



mvpress

AUTOPOS
La Comunidad
del Taller

TRUCKIND
by AUTOPOS

POSVENTA
Sostenible



**YOUR COMMUNICATION TEAM FOR THE
SPANISH MARKET, 100%**

AFTERMARKET

OUR MISSION: Delivering value to the sector with the
integrity and dedication of true journalism..

OUR PHILOSOPHY: CREDIBILITY AND VALUE

Our success is based on three key pillars that guarantee your message doesn't just arrive – it makes an impact.



Earned Credibility

25 years in the sector

Our editorial line is honest, transparent, and, when necessary, critical. We don't sell space; we offer a trusted platform. We audit our circulation and distribution (OJD) because we believe in total transparency.



Content Excellence

We are obsessed with quality. From the best design and photography to outstanding audiovisual productions and distinctive reports, we put all our industry knowledge at your service.



Relevant Audience

We don't inflate numbers. We ensure our content reaches engaged and influential professionals, generating the highest interaction rates in the industry.

OUR INTEGRATED MEDIA NETWORK

A network of niche platforms designed to deliver maximum exposure and impact for your brand.



There's no other publication like AUTOPOS

We set the standard in the manufacturer-distributor sector. Our website is more than news — it's insight, depth, and impact. We are the trusted voice of the industry. Not just for what we say, but how we say it.

We lead in what we share — and how we share it.



The media outlet that speaks the language of workshops.

Run by someone who truly understands them, it builds a connection with its readers like no other — creating relationships that go far beyond the page. La Comunidad del Taller is more than just a publication — it's a movement



100% dedicated to the commercial vehicle aftermarket.

Created with — and for — the professionals who keep this industry moving. More than a publication, it's a proud voice of the sector, building unity and a shared sense of purpose.



Present on Instagram, TikTok, Facebook and Youtube.

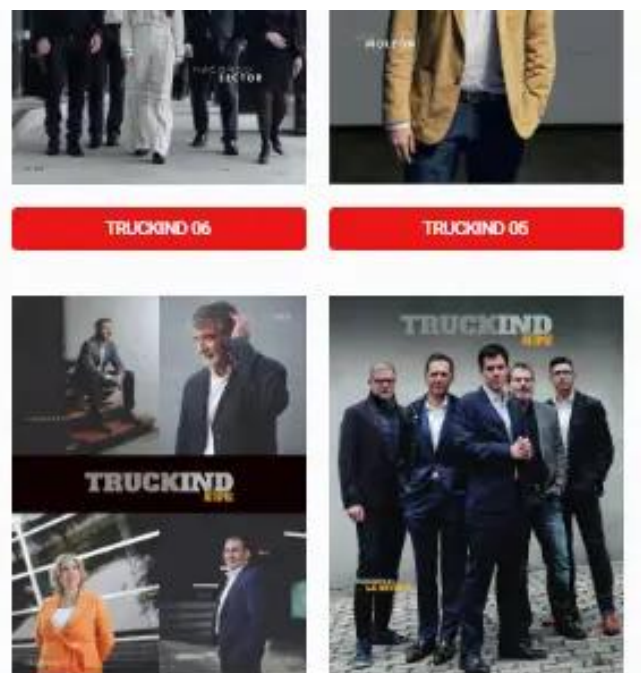
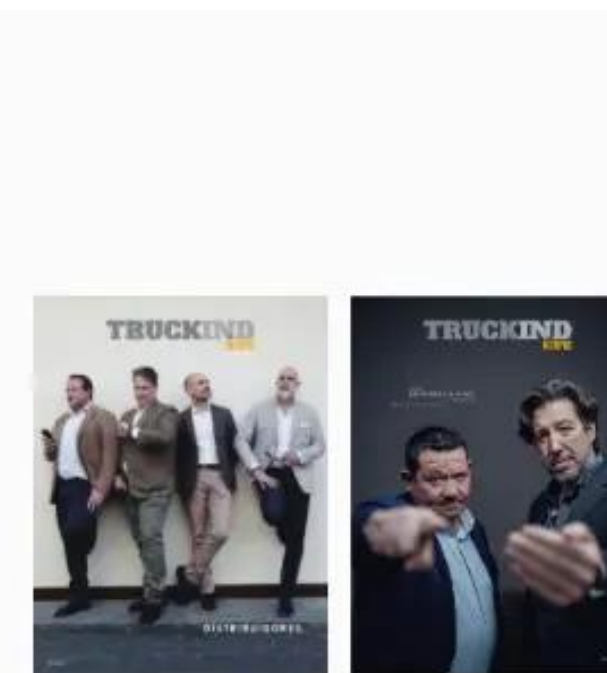
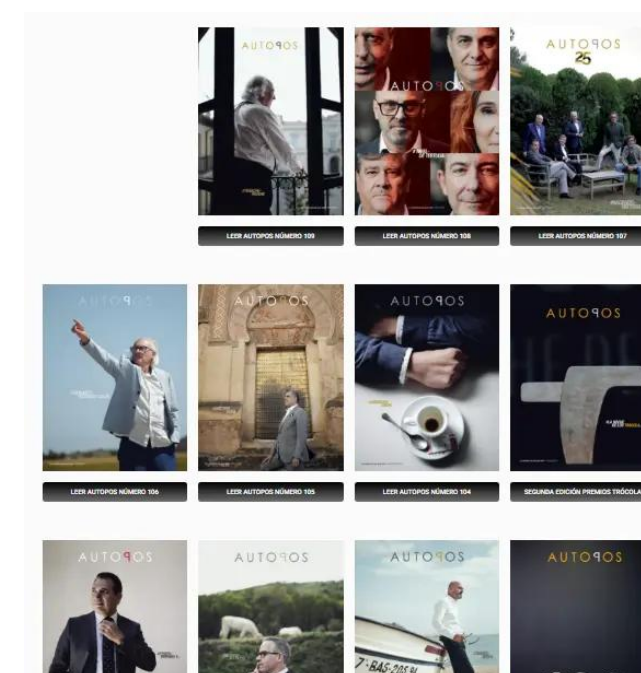
"A pie de taller" is a bold new format from La Comunidad del Taller that speaks directly to workshops and consumers alike. It's more than a channel — it's a movement to help our sector shine.

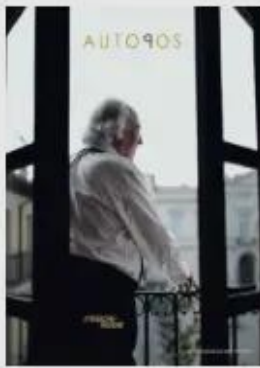
OUR PRINT EDITIONS.

No pre-set topics. No product monographs. Just the real story of the sector — as it happens.

We bring you the news that moves the industry forward, with the added credibility of being the only publications in the sector certified by OJD for print run and distribution.

Specifications, Planning Calendar & rates





LEER AUTOPOS NÚMERO 109



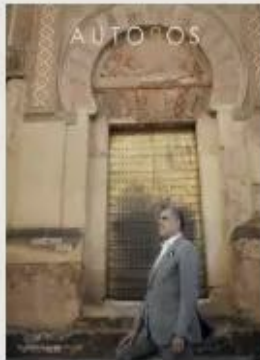
LEER AUTOPOS NÚMERO 108



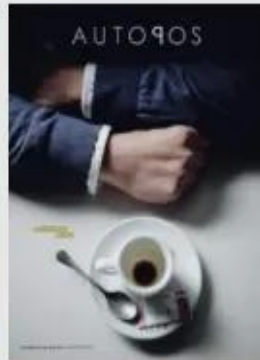
LEER AUTOPOS NÚMERO 107



LEER AUTOPOS NÚMERO 106



LEER AUTOPOS NÚMERO 105



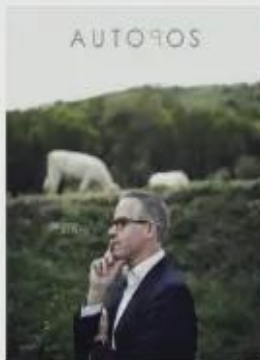
LEER AUTOPOS NÚMERO 104



SEGUNDA EDICIÓN PREMIOS TRÓCOLA



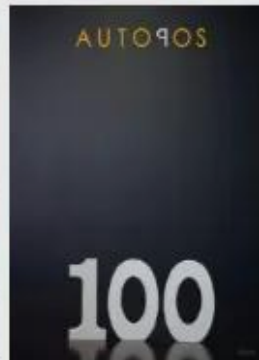
LEER AUTOPOS NÚMERO 103



LEER AUTOPOS NÚMERO 102



LEER AUTOPOS NÚMERO 101



LEER AUTOPOS NÚMERO 100

PRINT PUBLICATIONS

THE DATA:

Our publications are subject to external audits of difusión and circulation by the OJD.

NUESTRAS PUBLICACIONES IMPRESAS			
LOS DATOS			
	AUTOPOS	LA COMUNIDAD DEL TALLER	TRUCKIND
TIRADA	3.000	7.000	1.500
DISTRIBUCIÓN	NACIONAL		
PERIODICIDAD	CUATRIMESTRAL marzo, mayo y octubre	CUATRIMESTRAL abril, junio y diciembre	SEMESTRAL marzo y noviembre
DIFUSIÓN	Proveedores, distribuidores, grupos, redes y asociaciones.	Llegamos a todo tipo de talleres independientes, sus redes e interlocutores.	Proveedores, distribuidores, talleres de V.I. y asociaciones

AUTOPOS

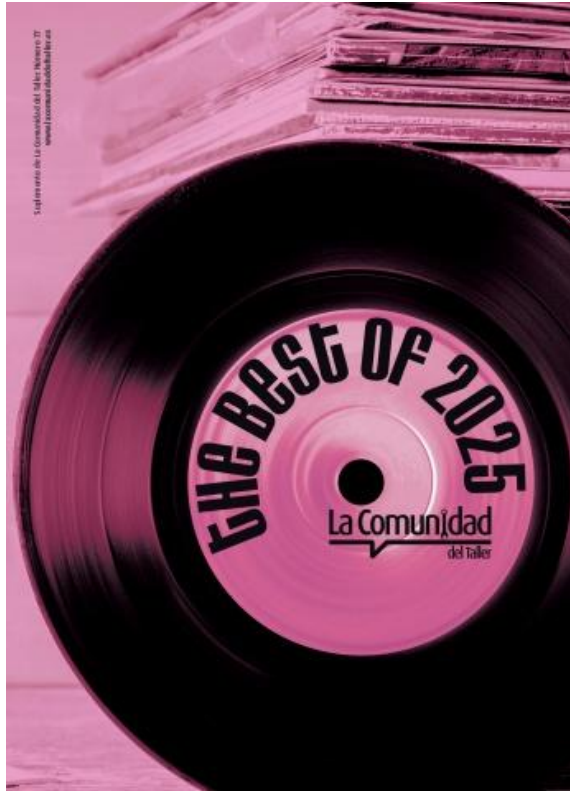
	AUTOPOS N°111 [AP111]	AUTOPOS N°112 [AP112]	AUTOPOS N°113 [AP113]
Publication date	March 2026	May 2026 (Congreso de Ancera)	October 2026 (Congreso de Serca)
Booking deadline	01/03/2026	20/04/2026	05/09/2026
Advertising reception deadline	20/03/2026	10/05/2026	15/10/2026

LA COMUNIDAD DEL TALLER

	LA COMUNIDAD N°81 [LCT81]	LA COMUNIDAD N°82 [LCT82]	LA COMUNIDAD N°83 [LCT83]
Publication date	April 2026	June 2026	December 2026
Booking deadline	01/04/2026	20/05/2026	05/11/2026
Advertising reception deadline	10/04/2026	10/06/2026	25/11/2026

TRUCKIND

	TRUCKIND N°7 [TK07]	TRUCKIND N°8 [TK08]	TRUCKIND N°9 [TK09]
Publication date	February 2026 Cumbre de la Posventa de V.I. (AERVI)	June 2026	November 2026
Booking deadline	10/01/2026	20/04/2026	05/09/2026
Advertising reception deadline	10/02/2026	10/05/2026	15/10/2026



LA COMUNIDAD DEL TALLER

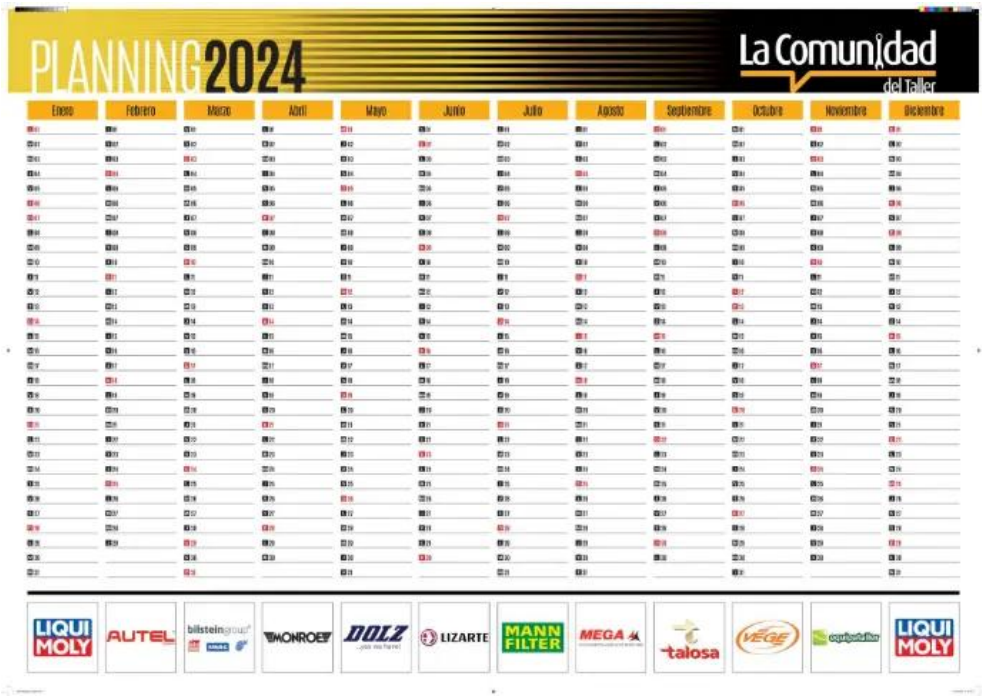
THE BEST OF 2027...

Annual guide distributed alongside the year-end newspaper. The guide features standout products and/or services for the upcoming year. Each brand has a full-page article.

Deadline for booking: 15/10/2026

Deadline advert: 1/11/2026

LA COMUNIDAD DEL TALLER



CALENDAR 2027

Calendar distributed alongside the newspaper and annual guide at the end of the year. Please inquire about sponsorship availability.

Deadline for booking: 25/11/2026

Deadline adverts.: 10/12/2026

INSERTIONS AND PRICES

Discounts will be applied to the gross prices, which vary depending on the contracted volume, the publications in which the ads are placed, etc.

The placement of advertisements is an editorial decision. Our publications are read from beginning to end, so a specific position cannot be guaranteed upon purchase.

- Please inquire about prices for more comprehensive communication plans.
- Please inquire about other types of insertions, such as inserts or special formats.
- The creatives are provided by the advertiser in PDF format and at the specified size.
- We do not handle the publication of reports and/or interviews. However, there is the possibility of purchasing the publication of brief articles/news items in specific sections of the publications (Revista de actualidad or Panorama). The length of these articles will depend on the content and will never exceed a full page.

AUTOPOS

INSERTION	Size (no bleed)	Gross price
Full page	195x265mm	3.684 €
Central Double page*	455x285mm	6.641 €
Inside cover or back cover double pages*	455x285mm	6.942 €
Backcover*	215x285mm	6.641 €
Cover strip*	51x10cm	4.962 €
Consecutively pages* It consists of three full-page advertisements, placed consecutively within a feature article. The first one opens the article, and the other two are on consecutive odd-numbered pages.	195x265mm	4,789 €
Sponsored article*	Within 'Revista de Actualidad' section	1,650 €

*Ask availability

LA COMUNIDAD DEL TALLER

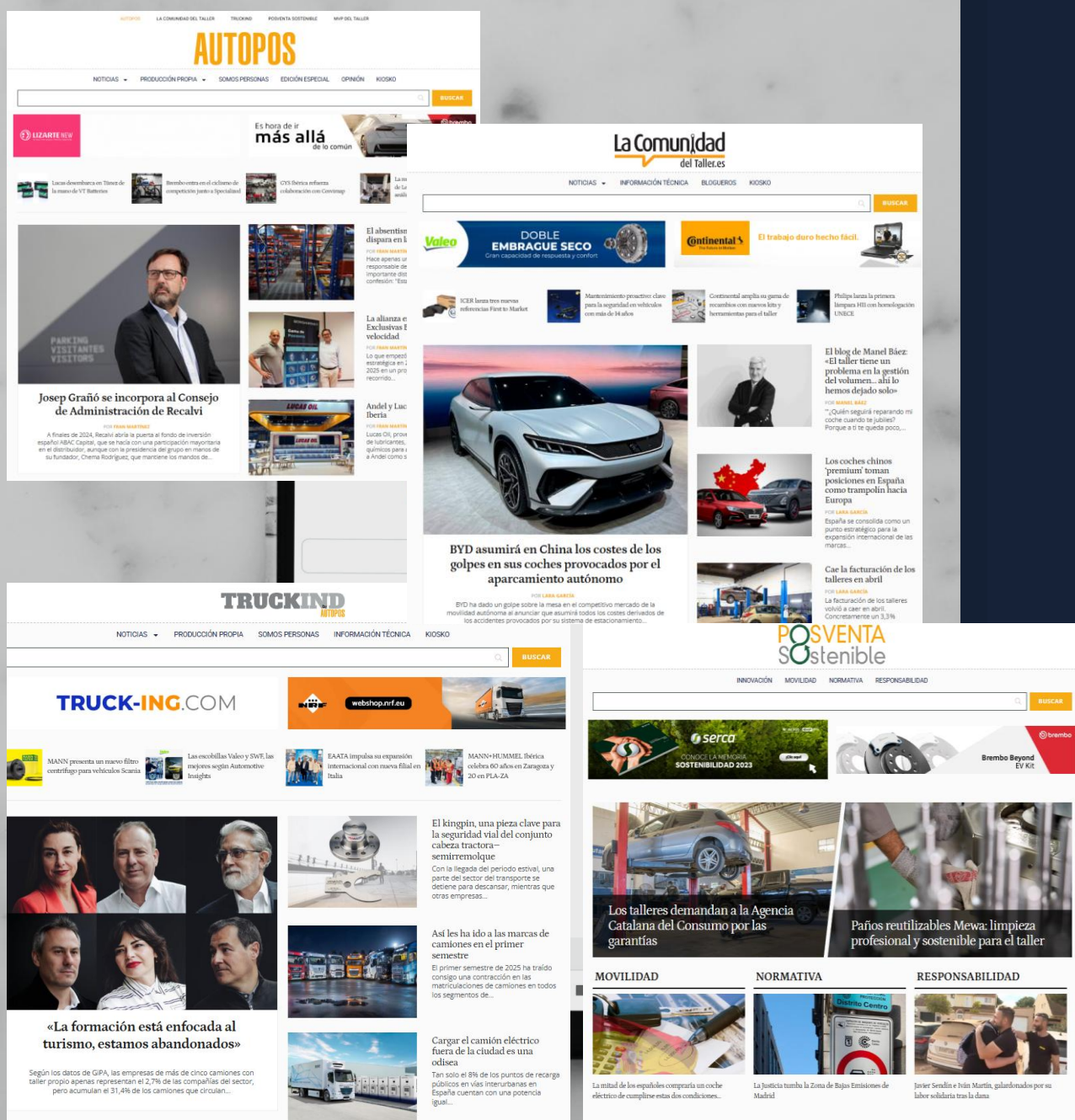
INSERCIÓN	Tamaño a caja	Precio bruto
Half page	225x145mm	1.395 €
Full page	225x320mm	1.856 €
Centra double pages*	455x285mm	3.250 €
Inside cover or back cover double pages*	455x285mm	3.420 €
Backcover*	225x320mm	2.322 €
Cover band*	225x50mm	1.030 €
Consecutively pages* It consists of three full-page advertisements, placed consecutively within a feature article. The first one opens the article, and the other two are on consecutive odd-numbered pages.	225x320mm	2.930 €
Sponsored article*	Dentro de la sección Revista de Actualidad	1.650 €

**Ask availability*

TRUCKIND

INSERCIÓN	Tamaño a caja	Precio bruto
Full page	195x265mm	1.986 €
Central Double page*	455x285mm	2.578 €
Inside cover or back cover double pages*	455x285mm	2.978 €
Backcover*	215x285mm	3.086 €
Cover strip*	51x10 cm	2350 €
Consecutively pages* It consists of three full-page advertisements, placed consecutively within a feature article. The first one opens the article, and the other two are on consecutive odd-numbered pages.	195x265mm	4.170 €
Sponsored article*	Dentro de la sección Revista de Actualidad	1.650 €

**Ask availability*



OUR ONLINE MEDIA ECOSYSTEM

OUR ONLINE MEDIA ECOSYSTEM



A network of specialized platforms that guarantee maximum visibility and reach for your brand. **Because we know how to reach our audience. SEO has never been part of our strategy.**

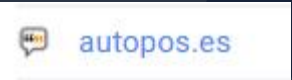
Focusing on generic SEO in a specialized media environment is not only overkill — it's also a misstep. We never wanted, and still don't want, hundreds of thousands of visits to our websites, some from Spain and others from across the ocean — that's just how the Spanish language works. What we do want is to be read by the right people: the readers of **AUTOPOS** , **La Comunidad del Taller** , or **TRUCKIND** .**La Comunidad del Taller o de TRUCKIND**

As Carlos G. Pozo wrote in a blog post, 'AI is ending the smoke'...

According to a recent study, SEO traffic has already dropped by 70% — and this trend is expected to continue. As shown in the table below, taken from the specialized audience analytics platform SimilarWeb (and which anyone can verify), this trend has also affected aftermarket specialized media — in the case of AUTOPOS.es , shown in green.Similarweb

Users are improving their search experience, and advertisers are increasingly aware of what they're paying for.

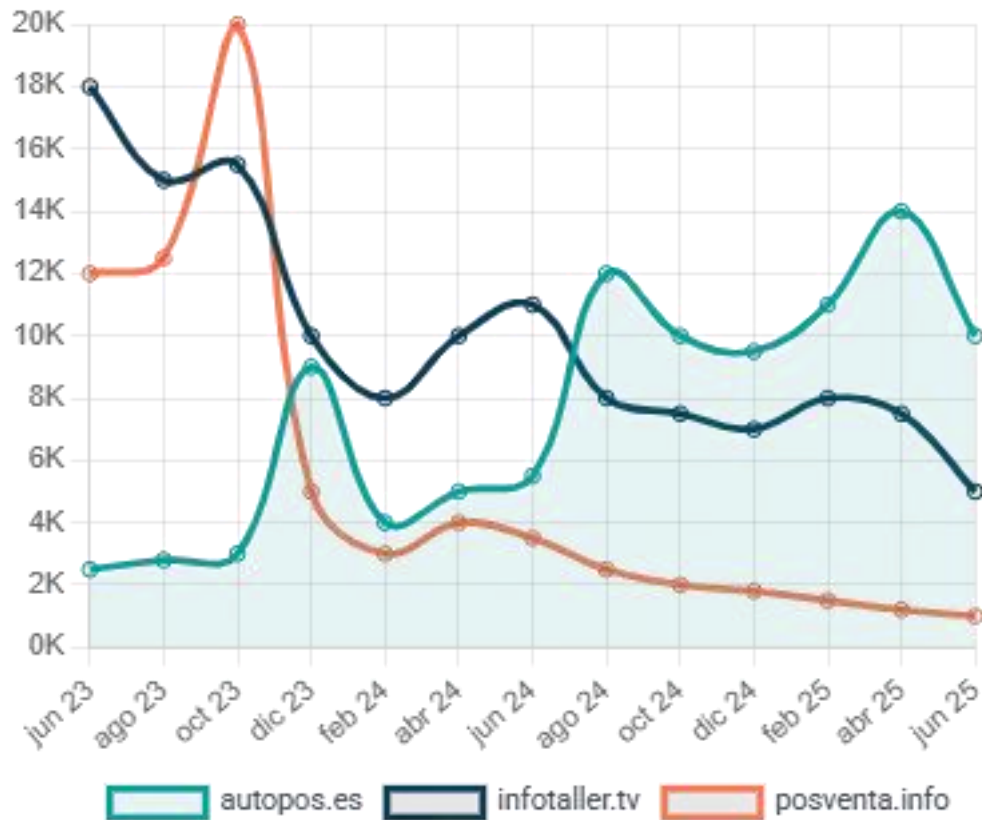
In the next table, you'll find a comparison of the main specialized aftermarket media outlets during the March–May 2025 period — the figure shown is not cumulative, but the average of the three months.



📄 Monthly visits	📄 Unique visitors	📄 Visits / Unique visitors	🕒 Visit duration
20,596	11,997	1.72	00:00:26
35,490	18,807	1.89	00:02:07
4,771	2,803	1.70	00:00:32
1,092	558	🏆 1.96	00:01:42
🏆 66,067 📈	🏆 51,595 📈	1.28 📈	🏆 00:02:41 📈

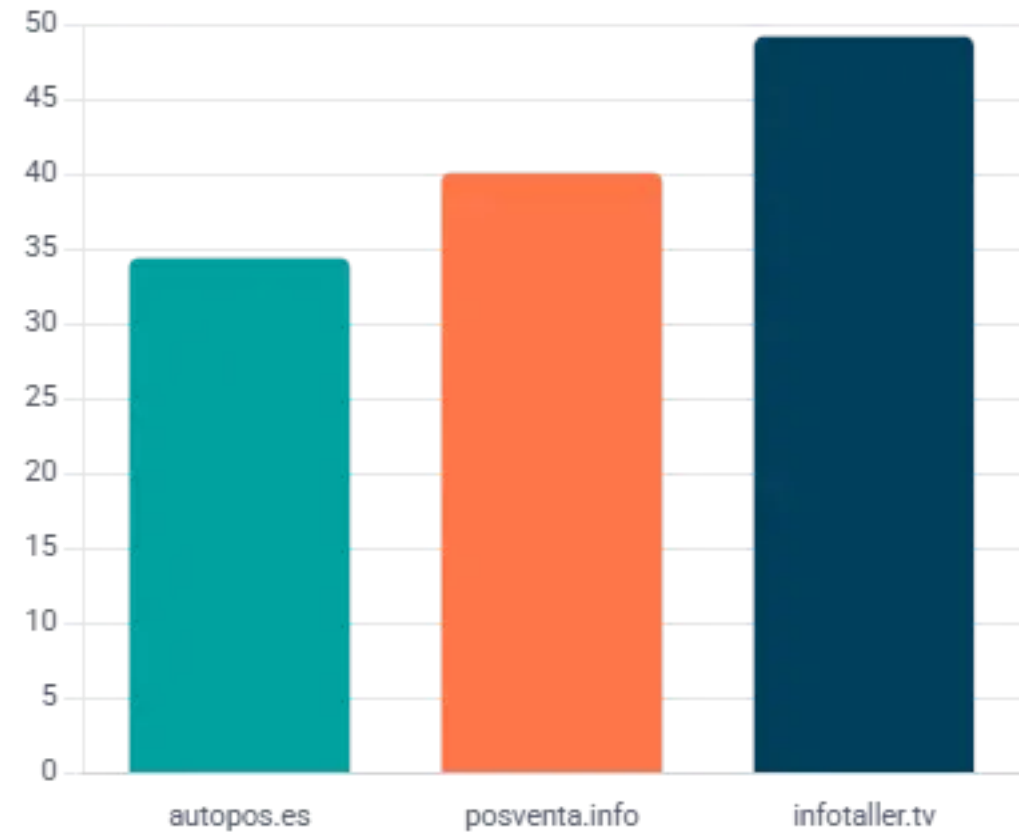
LEADERSHIP IN ORGANIC TRAFFIC

The trend is clear: autopos.es is growing and leading the way in qualified traffic within the industry, outperforming the competition.



HIGHER AUDIENCE RETENTION

A lower bounce rate means our audience is more engaged and spends more time interacting with our content.



THE DATA:

The data provided below may vary due to changes in Google's algorithms, as well as the way users are increasingly interacting with AI. Therefore, this information is intended to be indicative.

AUTOPOS	LA COMUNDIAD DEL TALLER	TRUCKIND
11.800 USERS / MONTH	30.920 USERS / MONTH	2.200 USERS / MONTH
72,8% INTERACTION AVERAGE	78,52% INTERACTION AVERAGE	70,00% INTERACTION AVERAGE
17.900 MONTHLY SESSIONS	35.156 MONTHLY SESSIONS	3.500 MONTHLY SESSIONS
8.740 BANNER IMPRESSIONS	15.391 BANNER IMPRESSIONS	1.000 BANNER IMPRESSIONS

SPECIFICATIONS AND RATES

- The contract is made separately for each header (AUTOPOS, La Comunidad del Taller, TRUCKIND, El Mercado, Posventa Sostenible).
- A space is contracted under a single header and for a period of time, with a minimum duration of one month.
- The BOTÓN format is displayed only on the homepage; the rest of the spaces appear on the homepage of the contracted header and within each news item of that header.
- In mobile versions, LATERAL banners are distributed within the text of the article.
- Prices are not determined by CTR but by the demand and reach of the publications, so the final number of impressions and/or clicks does not affect them.
- The banner format can be GIF, JPG, or HTML5.
- Banners must not exceed 100KB in size.
- The duration of the banners must be less than 12 seconds.
- TRUKIND lleva un 20% de descuento aplicado sobre los precios brutos mostrados a continuación.



BANNER WEB ADS

BANNER WEB ADS: RATES

HOMEPAGE SPACES

The space is purchased within a specific header. This means that an AUTOPOS banner will only appear on the homepage of that header and in the news articles that fall under it.



BANNER WEB ADS: RATES

NEWS SPACES

The space is purchased within a specific header. This means that an AUTOPOS banner will only appear on the homepage of that header and in the news articles that fall under it.





RATES

Inquire about other formats (pop-up, Header...)

PLACEMENT	RATES / Month
Botón <ul style="list-style-type: none"> • 350x100px • Visible only on the HOME • NON-SHARED SPACE 	720 €
TOP o PIE <ul style="list-style-type: none"> • 640x120px • Visible on HOMEPAGE and POST • SHARED SPACE 	1090 €
LATERAL <ul style="list-style-type: none"> • 300x250px • Visible on HOME and POST • SHARED SPACE 	980 €
TRAS PRIMER PÁRRAFO <ul style="list-style-type: none"> • 640x200px • Visible on HOME and POST • NON-SHARED SPACE 	1.900 €



BANNER NEWSLETTER ADS

BANNER NEWSLETTER ADS: **RATES**

AUTOPOS Mailing
THE MOST INFLUENTIAL MAGAZINE IN THE AFTERMARKET
AUDIENCE
<ul style="list-style-type: none"> Manufacturers (30%) Distributors (50%) Repair Shops (10%) Others -associations, fleets, etc.- (10%)
REACH
3.800 mails
OPEN RATE CLICK RATE
>60% 20-30%
FREQUENCY
<ul style="list-style-type: none"> Fridays Scoops

La Comunidad del Taller Mailing
THE MEDIA THAT REPAIR SHOPS IDENTIFY WITH THE MOST
AUDIENCE
<ul style="list-style-type: none"> Mechanical-Electrical Repair Shops (50%) Tire Specialists (10%) Bodywork Specialists (40%)
REACH
12.800 mails
OPEN RATE CLICK RATE
>55% 12-15%
FREQUENCY
<ul style="list-style-type: none"> Monday (magazine) Wednesday (boletín técnico) Tuesday, Thursday, Friday, and Saturday headlines -(Alertas)

TRUCKIND Mailing
THE ONLY 100% AFTERMARKET FOR HEAVY VEHICLES
AUDIENCE
Heavy Vehicle Specialists <ul style="list-style-type: none"> Manufacturers (15%) Distributors (25%) Repair Shops(50%)
REACH
2.300 mails
OPEN RATE CLICK RATE
>45% 25-35%
FREQUENCY
<ul style="list-style-type: none"> Magazine (magazine)

El Mercado Mailing
TARGETED TO THE ENTIRE PASSENGER CAR AFTERMAKET
AUDIENCE
<ul style="list-style-type: none"> Sent to the entire database (the sum of the previous audiences) Product information and daily sector updates. Product information and daily sector updates.
REACH
13.300 mails
OPEN RATE CLICK RATE
>35% 15-25%
FREQUENCY
<ul style="list-style-type: none"> Wednesdays miércoles. Two or three mailings per month.

**Banner HEADER
(640x200px)**

BANNER NEWSLETTER ADS: **RATES**

AUTOPOS

Banner Top (640x120px)

Banner 1 (640x120px)

Banner 2 y posteriores (640x120px)

Ganvam celebra su tercer Espacio Posventa



"El taller IAM es y será el líder indiscutible de la posventa"



Algunas pinceladas que radiografían a la distribución española



POSVENTA
Sostenible

Brembo demuestra que son posibles unos frenos con menos emisiones

El proyecto RE-BREATH, liderado por un fabricante italiano, demuestra que es posible reducir las emisiones por desgaste de frenos en el transporte público sin afectar la eficacia de frenado.



AUTOPOS

Market Version Press
prensa@autopos.es
C/ Capriana, 6. Oficina 2a 28870,
Villavieja de Odón, Madrid

RATES

PLACEMENT	RATE / Delivery
HEADER <ul style="list-style-type: none"> • Above the header • 640x120px 	720 €
TOP <ul style="list-style-type: none"> • Below the header • 640x120px 	325 €
BANNER 1 <ul style="list-style-type: none"> • After the first news • 640x120px 	299 €
BANNER 2 Y RESTO <ul style="list-style-type: none"> • All the rest • 640x120px 	195 €



OTHER

Dedicated news	RATE / Each
Creativity provided by the client (jpg or html)	720 €



SPONSORED NEWS

SPONSORED NEWS

Articles of approximately 600 words prepared by our editorial team based on the information provided.

Sponsored news, like banners, are purchased for a specific audience and therefore will be published under a specific header. Packs covering multiple headers can also be contracted.

ONLINE
1.150 € /EACH
Writing and adapting the information to the target audience.
Publication on the website under the selected header(s).
Including the news within the electronic magazines of the selected header(s).
Publication on the reference social media channels of the header.
Clipping is provided.
A 40% discount is applied to that price for publication in a second header, and a 60% discount for the third header.

OFFLINE
1.650 € /EACH
Writing and adapting the information to the target audience.
Publication on the website under the selected header(s).
Including the news within the electronic magazines of the selected header(s).
Publication on the reference social media channels of the header.
They are published within the corresponding section of each publication.
Includes the publication of the same news article online (website + newsletter + social media).
Clipping is provided.
A 40% discount is applied to that price for publication in a second header, and a 60% discount for the third header.



A PIE DE TALLER

“Hey! I’m Lara, I’m a journalist, and my parents run a car workshop. This is what’s really cooking behind the scenes....”

This is how ‘A Pie de Taller’ started: as a challenge. A new way for La Comunidad del Taller to reach the industry — and it worked. We never imagined this new format would connect so deeply... But it did. And now, we’re bringing you even closer to what’s really going on in the world of workshops.

HOW IT WORKS?



HOW IT WORKS?



Tell us your goal:

Who you are, what you need, and who your target audience is.



Let's set up the collaboration

We'll recommend the best collaboration format based on your goals and budget.



Script

We create a custom script that communicates your message while keeping our audience's interests in mind.

We'll review it with you as many times as needed.



Recording

Once the script is approved, we shoot the video and wait for your final approval before publishing.

Since the recording is based on the approved script, **we allow up to three final adjustments to the video.**



Publish & Report

Let's set the publication date.

15 days after publishing, we'll send you a performance report.

We also provide the final video upon request — always protecting our brand identity and with proper credit given.

PARTNER SHIPS

BRAND-SPONSORED
2.150 € / PIECE
Brand-specific video showcasing and discussing it.
The video is produced in our facilities.
The client will provide all necessary materials for production.
Once the script is approved, no more than three minor updates / changes can be made to the final video.

VISITS
3.600 € / PIECE
Video will be filmed at a location specified by the client.
Two people are required for production.
Travel and accommodation expenses are not included.
The client will provide all necessary materials for production.
Once the script is approved, no more than three minor updates / changes can be made to the final video.

PROMOTIONS
2.500 € / PIECE
One reel + One story
Pieces designed to promote specific actions, contests or giveaways for the brand.
These promotions' bases (definition and responsibility for the rules) lie with the brand.
The video is produced in our facilities.
The client will provide all necessary materials for production.
Once the script is approved, no more than three minor updates / changes can be made to the final video.

YOUR PROJECT + OUR EXPERTISE = REAL RESULTS.
GOT AN IDEA? LET'S MAKE IT HAPPEN – TOGETHER

PARTNER SHIPS

WITH A GUEST
2.900 € / PIECE
Brand-specific video, showcasing the brand or a featured guest invited by the client.
Video is produced in our facilities.
The client Will provide all necessary materials for production.
Once the script is approved, no more than three minor updates / changes can be made to the final video.

EVENTS
STARTING AT 1.800 €
Participation in /or presentation of brand's events. Panel moderation. Talks.
The price varies depending on the number of people attending the event or required for collaboration.
The price varies depending on the number of people attending the event or required for collaboration.
Travel and accommodation expenses are not included.
Let's talk pricing - it depends on your evento's needs.

STORIES
600 € / PIECE
Video will be posted on the feed for 24 hours and pinned in Highlights for a month.

LA COMUNIDAD DEL TALLER
800 €
We can extend any collaboration to La Comunidad del Taller (website, newsletter and social media).

YOUR PROJECT + OUR EXPERTISE = REAL RESULTS.
GOT AN IDEA? LET'S MAKE IT HAPPEN – TOGETHER.



MVP DEL TALLER :

Spain's top mechanics,
tested and recognized.



Mechanics’ ‘Ballon d’Or’

A competition for Spanish professionals, launched in 2019, which reached over 1,700 participants in its most recent edition at Motortec.




Three stages. One winner.

The contest is structured in three stages. The first is an online technical quiz of about 30 questions, while the second one will be taken in person. The top 10 mechanics will then compete in the final and third stage where the winner is determined.



Talent. Knowledge. Connection.

The main goals are recognizing the expertise of workshop professionals, encouraging the exchange of technical knowledge, and raising public awareness of the automotive repair sector. Additionally, it serves as a platform to strengthen ties between manufacturers, distributors, and workshop professionals.

A man with a beard, wearing a grey work jacket, stands in a workshop. In the background, there is a blue cabinet filled with tools and a workbench with various items.

MVP del Taller is more than just a contest — it's an initiative to recognize the best mechanics and bring the world of workshops closer to the public.

To make it happen we count on the industry's support, and you can be part of this story , too.

We offer three levels of collaboration, tailored to different profiles and budgets. Each one is designed to give maximum visibility to your brand, strengthen your connection with workshops, and support this sector's future.

MAIN SPONSOR
4.500 € + PRIZES
Full contest' sponsorship, with your brand as a key reference.
Double-page spread with your brand in printed editions published during the event.
Prominent visibility throughout all contest phases
Our web, newsletter and social media
Dedicated newsletter to introduce your brand and/or the prizes you offer.
Presence at the final , including photocoll
Opportunity to run additional promotional actions with contestants
Non-competing brands policy: Whenever possible, we ensure that no directly competing brands are included among the main sponsors.
<i>In addition, the sponsor will provide the prizes for the winner and the runner-up</i>
<i>The highest level of involvement, with maximum visibility and a leading role in the project.</i>

PROMOTER
1.500 € An accessible way to support the project and gain visibility across all channels
Your brand will be listed as an official promoter of the contest in:
Our web, newsletter and social media
Featured space in official event signage during the final.
Public recognition for supporting the project.
Amplification of the message : we ask you to encourage participation among your contacts.
You can offer a prize to the winner and runner-up if you wish.
<i>Imagine one of the mechanics you encouraged to join actually wins the contest – wouldn't that be a powerful marketing story?</i>

COLLABORATOR
NO COST
Because we also want to count on you, even if you can't contribute financially.
Your brand will be listed as a collaborator
We ask you to help spread the word among your contacts.
Public recognition for supporting the project.
<i>Your collaboration is key to reaching more workshops and making this contest a shared success.</i>



MVP PROPOSAL: **MOST VALUABLE PARTNERS**

More than a Partner, One of Us. Our best proposal.

[Discover more...](#)

We don't look for advertisers; we build alliances. We understand that credibility is our greatest asset and that our readers are our compass. That's why we created the MVP (Most Valuable Partner) program—a way of collaborating that goes beyond traditional advertising.

Choosing us means making us part of your goals. It allows us to transform your message into valuable content that resonates with our audience. It's not just about featuring you; it's about doing it in a way that engages, informs, and persuades. That is our true work.

WHAT DOES IT MEAN TO BE AN MVP?

Being an MVP means having the entire MVPpress team working for you. We make your goals our own and actively involve ourselves in achieving them.



STRATEGIC CONSULTING:

We act as your communication and market consultants, leveraging our deep knowledge to help you define your positioning and image.

MVP status unlocks access to our Agency services. Discover more.



360° VISIBILITY:

- We publish and distribute all your press releases on our channels.
- We create high-impact content: feature articles, interviews (written and video), and special productions.
- Your message is integrated naturally and credibly across our platforms.



NETWORKING AND CONNECTIONS:

- We provide access to our network of contacts to open commercial doors and facilitate synergies
- We organize a variety of events and activities designed to showcase the commitment of companies in the aftermarket industry. Some of our key initiatives include: The TRÓCOLA Awards TRÓCOLA CUP – a football match bringing the sector together The Christmas Networking Evening The Annual MVP Meeting The TRÓCOLA Bar at Motortec – a unique space for connection and conversation



PREFERENTIAL ACCESS:

You will have priority to participate in all our initiatives: conferences, contests, roundtables, and exclusive events like the AUTOPOS Conferences.



TRANSPARENT RESULTS

You will receive a comprehensive dossier with a clipping of all your media appearances and detailed impact statistics if you required.

HOW TO BE A MVP?

Annual net investment in one or more titles, demonstrating commitment to the brand.



Each media title provides its own unique advertising opportunities.



We go beyond traditional advertising. Our team creates custom formats and branded content spaces, crafted to match your unique communication goals.



Our proposal is tailored based on the advertising services you choose to contract.

We estimate the advertising costs and mutually agree on the content to be developed.



We work together to create an integrated communication plan.

Once we identify the message and the target audience, we implement this strategy across our various publications, developing tailored and specific proposals for each need.

DO YOU WANT TO BE PART OF OUR COMMUNITY?

Let us know **your communication objectives, the audience you want to target, and an approximate budget.** We will develop the best proposal to help you achieve those objectives.

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