

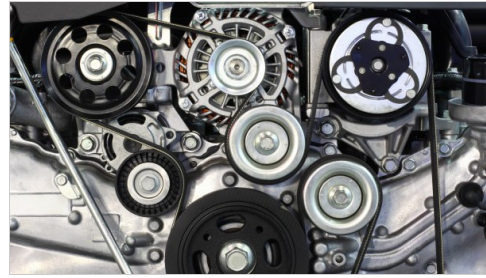
SEG Automotive and Fersa launch remanufactured drive unit for Renault ZOE

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The unit will debut under the partnership's new redrive brand from April 8–10 at Rematec 2025 in Amsterdam

SEG Automotive and Fersa announced that they will be presenting a remanufactured electric motor for the Renault ZOE for the first time at 2025's Rematec from April 8 to 10.



Source: Getty

The move follows the collaboration announced by both companies at the Automechanika Frankfurt 2024. It was announced that the partnership would combine SEG Automotive's extensive remanufacturing expertise with Fersa's deep technical know-how and advanced bearing solutions. The companies had announced the new redrive brand, under which the partnership would focus on the remanufacturing of high-voltage electric motors for the Tesla Model S, the Tesla Model X and the Renault ZOE, with plans to expand to additional models in the near future.

The unveiling of the motor for the Renault ZOE, under the company's redrive brand, follows the debut of the drive unit for the Tesla Model S.

The companies observe that more than a decade on from the launch of the Tesla Model S and the Renault ZOE, the earliest battery-electric vehicles (BEVs) are coming out of manufacturer warranty and into independent repair networks. One of the most stressed and complex components — the electric motor — is both costly and difficult to replace using traditional original equipment manufacturer channels. Redrive products aim to address this mounting challenge head-on.

“With remanufacturing, SEG Automotive and its co-engineering partner Fersa offer the aftermarket a high-quality and cost-effective alternative to new products from the manufacturer. The drive unit is remanufactured by SEG Automotive at its production site in Treto, Spain, where OE supplier parts such as alternators and 48-V machines are also produced for vehicle manufacturers. As part of the remanufacturing process, high-performance bearings from Fersa are integrated to ensure durability, thermal stability and minimal wear,” the statement added.

The remanufactured Tesla Drive Unit, available since 2024 under the name redrive, is claimed to have already been met with great interest in the aftermarket. SEG Automotive and Fersa expect the same for the high-volume Renault. The replacement engine for serial number 290103231R should go on sale by the end of the second quarter at the latest. With remanufacturing solutions for the aftermarket, workshops can typically save up to 30% compared to new parts — for products that achieve at least the same quality as the original part, the statement said.

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