

MARCOM 2027

JANUARY

mon	tue	wed	thu	fri	sat	sun
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY

mon	tue	wed	thu	fri	sat	sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

MARCH

mon	tue	wed	thu	fri	sat	sun
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8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

APRIL

mon	tue	wed	thu	fri	sat	sun
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

MAY

mon	tue	wed	thu	fri	sat	sun
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3	4	5	6	7	8	9
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17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

JUNE

mon	tue	wed	thu	fri	sat	sun
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7	8	9	10	11	12	13
14	15	16	17	18	19	20
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28	29	30				
30						

JULY

mon	tue	wed	thu	fri	sat	sun
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5	6	7	8	9	10	11
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19	20	21	22	23	24	25
26	27	28	29	30	31	

AUGUST

mon	tue	wed	thu	fri	sat	sun
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9	10	11	12	13	14	15
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30						

SEPTEMBER

mon	tue	wed	thu	fri	sat	sun
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20	21	22	23	24	25	26
27	28	29	30			

OCTOBER

mon	tue	wed	thu	fri	sat	sun
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4	5	6	7	8	9	10
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18	19	20	21	22	23	24
25	26	27	28	29	30	31

NOVEMBER

mon	tue	wed	thu	fri	sat	sun
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29	30					

DECEMBER

mon	tue	wed	thu	fri	sat	sun
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6	7	8	9	10	11	12
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20	21	22	23	24	25	26
27	28	29	30	31		

ADI EVENTS

- ADI Summ!t
- ADI Webin'up
- Marketing Days
- Business Development Day
- Emerging Technology Days

ADI ON-LINE

- ADI Website
- ADI Video
- ADI Business Feed
- Social media
- CV Talks

ADI NEWS

- ADI Newsletter
- AD Flash
- AD-las
- Corporate brochure

EURE!CAR

- Eure!Car
- EureTechFlash
- EureCar Campus
- EureTech Day
- EureTech Masterclass

ADI OTHER

- AD Garage
- Image Designs
- Automechanika Dubai
- GT World Challenge

ad INTERNATIONAL

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ADI EVENTS

ADI Summ!t

CONTENT English | Break-out rooms

SUPPLIER BENEFIT Contract supplier exposure | Networking & partner contacts

TARGET AUDIENCE ADI Partners & Suppliers (B2B)

TIMING April 26, 27 & 28, 2027

ADI Webin'up

CONTENT English | Update on ADI and its partners

SUPPLIER BENEFIT Market and ADI Group insights

TARGET AUDIENCE ADI Partners & Suppliers (B2B)

TIMING Dates to be determined

Marketing Days

CONTENT English | Update on marketing activities & Eure!Car

SUPPLIER BENEFIT Marketing update for the upcoming year & Networking and partner contacts

TARGET AUDIENCE ADI Partners & Suppliers (B2B)

TIMING September 30 & October 1, 2027

Business Development Day

CONTENT English | Developing new business

SUPPLIER BENEFIT Media room | Networking & partner contacts

TARGET AUDIENCE ADI Partners & Suppliers (B2B)

TIMING November 4 & 5, 2027

Emerging Technology Days

CONTENT English

SUPPLIER BENEFIT Presentation new technologies

TARGET AUDIENCE ADI Partners (B2B)

TIMING January 29, March 23, May 28, September 24, November 26, 2027

CV Talks

CONTENT English

SUPPLIER BENEFIT Presentation new technologies and product portfolio for commercial vehicles

TARGET AUDIENCE ADI Partners (B2B)

TIMING February 26, April 30, June 25, October 29, 2027

ADI NEWS

ADI Newsletter

CONTENT 3 editions: January 15 - June 15 - December 15

SUPPLIER BENEFIT Company and product exposure and supplier articles

TARGET AUDIENCE ADI partners, suppliers, AD Wholesalers

TIMING June x, December x, 2027
Deadline: 1 month before publication date

AD Flash

CONTENT 3 editions: 1 week after the newsletter

SUPPLIER BENEFIT Company and product exposure and supplier articles

TARGET AUDIENCE ADI partners, suppliers, AD Wholesalers

TIMING January 22 - June 22 - December 22, 2027

AD-las

CONTENT Info on ADI markets, ADI partners | Supplier advertisement

SUPPLIER BENEFIT Advertisement / content

TARGET AUDIENCE ADI partners, suppliers, AD wholesalers

TIMING April 23, 2027

Corporate brochure

CONTENT Info ADI, Supplier portfolio and services |

SUPPLIER BENEFIT Company logos

TARGET AUDIENCE ADI partners, suppliers, AD Wholesalers, new prospects

TIMING April 23, 2027

ADI OTHER

Automechanika Dubai

TIMING date not available yet

GT World Challenge

TIMING April 17 & 18, May 1 & 2, May 21-23, June 24-27, July 16-18, July 30 & 31, August 1, August 28 & 29, September 17-19, October 1-3, October 23 & 24, 2027

ADI ON-LINE

ADI Website

CONTENT www.autodistribution.international (10 languages)

SUPPLIER BENEFIT Company and product exposure | Link to web pages

TARGET AUDIENCE B2B, public domain

TIMING Available throughout the year

ADI Video

CONTENT GB, via Youtube channel

SUPPLIER BENEFIT Company and product exposure

TARGET AUDIENCE B2B, public domain

TIMING ad hoc

Social media

CONTENT 1 language | Facebook, Youtube, Linkedin

SUPPLIER BENEFIT Links to supplier pages

TARGET AUDIENCE Public domain, B2B, B2C, ...

TIMING weekly supplier post

ADI OTHER

AD Garage

CONTENT (language on demand) | International warranty | Responsive website with locator

SUPPLIER BENEFIT Company/product exposure

TARGET AUDIENCE AD Garages and their customers

TIMING All year long | Available through ADI website

ADI Connect

CONTENT Downloads logos, Who is Who, ADI Events, ...

SUPPLIER BENEFIT To get more connected to the ADI network

TARGET AUDIENCE ADI Suppliers & ADI Partner

TIMING Available throughout the year

EURE!CAR

Eure!Car website

CONTENT (19 language versions) | Eure!Car leaflet | Eure!Car website - trainings updates | Eure!Car certificates (all languages) | Eure!Car technical corner | Eure!Car roll-ups | Eure!Car training courses | Eure!Car training cars

SUPPLIER BENEFIT Product logos on all the content | Content | Content (via GED)

TARGET AUDIENCE All repair shop customers | Trainees, partners, ... | To all trainees (approx. 20.000/yr) | Public domain

TIMING All year long

EureTechFlash

CONTENT (16 languages) | 4 Editions

SUPPLIER BENEFIT Topics to be defined | Content via Grup Eina

TARGET AUDIENCE Eure!Car mechanics (trainees/ prospects)

TIMING March 18, June 14, September 16, December 16, 2027

EureCar Campus

CONTENT English | https://eurecar.campuseina.com

SUPPLIER BENEFIT Technical content

TARGET AUDIENCE All Eurecar repair shops/trainees

TIMING All year long

EureTech Day

CONTENT English

SUPPLIER BENEFIT Technical content and networking

TARGET AUDIENCE Technical trainers from partners and suppliers

TIMING June 17 & 18, 2027

EureTech Masterclass

CONTENT English

SUPPLIER BENEFIT Presentation technical content

TARGET AUDIENCE Technical trainers of ADI partners

TIMING January 15, February 19, March 19, April 16, May 21, September 17, October 22, November 19, December 17, 2027

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