performance of their units.

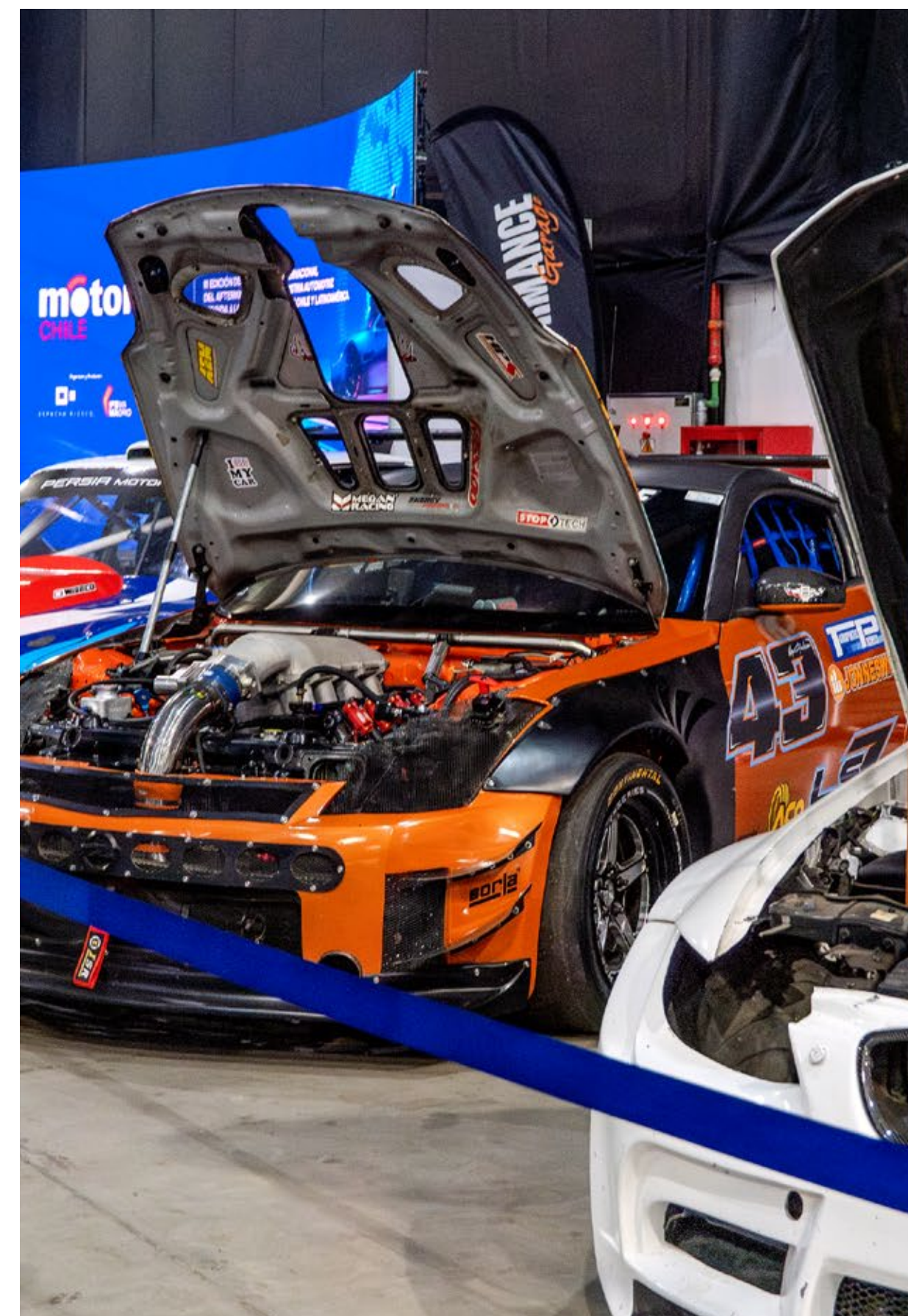
The aftermarket is linked to innovation, as it is often at the forefront in terms of new technologies or features that may not be available in the original versions of vehicles.

The aftermarket is a very dynamic sector that offers products and services to both maintain and customize or enhance a vehicle, providing drivers with more options and flexibility.

## PERFORMANCE

**Performance** refers to the overall performance of a vehicle in key aspects such as speed, acceleration, handling, braking, and engine power. Performance measures how well a vehicle performs its function in terms of driving dynamics, power, and safety.

As in the previous edition, Motortec Chile 2025 will include a significant space for a Performance experience, with an area for meetings between companies, brands, products, and high-end and sports vehicle models.



# ¿Qué traerá Motortec Chile 2025?



Brands looking to position themselves as a sporty and performance-oriented alternative will have an appropriate space at Motortec Chile to connect and create a great experience for visitors.

This area will also include companies focused on **detailing and wrapping** for vehicle enhancement, just like in 2024, where live demonstrations of innovative products were observed.

## OFF ROAD 4 X 4 - OUTDOOR

At Motortec Chile 2025, we will provide a space for all the spare parts and accessories needed for **off-road vehicles**, which are put to the test in extreme conditions.

This area will also include equipment, accessories, and other items for **outdoor vehicles**, also known as adventure or recreational vehicles, which are designed to tackle difficult terrains and provide a driving experience in natural environments.

At Motortec Chile 2025, there will be opportunities to bring together companies related to this area, where vehicles require special care and treatment for optimal performance.

# Why Motortec Chile at **Espacio Riesco?**

Espacio Riesco is the most important event, convention, and exhibition center in the country, internationally recognized.

It is located next to one of the fastest-growing business hubs in the city. With over 160,000 square meters of exhibition space, it stands out for its infrastructure, both covered and open-air, as well as its multipurpose spaces, making it ideal for this type of event.

The quality of its services and the excellence of its staff make it the ideal location for companies, institutions, and individuals when planning national and international events.





# Who Are Our Exhibitors?

**Motortec Chile 2025** is establishing itself as the leading international event for innovation in the automotive industry. This is the space where leading suppliers showcase the latest advanced technologies, high - performance functional solutions, and aesthetic improvements that are setting trends in the market.



It is a unique opportunity to connect with a diverse audience composed of professionals, distributors, and users of various types of vehicles, all seeking solutions that meet the specific needs of each segment.

Exhibiting at Motortec Chile 2025 will allow you to position your brand in a high-impact environment, highlighting your products and advancements to a specialized audience with the potential to generate business opportunities.

Take advantage of this platform to strengthen your network, establish strategic relationships, and ensure the growth of your business with direct benefits for exhibitors, such as brand positioning.

# Exhibitor Profile

## 1. Auto Parts and Components

- Original Spare Parts
- Aftermarket Parts
- Specialized Components

## 2. Electronics and Technology

- Audio and Video Systems
- Navigation and Security
- Technology for Connected Vehicles

## 3. Innovation and New Technologies

- Electric and Sustainable Mobility
- New Materials
- Autonomous Vehicles and Connectivity

## 4. After-Sales and Maintenance Services

- Diagnostic Tools and Workshop Equipment
- Workshop and Maintenance Services
- Lubricants and Additives

## 5. Logistics and Supply Chain Providers

## 6. Training and Education

## 7. Performance and Upgrades

- Engine Modifications
- High-Performance Suspension and Brakes
- Tires and Rims
- Sports Exhaust Systems
- Lift and Lowering Kits



## 8. Off-Road and Adventure

- 4x4 Equipment
- Outlander and Adventure Vehicles
- Camping and Overlanding Gear
- Rescue Accessories

## 9. Classic and Restoration Cars (Restomod)

- Modernized Engine and Transmission
- Restored Suspension and Brakes

## 10. Detailing

- Cleaning and Polishing Products
- Protective Coatings
- Restoration Equipment and Tools

## 11. Vinyls and Wrapping

- Vinyls and Wraps
- Wrapping Accessories
- Exterior Customization Services

## 12. Financial and Insurance Institutions

## 13. Consulting and Specialized Services

# Who Visits Us?

At Motortec Chile 2025, all those involved in the automotive industry will be invited, with an expected attendance of 6,000 professional visitors in an exhibition area of 12,000 m<sup>2</sup>.



## Visitors Profile

Professionals, Technicians, and Mechanics in the Automotive Sector

Owners and Managers of Workshops, Service Centers, and Maintenance Facilities

Spare Parts, Components, and Accessories Importers

Spare Parts Distributors

After-Sales Managers and Assistant Managers at Dealerships

Brand Vehicle Administrators

Entrepreneurs in the Sector

Business Owners in the Off-Road Sector

Motorcycle Industry Entrepreneurs

Universities, Institutes, and Technical Training Centers

Instructors and Students in the Sector

Others

At Motortec Chile, we are joined by very important entities from the sector as specialized visitors for the exhibition:

National Confederation of Cargo Transport of Chile, CNTC

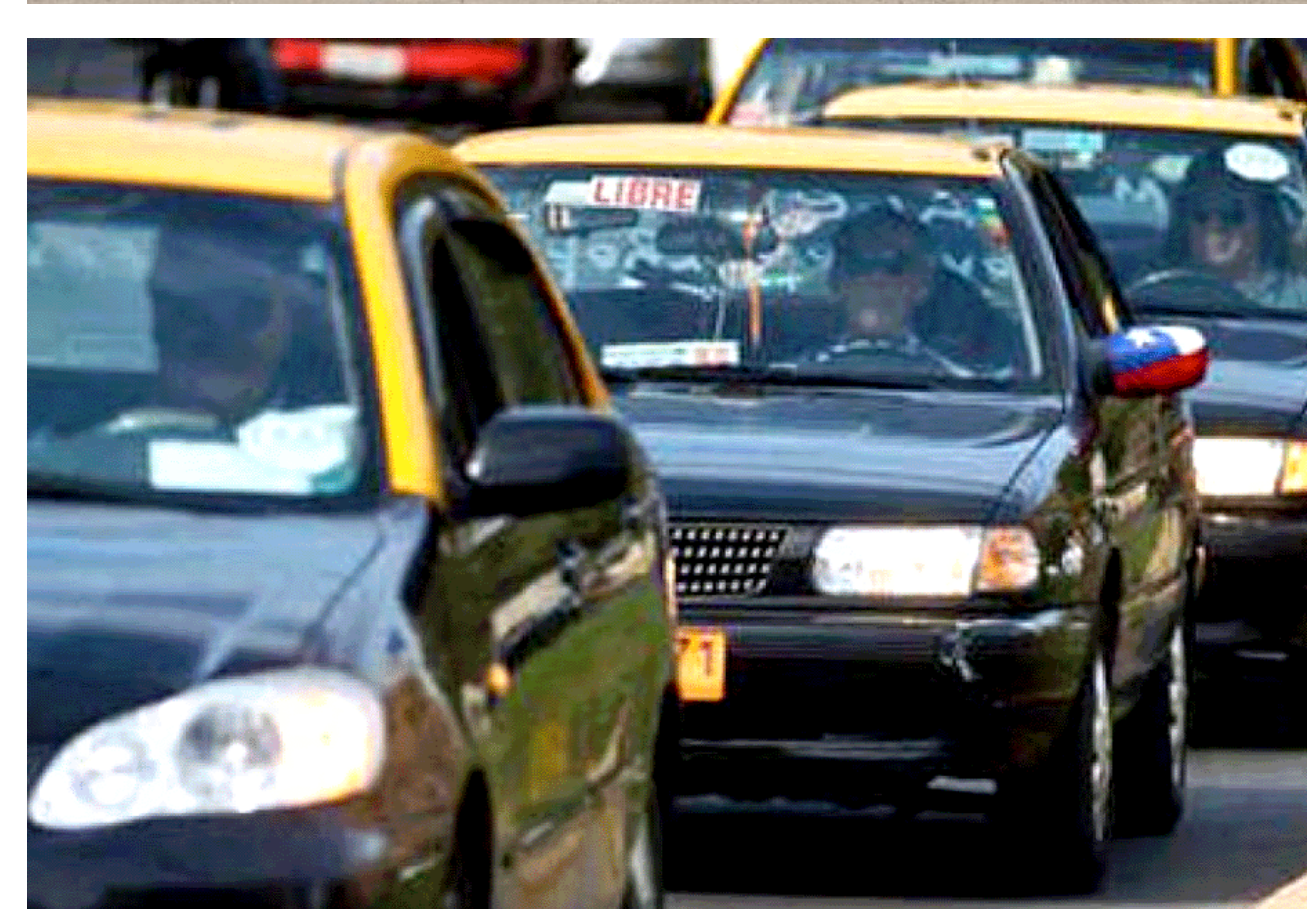
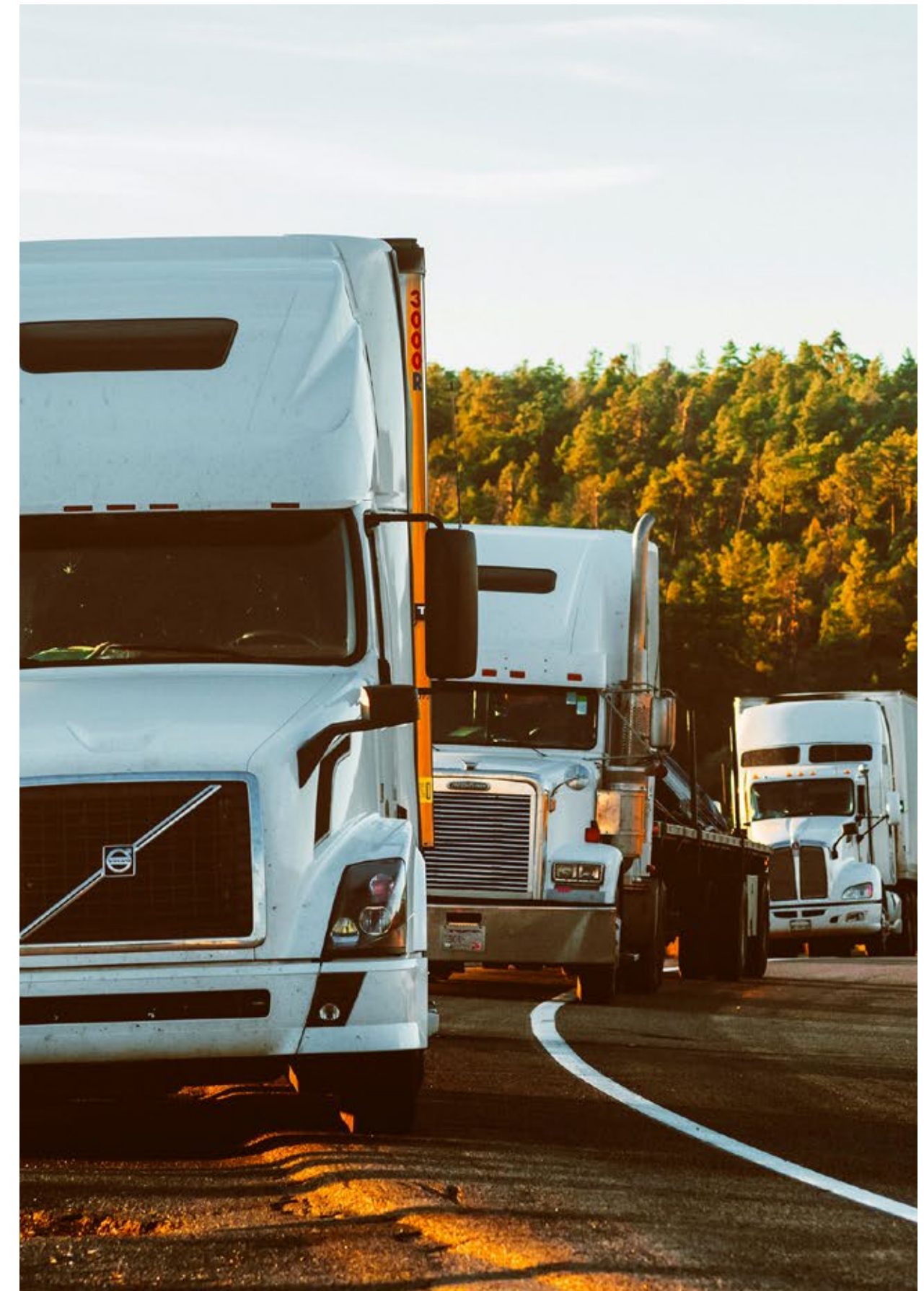
National Confederation of Truck Owners, CNDC

Chile Transporte

Association of Interprovincial, International, and Industrial Buses, ABI

National Federation of Rural, Interprovincial, International, and Private Bus Transport, FENABUS

National Confederation of Collective Taxis of Chile, CONATACOCH



# About Motortec Madrid

Motortec Madrid is the International Trade Fair for the Automotive Industry and Aftermarket.

With 17 editions, Motortec has become the meeting point for aftermarket professionals, who have the opportunity to experience innovation, knowledge, and expertise from over 700 exhibiting companies during four days.

91% of visitors and 93% of exhibitors return each year, which reinforces Motortec as the most important fair in the sector in Southern Europe.

[www.ifema.es/motortec](http://www.ifema.es/motortec)



# About IFEMA

IFEMA MADRID is the leading trade fair operator in Spain and one of the main ones in Europe. After 40 years of history, it has hosted around 898 events and received 4.3 million visitors.

Its exhibition venue covers 240,000 m<sup>2</sup> of space across 13 pavilions and 2 convention centers. Internationally, IFEMA MADRID is present in 26 countries strategically spread across 5 continents, where it carries out commercial activities, as well as providing support and advisory services to international clients.

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# About Espacio Riesco

Espacio Riesco is the most important Event, Convention, and Exhibition Center in the country, internationally recognized.

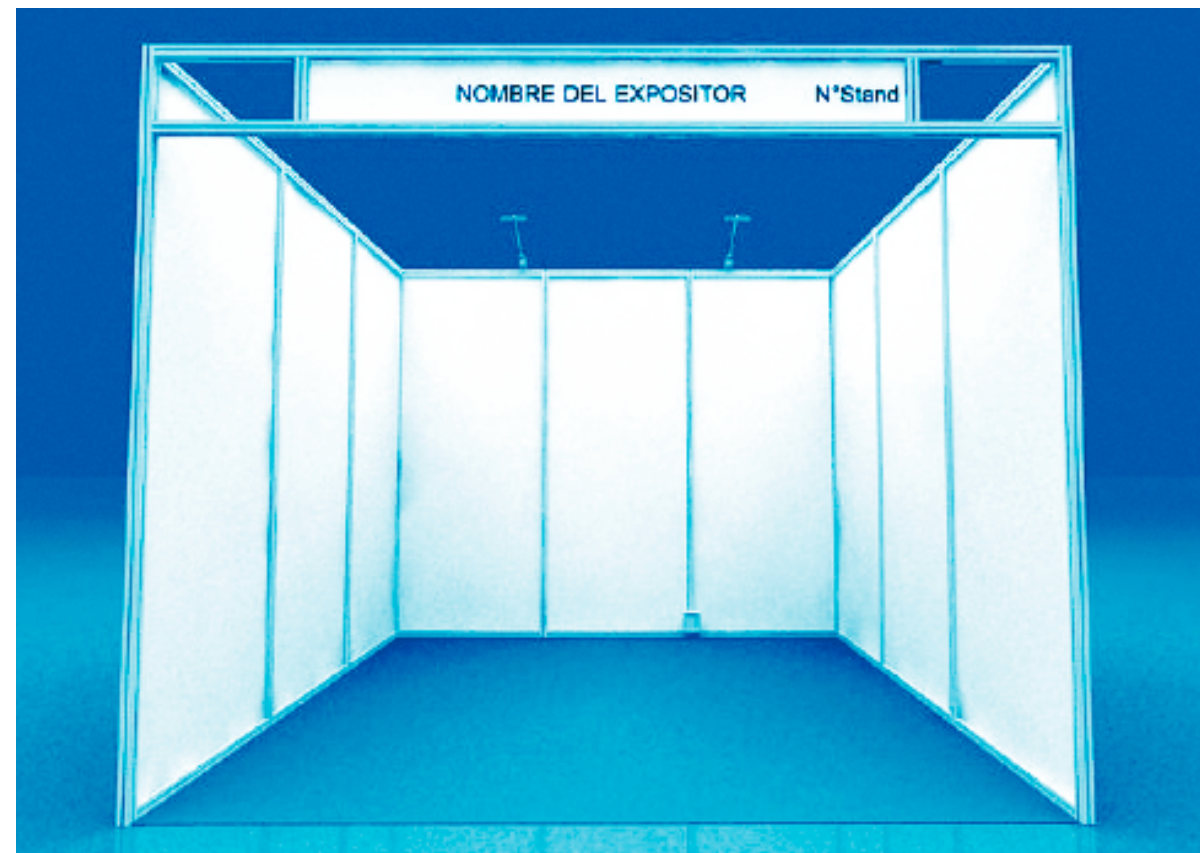
It is located next to one of the fastest-growing business hubs in the city. With over 160,000 square meters of exhibition space, it stands out for the quality of its services and the excellence of its staff, making it the ideal meeting place for companies, institutions, and individuals when planning national and international events.

[www.espacioriesco.cl](http://www.espacioriesco.cl)

For more information, contact us!



# Participation Options

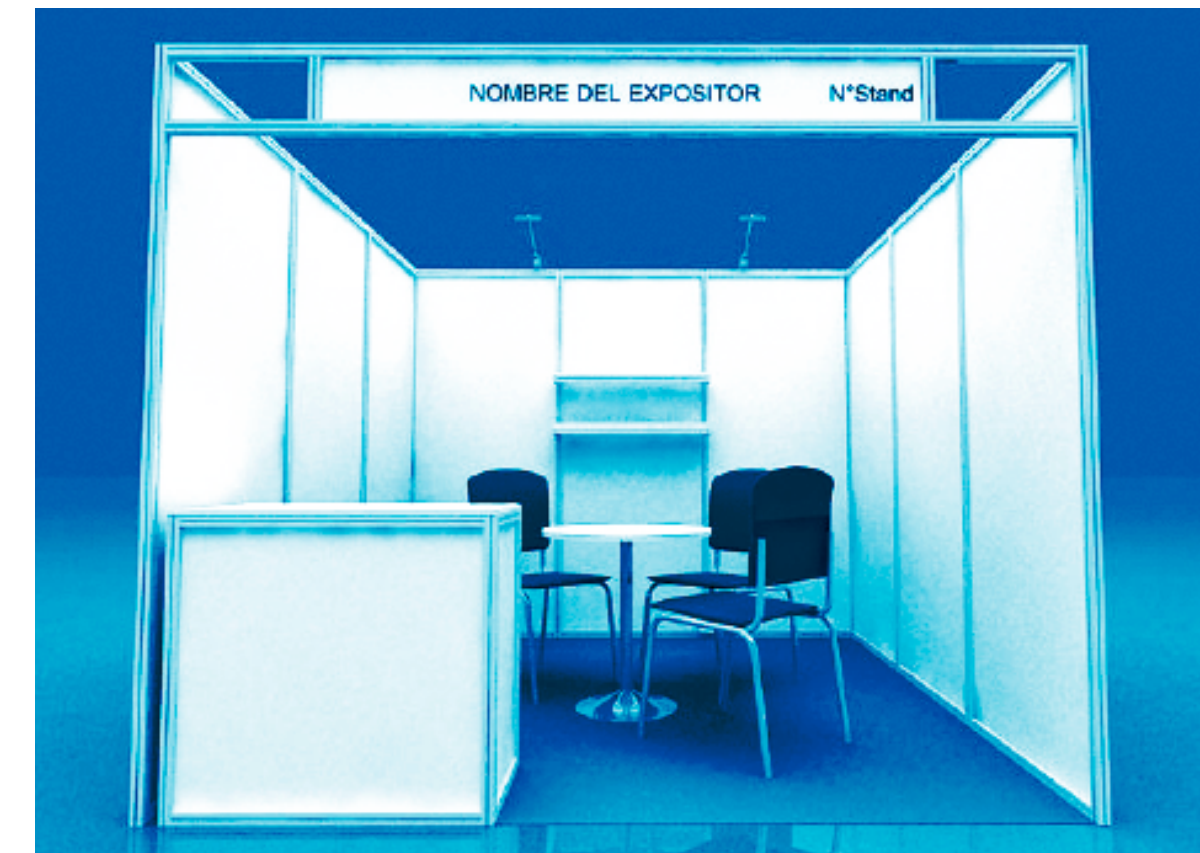


## Basic Booth from 9 sqm

USD 340 per sqm

Booth developed with aluminium. It includes

- LED general lighting
- (2 spotlights) and fascia (exhibitor + booth n°)
- 1 plug – 1 unit
- Floor Covering
- Power Base 70 Watts per sqm

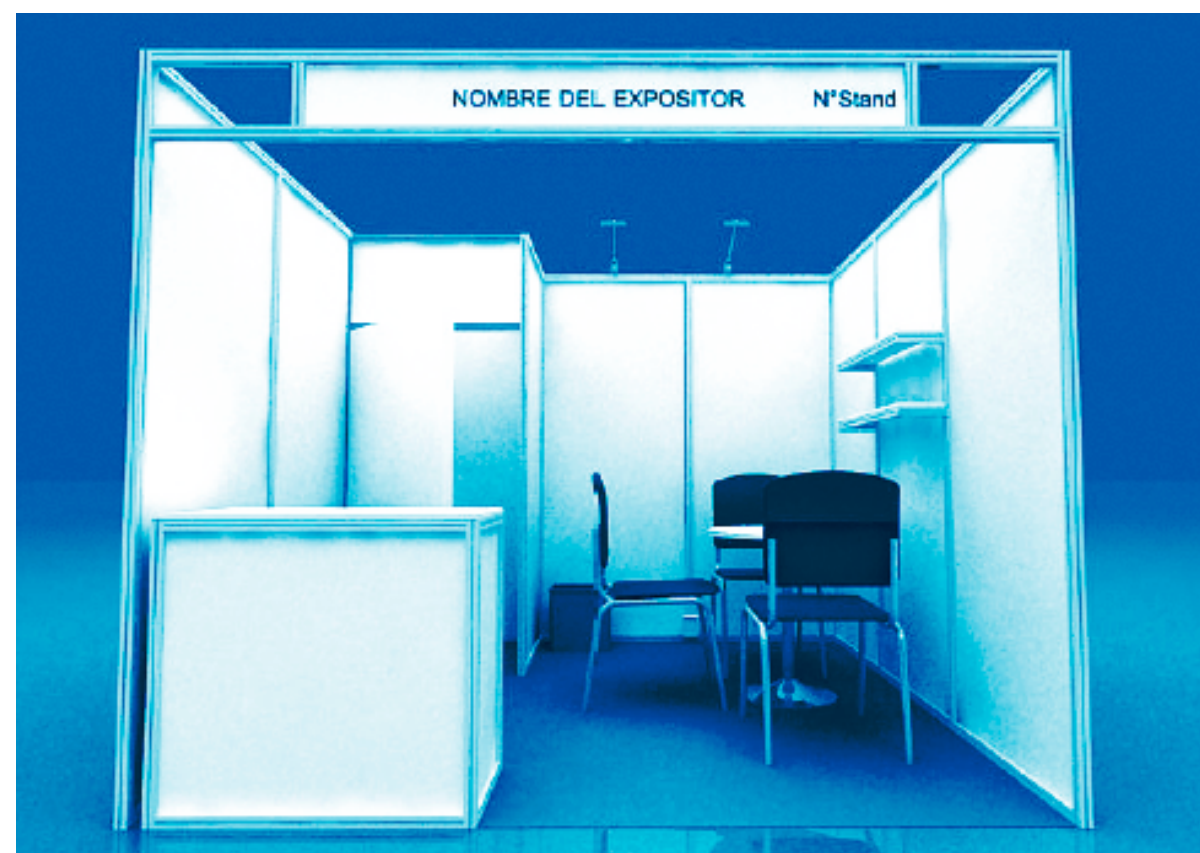


## Equipped Booth from 9 sqm

USD 360 per sqm

Booth developed with aluminium profiles and white system panels. It includes LED general lighting (2 spotlights) and border (exhibitor + stand no.) Warehouse 1mt2 with door

- 1 Unit System Counter with MDF cover
- 1 Unit Plastic Storage
- 1 Unit System shelf
- 2 units Furniture - 1 Table, 3 Chairs Paper basket
- 1 unit Power Socket
- Floor Covering
- Power Base 70 Watts per sqm



## Full Equipped Booth with storage from 9 sqm

USD 380 per sqm

Booth developed with aluminium profiles and white system panels. Includes general LED lighting (2 spotlights) and border (display + stand no.) Counter System MDF cover

- 1 unit Plastic drawer
- 1 unit Shelf system
- 2 units Furniture
- 1 Table, 3 Chairs Bin
- 1 Unit Power socket
- Floor Covering
- Power Base 70 Watts per sqm



## Interior Net Area from 21 sqm

USD 313 per sqm

(Only the space is provided with a base power supply of 70 watts per sqm).

# Activities Programm

## International Forum



Panel discussions where the most important topics for the sector are presented and debated, both at the national and international levels.

A space for innovation, technology transfer, and knowledge sharing among event participants.

## Technical-Commercial Talks



Exhibiting companies have the opportunity to hold a technical talk where they can showcase the benefits and qualities of the products and services they offer for the sector to potential clients/buyers.

Exhibitors are provided with a space in a room for 50 people, equipped with audio, amplification, and projection for 45 minutes.

## Business Networking Agenda



It is the space where exhibiting companies will meet with clients and potential buyers who demand products, services, and technologies for the automotive sector in the areas of spare parts, aftermarket, and performance.

It is a meeting schedule that will take place during the event, with each meeting lasting 30 minutes.



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Contact Information:  
[info@motortecchile.cl](mailto:info@motortecchile.cl)

Phone : +56 2 2470 4400  
Mobile: +56 9 2853 5271

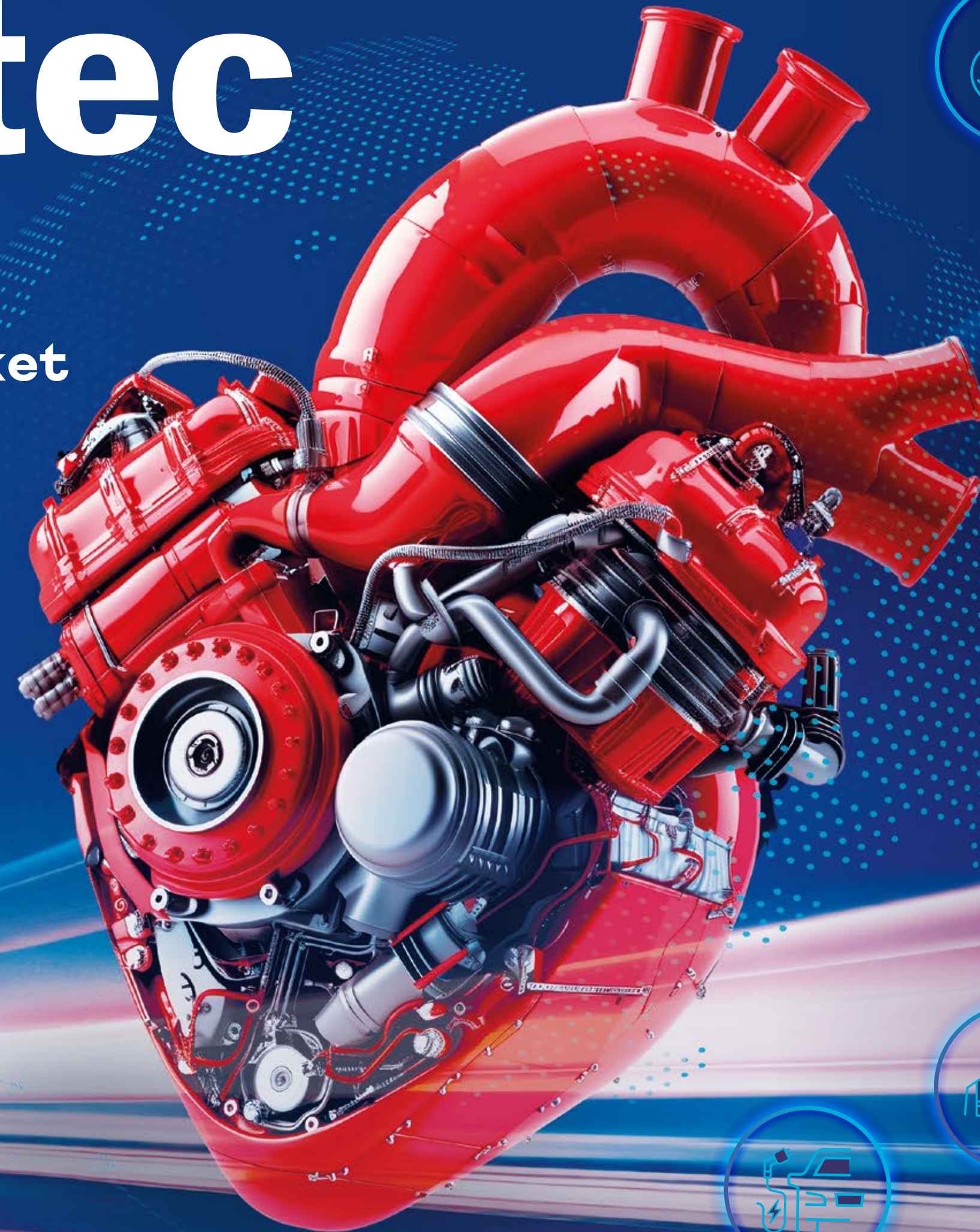
[www.motortecchile.cl](http://www.motortecchile.cl)

International Contact:  
**Ana Sánchez-Terán**  
Phone : +34 91 722 30 00  
Mobile: +34 627 37 01 18

[motortecchile@ifema.es](mailto:motortecchile@ifema.es)

 MotortecCL  
 motortecchile  
 Motortec Chile

Address:  
**Av. El Salto 5.000, Huechuraba,  
Región Metropolitana,  
Santiago, Chile**



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