



AUTOMOTIVE PASSION



metelligroup

Press Release

METELLI CO. RELAUNCHES ITS CORE PRODUCT, THE WATER PUMP

A new business strategy, new references on the catalogue and a new technical poster to give a better assistance to the mechanic

Cologne (Italy), 7th May 2013 – Among the big players in the after market Metelli Co. keeps on strengthening its position on the market with a new business strategy, an updated wide range and a technical poster to help the mechanics during the assembling of its core product, the water pump, which represents a point of reference for the Aftermarket, through the three brands: Metelli, Graf and KWP, which has a leadership position as international “premium” brand.

The quality and the reliability of Metelli water pumps are the result of a considerable company Know-how based on the capacity to design and to produce almost the entirety of the components. The use of high quality components, the selection of high level material (bearings and mechanical seals) and the technological innovative processes of production are the aspects in which Metelli Co. invests every year to obtain the best results for a leadership position in the automotive market.

A new strategy to increase the company competitiveness dedicating more resources to the extension of the range, to cover, as best as we can, the circulating car park which is evolving continuously through the introduction of new models. Metelli Co. particularly invests in the production to improve the efficiency of the productive processes and to achieve significant benefits on the final price of the product for the distribution market.

To complete this re-launch of water pumps and to avoid common mistakes of assembling and disassembling of the water pumps from the mechanic, the Metelli Co. Technical Assistance Department created a poster with the main causes of damage of the water pumps: such as leakage and noisiness, recommending a correct assembling of the water pump. We think that, together with the product, it is important to make available for the customers all the effective instruments, which help them to face their daily requirements.

Metelli Co. expands its water pump range with the introduction of 66 new references of belt kit with water pump which includes water pump, timing belt and tensioner and helps the mechanic to identify the components related to the replacement of the entire distribution system. With the kit it is necessary to find only one code instead of 3 items separately, avoiding possible mistakes during the search.

The re-launch of this core product for the company wants to further strengthen the competitiveness of the Metelli Co. by obtaining new market shares and by confirming its role as point of reference for the automotive market.

www.metellispa.it

METELLI PRESS OFFICE
Soluzione Group Srl - Via F. Lana, 1
25020 Flero (BS) Italy
T. +39 (0)30.3539159 - F. +39 (0)30.3582476
Laura Pedrali - pedrali@soluzionegroup.com