



AUTOMOTIVE PASSION



metelligroup

Press Release

METELLI LAUNCHES ITS NEW ENHANCED WEBSITE: THE FINAL STAGE OF ITS BRAND REPOSITIONING PROJECT

New layout and structure for a better interaction with users and faster access

Cologne (BS - Italy), 18th July 2013 – Aftermarket leader, Metelli Co. has concluded its strategic repositioning project with a complete renovation of the group's website (www.metellispa.it) and those of the single brands: Metelli (www.metelli.com), Graf (www.graf.it), Cifam (www.cifam.it) e KWP (www.kwp.it).

With its new layout, intuitive web interface, and innovative sections dedicated to catalogues, products, news and initiatives, the new website is much more functional and easy to browse.

The website includes a new banner with the Metelli logos and slogan “More than just aftermarket”, which was launched in occasion of the Group's 50th anniversary. The structure of the site has also been redesigned, especially the section dedicated to the products. There is an improved search area with more criteria – vehicle, motor code, and size – and a new section dedicated to the catalogues, all of which can be consulted online and downloaded.

In addition, the new website includes a section dedicated to News and press releases, which allows customers to access detailed, up-to-date information on the world of Metelli and its products (range expansion of product lines, technical information and instructions, product availability, etc.), and a section entitled Fairs and Events, where visitors can learn about the Group's activities, including technical sessions and company visits.

The restyled website is an important part of Metelli's strategic repositioning project, which was launched last year and includes a thorough revision of all the Group's communication tools: institutional and commercial documentation, packaging, the company video, and new advertising campaigns.

With the Home-Page pay-off “AUTOMOTIVE PASSION”, Metelli establishes its strong identity in the Aftermarket, an identity shared by all members of the group and characterized by over 50 years of unflagging professional enthusiasm.

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