

Press Release

TOTAL RESTYLING OF TRUSTING & FRI.TECH. BRANDS

A significant restructuring to create a consistent and recognizable identity by keeping its original characteristics

Cologne (BS), April 2015 – A few months after the acquisition of two important Italian manufacturers, Trusting Co. (brake shoes) and Fri.Tech. Co. (brake pads) by Metelli Group, we'd like to present an important restyling of its brands, which are known in Italy and over 40 Countries in the world.

The purpose of this new project is to make Trusting and Fri.Tech. brands **with their shapes, dimensions and colors more homogeneous and identifiable with the Metelli Group vision.**

This review in the near future will involve all of the company's communication tools instruments- corporate, technical and commercial documentation, new advertising campaigns, packaging, corporate videos, website, etc.

This will not be a drastic change, actually the tradition and the history of the Trusting Co. and Fri.Tech. Co., which are significant points of reference in the Independent Aftermarket, represents the solid and successful values which determined the brilliant presence of these companies on the market.

This new design represents the evolution of the image which has to be in accordance with the latest communication models: both brands by representing the introduction of an unique **pay-off: "AUTOMOTIVE PASSION"** will combine all the Metelli Group brands and will confirm the passion of the company for its presence on the Automotive market.

The introduction of this innovative image will be presented during AUTOPROMOTEC 2015 in Bologna (from 20th to 24th May). We are sure that this new image will have a correspondingly positive effect on customers.

www.metellispa.it

www.trustingparts.com

www.fritechparts.com