



PRESS RELEASE

bee2link group is accelerating its international expansion with the launch of its subsidiary, bee2link group Ibérica.

The logo for bee2link group IBÉRICA, featuring the text "bee2link" in a bold, sans-serif font with a small bee icon above the "i", followed by "group" in a smaller, lowercase font. Below "group" is a blue rectangular box containing the word "IBÉRICA" in white, uppercase letters. The entire logo is set against a dark blue background with a faint, stylized image of a car wheel and tire.

bee2link group
IBÉRICA

Paris, April 30, 2025 – bee2link group, the French leader in the development of digital platforms and software for automotive distribution players, announces the creation of its new subsidiary: bee2link group Ibérica, covering the Spanish and Portuguese markets. This new entity marks a key milestone in the group's international expansion strategy, aimed at meeting the growing digitalization needs of the automotive sector in the Iberian Peninsula.

As a developer of digital platforms and applications, bee2link group has established itself as a major player in the digital transformation of the automotive industry. With a focus on innovation and the digitalization of all business areas (new/used vehicle sales, after-sales, rental, marketing, etc.), the group supports automotive professionals in optimizing their processes and modernizing their operations.

Following its success in France, where it leads the market, bee2link group is accelerating its international growth through the creation of a subsidiary with three main strategic objectives: leveraging local opportunities, forming key partnerships, and strengthening proximity with its existing clients in Spain and Portugal.

The group's flagship products, such as the multi-service platform **OpenFlex** and the after-sales management software **MecaPlanning**, are already available in these markets. Others – including the vehicle inspection app **Carviz**, the commercial back-office digitalization tool **MyAna**, and the full-range rental management ERP developed by **hitechsoftware** (which also applies to courtesy vehicles) – will be introduced in the coming months.

An experienced leadership team to support Iberian growth

To carry out this ambition, two offices have been established in **Barcelona** and **Madrid**, led by a management team with deep and complementary expertise in the digitalization of automotive distribution.



Alexandre Rodrigues – General Manager: with 25 years of experience in the digital and automotive sectors, Alexandre Rodrigues will lead bee2link group Ibérica. As Co-Founder of MecaPlanning, the leading after-sales management software in Europe, he brings strategic expertise to structure and lead the subsidiary's operations. His main mission is to grow SaaS solution sales to manufacturers and dealers in Spain and Portugal, contributing to the group's 2025–2028 strategic plan.

Alexandre reports to **Franck Ropert**, Co-CEO Global Sales, Operations & Marketing of bee2link group.

Pedro Almeida – Key Account Manager: a specialist in automotive software, Pedro Almeida has 30 years of industry experience, having held strategic roles at Imaweb/Nextlane, l'Car Systems Ibérica, and PSIInfor. His expertise in international project management and operational leadership will be key in achieving the subsidiary's goals.



Miguel Lopez – Sales Manager: with 17 years of experience in the automotive industry, Miguel Lopez has held roles ranging from IT Manager to General Manager of dealerships. His comprehensive sector knowledge enables him to understand distributors' challenges and offer tailored solutions through bee2link group's innovations.

Jean-Stéphane Vétois – Operations & Customer Success Manager: with over 20 years of experience in automotive distribution and services, Jean-Stéphane Vétois has worked in both startups and dealer groups. He is skilled in rapidly deploying high-value projects for dealers, driving their digital transformation with bee2link solutions.



A clear ambition for the Iberian market

« Rather than trying to enter the Iberian market from France, we chose – unlike many players – a 100% local setup with a highly experienced team that is fully bilingual and deeply familiar with the Iberian automotive ecosystem. Our ambition is to support automotive distribution groups, manufacturers, subsidiaries, and importers in Spain and Portugal in their digital transformation. We do so by offering innovative solutions that cover all automotive distribution operations and are tailored to their local needs.

The expertise of our team and our in-depth sector knowledge will be key assets in establishing bee2link group Ibérica as a leading player in this market » says **Franck Ropert**, Co-C.E.O, Global Sales, Operations & Marketing bee2link group.

About bee2link group

A pioneer in developing SaaS-based digital platforms and applications for automotive distribution, **bee2link group** designs cross-functional solutions that digitalize the business processes of all sector players — manufacturers, dealer groups, and independent dealers. Strongly established in France, the company is also experiencing rapid international growth, with operations in more than 30 countries.

bee2link group consists of six entities: the original brand **bee2link**, **3Dsoft**, **agence K**, **Terranova Web Systems** (Italy), **Hitech Software**, and now **Carviz**. The group currently employs more than 250 people across France, Italy, and Spain.

At the end of 2022, bee2link group joined forces with COSMOBILIS Group, a European player in the new era of 'automobility'.

 www.bee2linkgroup.com/en


 linkedin.com/company/bee2link

 contact@bee2link.fr

Contacts

bee2link group : Marketing

 Sophie Barlois
Marketing & Communications Director, bee2link group

 +33 6 83 91 25 92

 sophie.barlois@bee2link.fr

bee2link group : Press

 Amélie Lénique
Head of Press Relations, bee2link group

 + 33 6 77 39 13 30

 amelie.lenique@bee2link.fr



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