

Press Release

METELLI'S TRAINING AND ASSISTANCE SERVICES

During the last two years, Metelli S.p.A. has organized several training courses aimed at supporting its final customers

Cologne (Italy), 06/05/2014 – An indisputable leader in the aftermarket sector for over 50 years, Metelli S.p.A. has always recognized the importance of offering its customers quality products as well as efficient tools and services that will help them meet their everyday needs. This is why the company has chosen to provide its customers with a comprehensive technical assistance service to satisfy their requests and/or needs.

The technical assistance group acts as a link between the company's manufacturing branch and its sales force and is a source of strong support for customers. In fact, the technical assistance service provides real support for sales, which can make the difference, especially for complex products with a substantial technological component like those produced by Metelli S.p.A.

In an increasingly competitive market characterized by a few producers and numerous brand names, the ability to transmit technical know-how to one's customers is a major strength for a company that intends to become a reference point in the market.

During the last 2 years, Metelli's technical assistance service has responded to the various problems reported by the customers by supporting the company's sales activities with technical training sessions in Metelli's headquarters, with guided tours for distributors, spare parts dealers, and garage owners, and in the headquarters of their distributors.

During 2013, Metelli organized 20 technical training sessions in Italy and abroad to provide instruction to final users and workers in the automotive field. During these sessions, participants were given the opportunity to learn about the latest innovations involving vehicle components and/or systems. Particular emphasis was placed on water pumps, examining the most frequent problems that arise during installation and analyzing problems of leakage and breakage in order to help mechanics avoid common mistakes.

During the guided tours of the Metelli S.p.A plant, visitors were given close-up view of the process used to manufacture the different product lines, including water pumps, transmission parts, break and engine parts. This direct contact with the company's modern technology serves to strengthen and consolidate existing relations and represents a chance to offer on-site technical training on their products and to highlight strong points and the technical solutions that have been adopted.

With this project, Metelli S.p.A confirms its intention to go beyond the boundaries of simple customer service, to become a partner with its clients and contribute actively to their professional development by providing technical manuals and ad hoc product presentations: it's a choice that perfectly reflects the company's mission to be **"more than just aftermarket"**.

We remain at your disposal for any further request

Best Regards

Marketing Department
Metelli S.p.a