



PRESS RELEASE

For immediate release

SUBJECT

AGE Members Reunite at
Ferrari Museums in Modena
for Biannual Global Meeting
Under the Theme "Are You
Ready?"

ATTACHMENTS

Photograph

DATE

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A global network of automotive glass service providers gather in Italy to align on the future of the industry, powered by a shared vision to transform it together

The Automotive Glass Experts (AGE) network held its annual face-to-face Global Members Meeting last week at the iconic Ferrari Museums in Modena, Italy, a fitting backdrop for a gathering built around innovation, performance, and the road ahead.

Under the rallying theme "Are You Ready?", the event brought together AGE members from across the globe to align on a bold new business plan, exchange best practices that will shape the future of the industry, and know how regarding new products on the market. The meeting's central message was clear: Are you ready to transform the industry together? A call to action that set the tone for every session, every conversation, and every commitment made throughout the day.

The event was made possible with the valued support of five industry-leading sponsors: Fuyao Group, DuPont, Icor, Repairify, and Texa.

A Stage Worthy of the Moment

The meeting took place at the Enzo Ferrari Museum in Modena, the very birthplace of the Ferrari story. It was here that Enzo Ferrari, once a racing driver and head of Alfa Romeo's racing division, decided he wanted to build something of his own. After a complex and politically charged split from Alfa Romeo in 1939, he founded what would become Ferrari, with the first true Ferrari car rolling out in 1947. His driving force was never comfort or convention. It was racing, performance, and an unrelenting refusal to stand still. What followed became one of the most iconic names in automotive history.

It was no coincidence that AGE chose this setting. The parallel is intentional. Like Enzo, AGE and its members are not content with standing still. They are here to challenge the status quo, back a bold vision, and move the industry forward together.

Strategic Direction: The AGE New Business Plan

At the heart of the meeting was the unveiling and discussion of AGE's new business plan, a forward-looking framework designed to strengthen the network, unlock new opportunities for members, and position AGE as a transformative force across the global automotive glass industry. Members engaged in open dialogue about priorities, next steps, and the collective actions required to move forward as one.

Automotive Glass Experts

Stitching The Automotive Glass Professionals

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Supplier Presentations: Innovation on Every Front

Each supporting partner took to the floor to share their vision, products, and commitment to helping AGE members stay ahead of the curve:

Fuyao Group presented its latest innovations already making waves in the market, alongside a preview of what is coming next, reinforcing Fuyao's position at the forefront of automotive glass manufacturing.

DuPont, proudly recognised as a Ferrari partner supplier, showcased its advances in sustainability alongside the launch of an exciting new product, demonstrating how performance and responsibility can go hand in hand.

Icor introduced key new contacts within its team and walked members through its full range of available products, opening the door to stronger and more informed partnerships across the network.

Repairify challenged the room directly with the meeting's defining question, Are you ready?, addressing the rapid evolution of modern vehicles and what it means for AGE technicians. The answer: with Repairify, yes. Members explored how Repairify's solutions ensure they are fully equipped to handle today's and tomorrow's increasingly complex vehicles.

Texa rounded out the supplier presentations, reinforcing its commitment to equipping AGE members with the diagnostics and technical tools needed to meet the demands of a fast-changing industry.

Digital Transformation: A Glimpse of What's Coming

One of the most talked-about elements of the meeting was the event's promotional campaign, delivered entirely through AI-generated avatars. The use of AI avatars was a deliberate and bold creative choice, and it made a statement far beyond aesthetics.

For AGE, this was not a gimmick. It was a signal. The AI avatar campaign serves as a tangible example of the digital transformation journey AGE intends to lead alongside its members, embracing emerging technologies, rethinking how the industry communicates, operates, and evolves, and proving that the network is not just watching the future arrive, but actively building it.

Digital transformation is now a core pillar of AGE's forward strategy, and Modena was its opening act.

A Unified Step Forward

The Modena meeting marked more than an exchange of information. It was a collective commitment. AGE members left with a shared roadmap, stronger partnerships, and a clear set of steps to follow in transforming the industry together.

"Are you ready?" is no longer just a question. For AGE and its members, it is a promise.

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