

Press Release

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## METELLI S.p.A. AT AUTOPROMOTEC

### Metelli S.p.A. to take part in Autopromotec - Hall 16- Stand E 16

*Cologne (BS), 21/04/2015* – The Metelli Group, in addition to strengthening its prominent position in the Aftermarket segment and its growing commitment in OEM with the recent acquisition of two important Italian manufacturers, **Fri.Tech. Srl** (for brake pads) and **Trusting Srl** (for brake shoes), will be attending the trade fair Autopromotec in Bologna, **Hall 16 - Stand E 16**.

During the trade fair, the company will also present the new packs for all its products: water pumps, brake parts, transmissions and engine parts, with their respective brands Graf, KWP, Cifam and Metelli. A new, more appealing design makes packaging more modern and identifiable with our company's vision. The colours of each brand are sharper and more distinctive. The Metelli, Cifam, KWP and Graf logos, accompanied by the new pay-off "*Automotive Passion*", feature a blue stripe on each packet so all products can be recognised as part of Metelli Group. Photo references complete the new look of our packaging. This new design is fully part of Metelli's latest strategy to strengthen its identity in the Aftermarket segment, promoting the passion which has characterised our company for over 50 years.

This passion has made Metelli a company that understands how crucial it is to offer top quality products to its customers and to provide efficient support tools and services that help them deal with everyday needs. At this event, Metelli, in collaboration with **ANFIA (Hall 18- Stand A68)**, on **Friday 22 May at 3pm**, will conduct a technical session on **water pumps** focusing on assembly methods and answering any queries.

We will be pleased to meet you in Bologna.

For any further details, please contact us.

Kind Regards,  
Marketing Department  
Metelli S.p.A.