

# 'MADE IN ITALY'

*Italian tire and garage equipment offers world-class quality*

**F**errari. Lamborghini. Maserati. These names are synonymous with world-class quality, technology and craftsmanship — specifically Italian quality, technology and craftsmanship.

Italy's reputation for innovation and design dates back thousands of years to Roman times. Aqueducts, arched bridges, concrete, the radio, batteries, the telephone, tire changers, even books — all were invented (and perfected) in Italy.

The Italian capacity for high-tech inventiveness continues to flourish in the 21st century. Nowhere is this displayed more prominently than in Italy's automotive sector, most of which is situated in the northern part of the country, in cities like Bologna, Turin and various towns in between, which together comprise what has been dubbed "The Italian Motor Valley." (Bologna will host the next edition of Autopromotec, the world's leading trade show for the tire and garage equipment industries, which will be held May 20-24, 2009.)

Italy's reputation as a center for automobile manufacturing is well-established. It's the fifth largest automobile producing nation in Europe. Turin-based Fiat Group, Italy's dominant automotive manufacturer, is the eighth largest motor vehicle manufacturing company in the world,

according to the International Organization of Motor Vehicle Manufacturers — placing it well ahead of companies like BMW, Daimler, Chrysler, Mazda, Suzuki, Kia and others. All of this would be impossible without a thriving sup-

port industry to supply service equipment like tire changers, wheel balancers, vehicle aligners, lifts and other devices, as well as replacement auto parts.

As with cars, Italy has long been a worldwide leader in the design, development, production and distribution of service equipment and components. In fact, more than 50% of all tire changers, wheel balancers and aligners sold worldwide are manufactured in Italy, and that percentage is expected

to increase as more tire dealers and garage owners outside of Europe learn that Italian-made garage equipment offers unsurpassed sophistication and unparalleled ease-of-use for tire and service techs.

Tire service equipment distributor McCourt Industries Inc. has carried products made by Correggio, Italy-based Corghi for more than 20 years. Italian quality "was a major consideration" in the Akron, Ohio-based company's decision to carry Corghi tire changers, wheel balancers and other machines, says owner Chuck McCourt.

"They don't do anything second rate," an observation commonly echoed by distributors and users of tire service equipment produced by other Italian manufacturers.

"We have companies such as Ferrari, Lamborghini, even (motorcycle manufacturer) Ducati," says Corghi Sales and Marketing Director Claudio Spiritelli.

"There are many automotive companies in Italy that are leaders in the world. But in order for there to be a Ferrari, there must be industries and companies around to allow Ferrari to be

what it is."

Snap-on Inc., one of the world's largest garage

The Italian Trade Commission (ITC) presents this special advertising section. The ITC is the government agency entrusted with promoting trade, business opportunities and industrial cooperation between Italian and foreign companies. Headquartered in Rome, where it is known as Istituto nazionale per il Commercio Estero (ICE), it operates through 115 branch offices in over 86 countries. [www.italtrade.com/usa](http://www.italtrade.com/usa)

  
**Italian Trade Commission**

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equipment suppliers, has the reach and economies of scale to set up manufacturing operations anywhere in the world, and could easily concentrate its production in low-cost

regions. Instead, the company chose Italy to host research, development and manufacturing operations for its tire changers and wheel balancers. Why? "The reputation of the area," Christian Della

Rosa, manager for business analysis for Snap-on's European unit, simply says.

In northern Italy, "it's easier to find expertise in this business." That includes

not only engineers, scientists and software writers, but also highly skilled tradesmen, experienced production workers and world-class logistics professionals.

"How can you improve your product if you don't have a background in the business?" asks Fabio Boni, sales director for FASEP, an Italian garage equipment

manufacturer with offices and a plant near Florence.

"When I started in this business 20 years ago, there were three big countries in tire equipment manufacturing: the United States, Germany and Italy." France and Japan had pieces of the market as well.

"If you look at the market today, there is no garage equipment production in France. In Japan, you have maybe one or two companies left. German production has moved to Italy; those companies have been bought by other firms. Who's left? The U.S. and Italy. If you want something good, you have to buy either a premium American product or a good Italian-made machine."

When it comes to tire changers, wheel balancers and other garage equipment, as well as replacement auto parts, the technical expertise of Italian companies and the quality of their products are second-to-none. The same can be said for their business acumen. Italian firms understand the diverse financial and business parameters of American tire dealers and garage owners and are willing to work with them to achieve their shop equipment objectives.

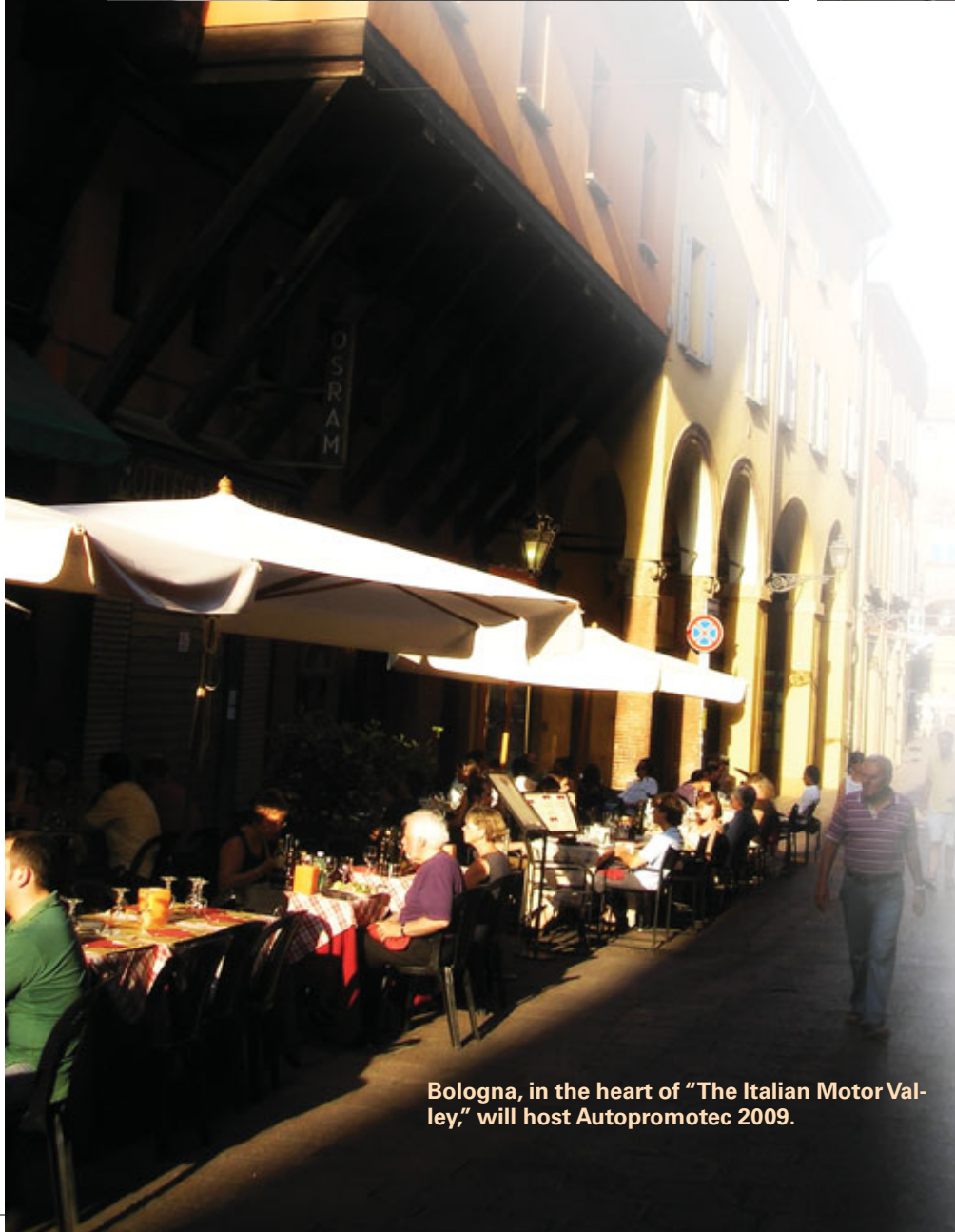
"Made in Italy" isn't just a slogan; it's a guarantee of quality, service and at the end of the day, profitability.

This special section takes a look at a number of companies that have staked their reputations and entire business models on "Made in Italy," but also are ready to do business with tire dealers and auto repair facilities across the Atlantic.

[www.moderntiredealer.com](http://www.moderntiredealer.com)



The automobile is part of Italian culture (pictured, a Fiat dealership).



Bologna, in the heart of "The Italian Motor Valley," will host Autopromotec 2009.



**"Without service equipment, new tire technology is basically worth nothing," says Corghi's Rolando Vezzani. "We have full-time people at each level who communicate with the tire manufacturers."**

## Corghi

Few companies in any sector of the automotive industry approach the high level of craftsmanship and technology achieved by Corghi.

Nestled in the heart of Italy's automotive equipment manufacturing center, Corghi has been the world's largest producer of wheel servicing equipment for more than 50 years.

The company's go-to-market approach is based on trademark product quality and technological innovation found in its extensive line of tire changers, wheel balancers, lifts, diagnostic equipment and other devices, including the Artiglio Master tire changer, the world's first truly super-automatic tire machine, which has become a staple in tire shops throughout the world.

Corghi's full range of products has won the approval of the globe's largest automotive groups, including Fiat, Ford, Toyota, Renault, Volkswagen and others. "Every single automaker has its own specifications," says Rolando Vezzani, Corghi's business development director. "Each piece of equipment must meet what their engineers specify."

The company's machines — which will be displayed at Autopromotec 2009 on

May 20-24 in Bologna, Italy — are particularly well-suited for servicing sophisticated tire and wheel packages designed for elite-level automobiles. Corghi has the distinction of being the sole equipment supplier to Ferrari workshops, as well as Ferrari's Formula One team, through its Ferrari Workshop Equipment line. "What we've learned from Ferrari we have applied to our research and development," says Vezzani.

Corghi engineers also work closely with tire manufacturers like Bridgestone Corp., Goodyear Tire & Rubber Co., Groupe Michelin and Pirelli & Cie SpA to develop tire changers and wheel balancers.

Collaboration begins at the design stage and continues through the manufacturing process and even beyond. Upon tiremakers' requests, Corghi has created machines to handle run-flats and other advanced technology products, such as ultra-low profile/ultra-wide rim diameter tire and wheel packages. (The current generation of the

Artiglio Master can handle assemblies of up to 26 inches in diameter.)

"We start by assessing the needs of the tire manufacturer, who asks us to develop the equipment. Without service equipment, new tire technology is basically worth nothing. We have full-time people at each level who communicate with the tire manufacturers. We know of technology improvements well in advance."

Corghi invests no less than 18% of its annual sales in R&D. (Ten percent of Corghi's entire workforce is concentrated in research and development.)

All four of Corghi's manufacturing plants are based in Italy. "We have a specialized plant for tire changers, a specialized plant for wheel balancers, a specialized plant for aligners and we have a plant devoted to the manufacture of parts," says Vezzani. The company will soon begin construction on a new plant that will build steel parts and frames for its machines.

A company with a truly international reach, Corghi ships to more than 140 countries, and has subsidiaries in Germany, Mexico and China. In the United States, Akron, Ohio-based McCourt Industries Inc. is Corghi's exclusive distributor. McCourt offers comprehensive training courses on all Corghi equipment.

Company officials claim that innovation is Corghi's "main product" and believe that a constant flow of new products will ensure its leadership position.

Corghi recently introduced a new balancer, the EM8470 Blue Light, which will

make its North American debut this month at the Specialty Equipment Market Association Show in Las Vegas, Nev. The machine lights up the inside of the rim and uses Corghi's "artificial vision" technology to locate balancing planes and position measuring sensors. It's equipped with a high-resolution touch screen monitor and a user interface that gives "real time"

perception to the operator.

"Everyone's standards are higher than in the past," says Vezzani.

"You have to cover the complete range. You must offer a complete solution for the shop."

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**Corghi ships its products to more than 140 countries, including the United States.**

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## Snap-on Inc.

Snap-on Inc.'s world-class expertise in tire changers, wheel balancers and other garage equipment propelled the company to \$2.8 billion in worldwide sales in 2007.

Critical to Snap-on's success and global reputation as a technology leader is its European Division, based in Correggio, Italy, in the heart of the country's equipment manufacturing sector.

Correggio hosts Snap-on Europe's largest research and development center, which serves as the launching pad for new Snap-on technologies and products that are exported to more than 80 countries, including Japan, France, the United Kingdom and the United States, where Snap-on maintains a North American sales and distribution office in Conway, Ark.

The development of Snap-on's core technology of tire changers and wheel balancers — including electronics, measuring systems, transmission modules and turning plates — takes place in Correggio, where Snap-on also has a manufacturing plant that contains the latest in production equipment and operates within a lean manufacturing framework to ensure maximum productivity.

"We try to minimize our working capital to increase the speed of production while being flexible," says Christian Della Rosa, manager for business analysis for Snap-on's European unit. "This helps us react to

customers' needs faster. We also are fully involved in our Rapid Continuous Improvement (RCI) program," which is similar to the "kaizen" programs employed by Toyota and other Japanese industrial leaders. "We have a fully engaged team that is responsible for this program. RCI has increased our productivity."

The Correggio plant produces 12,000 tire changers, 6,000 wheel balancers and 2,500 alignment machines each year. (About 3,500 of those machines are shipped to the U.S. annually.)

Snap-on has long been an innovator in garage equipment. "We were the first to introduce 3-D technology on wheel alignments and the first to introduce lasers on wheel balancers," says Della Rosa. "We try to differentiate our products through research and development. For wheel balancers, electronics are 80% of the operation."

The company's garage equipment meets the ultra-stringent specifications of the world's leading automobile manufacturers, including Mercedes, Ford, Volkswagen, Audi, Renault, Nissan, Daewoo, Honda and others. Snap-on also collaborates with tire manufacturers like Groupe Michelin, Pirelli & Cie SpA, Goodyear Tire & Rubber Co. and others in the development and design of its tire and wheel machines. "If there is a new tire technology, they make that technology available to us so we can work with them to find a solution."

Snap-on's relentless dedication to research

and development has resulted in a remarkable 800 active and pending patents within the U.S. and nearly 1,600 active and pending patents outside the U.S.

New products from Snap-on include the Prism, the world's first alignment system to combine imaging alignment technology in a portable package. Introduced to both the U.S. and European markets this past summer, the Prism contains cordless pods powered by lithium ion batteries, components made of space-age lightweight magnesium and wireless communication capabilities via Bluetooth technology.

The machine is assembled in Correggio and "has been extremely well-received. We are finding a lot of interest in shops currently using conventional alignment systems, as the Prism can show dramatic time savings and can increase the types of vehicles they can align."

Snap-on will show off the Prism and other cutting-edge equipment at Autopromotec 2009, which will be held May 20-24 in Bologna, Italy.

Snap-on believes that the supplier-customer relationship does not end at the point of sale. In the U.S., the company has its own service network that provides direct support to clients in need. After-purchase service "ensures productivity," according to Della Rosa. "You can buy a low-cost tire changer and save 50%, but if it breaks down and you don't have service support, you may lose valuable business."



Development of Snap-on Inc.'s core technology of tire changers and wheel balancers — including electronics, measuring systems, transmission modules and turning plates — takes place in Correggio, Italy.



Snap-on will display its new Prism alignment system at Autopromotec 2009, which will be held May 20-24 in Bologna, Italy.

## Ravaglioli SpA

At Ravaglioli SpA, one of the world's top-ranking garage equipment manufacturers, quality is the most important consideration.

"We believe the only way to win the game is to focus on quality," says Ferdinando Moro, general sales director for the firm, which has been manufacturing tire changers, wheel balancers, vehicle lifts, wheel alignment systems and other machines for discerning garage owners since 1958. (Ravaglioli is recognized as Europe's leading vehicle lift supplier with 55% of its total production dedicated to lifts.)

Ravaglioli manufactures all of its products in Italy at four state-of-the-art plants located in Bologna, Reggio Emilia, Ferrara and Turin. "Everything is made in-house," says Moro. "We are a full-line producer."

The company's world-class production process is highly automated with machines specifically designed for precision manufacturing. "This means low labor costs and perfect production. Once you set a program, the parts come out identical."

Ravaglioli designs all of its products at its own research and development centers. Engineers work closely with tire manufacturers to design machines that will match their sophisticated specifications. "We work hand-in-hand with tire manufacturers. We call them to check on what they are producing and work with them to come up with a solution. They are the people who make the orders so we listen to their needs."

The company also designs specific machines and devices for auto manufacturers. Made-to-order products include special lifting hoists for BMW and Mercedes models. "BMW and Mercedes have the highest standards in the marketplace," Moro notes.

Innovation and a focus on future technology have been Ravaglioli trademarks since the company introduced the industry's first rotating bench for engines and transmissions 50 years ago.

In the 1960s, the firm unveiled the world's first four-post hydraulic lift, which was soon followed by a two-post model. In the late 1960s, Ravaglioli launched an "electro-pneumatic" passenger tire changer. In

1972, it developed the industry's first optical wheel aligner, followed by four-post lifts for industrial vehicles, mobile column lifts, pantograph lifts (which led to the development of scissor lifts), piston lifts and other groundbreaking products.



"The only way to win the game is to focus on quality," says Moro.



In 1995, Ravaglioli introduced its revolutionary "test lane" for checking brakes, suspensions and other vehicle systems. In 1999, it rolled out its Total Drive portfolio of wheel aligners, which use infrared and Bluetooth technology.

Ravaglioli invests a significant portion of its \$200 million in yearly sales in research and development. Last year, the company spent \$16.5 million on R&D, an increase of nearly \$8 million over its R&D investment in 2006.

Ravaglioli's commitment to research and technology starts at the top. Its president,

Silvano Santi, is a former engineer, which makes him unique among garage equipment manufacturers. "He meets with customers and he listens to customers," says Moro. "The man listening is the man who's making the decisions. This allows us to satisfy our customers' needs and it translates into competitive, intelligent products."

Down the ladder, engineers and scientists are grouped by product focus. "We have an engineering department only for lift equipment, we have engineers who only work on wheel balancers and tire changers, and we have a third department that only works on electronics for balancers and other machines."

Ravaglioli exports 80% of its production to 130 countries and wants to strengthen its presence in the United States. Typically,



**Ravaglioli SpA's production process is highly automated with machines specifically engineered for precision manufacturing. The company designs all of its products at its own research and development facilities.**

Ravaglioli sells through strategic distribution partners, an approach that's tailor-made for the U.S. market. "We want to sell to wholesalers — people we can train and support and who can cover the market."

The company offers a wide range of English language customer support services and products, in-

cluding Internet-based modules, training films, pocket catalogs, brochures and other items. Technicians and customer support staff speak fluent English.

Ravaglioli understands what's required to do business in a large, diverse market like the U.S. "Dimensionally, the U.S. is huge, but we also sell in the former Soviet Union, which is not that much smaller, and China." Due to the growing complexity of tires, wheels and vehicles, "there is a great need for dedicated equipment." Ravaglioli's industry-leading tire machines and other equipment will be on display at the next Autopromotec, May 20-24 in Bologna, Italy.

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## FASEP

From humble beginnings, FASEP has evolved into a major global player in the garage equipment industry, offering a full line of tire changers, wheel balancers, aligners and other high-tech equipment to tire dealers and garages in more than 50 countries.



**FASEP's tradition of innovation goes back to 1969, when it was established by Fulvio Boni (left, with Fabio Boni).**

FASEP's tradition of innovation stretches back to 1969, when it was established by Fulvio Boni, who currently runs the firm along with his son, Fabio Boni.

FASEP's first product was an on-car wheel balancer, which was completely unique for its time and represented the first of many technological leaps for the forward-thinking company. In 1974, FASEP developed Italy's first electronic wheel alignment machine and several years later, introduced the first wheel alignment system to use a video monitor.

Today, FASEP's catalog shows six different aligners and nine balancing machines, plus a variety of tire changers, lift tables and other items. The company will display its wares at Autopromotec 2009, which will take place May 20-24 in Bologna, Italy.

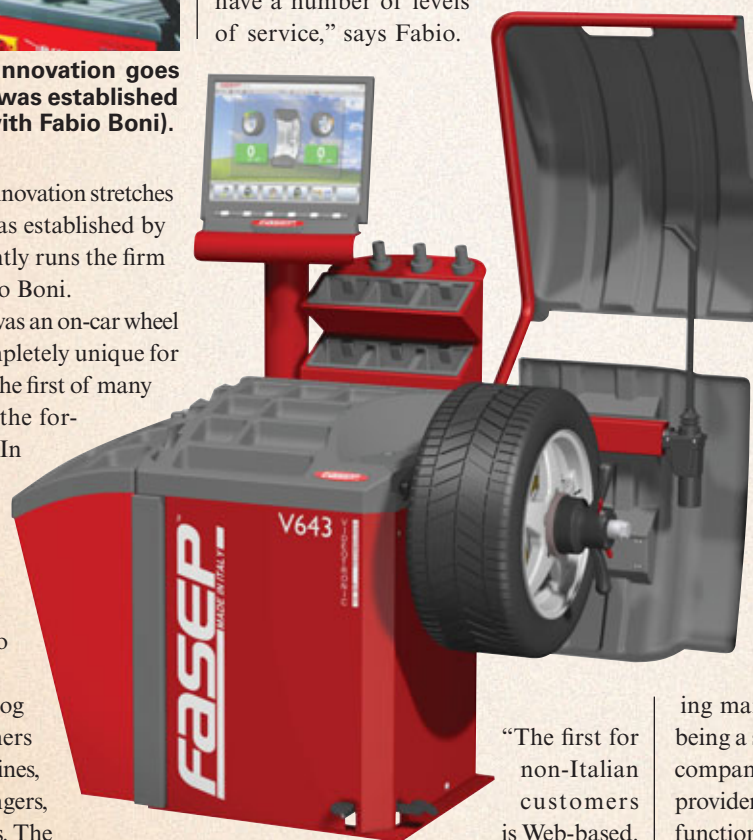
Fabio says FASEP is one of only five garage equipment companies in Italy that assembles all of its machines from start to

finish, using parts made at its state-of-the-art manufacturing facility in Florence, as well as components produced by carefully chosen, industry-leading sub-suppliers. "We fully design our machines' mechanics, electronics and software."

FASEP produces up to 2,000 machines annually, fewer than some of its larger competitors, but the company more than holds its own in terms of technology and innovation. "We work on fine-tuning our products every day."

In fact, FASEP's technology is so highly regarded within the garage equipment industry that other companies have sought it out for partnerships and off-take agreements. "We have been manufacturing or simply licensing our technology for companies in Italy, Germany, Japan and Singapore for a long time." (Since 2000, FASEP has been an ISO9000:2000 manufacturer.)

The company also has distinguished itself in terms of after-purchase service, offering a myriad of options for customers. "We have a number of levels of service," says Fabio.



**The V643 G2 Maxima is one of two new, high-tech balancers introduced earlier this year by FASEP.**

"The first for non-Italian customers is Web-based. We have a Web site reserved for our customers,

where they can find software and data upgrades, manuals, tables of spare parts, exploded diagrams, technical informa-

tion about their machines, and other data. Then there is another Web-based service, in which the customer can insert what we call a 'ticket' and tell us his problem. Normally, this service offers an automated answer, so most problems are solved immediately. If this doesn't work, our service personnel will step in and take the customer through the process. We also have hotlines for our customers and our own traveling service engineers who take care of end users and others who look after education/training of service engineers at our distributors."

Earlier this year, FASEP introduced two new balancers, the V585 and the V643 G2 Maxima. The V585 contains a 17-inch LCD monitor, an eight-button key pad with icons, seven compartments for weights, a PC control unit with a USB port, and other features. The V643 comes with many of the same features, in addition to a pneumatically locked shaft with pedal control, six flange holders, and a lower wheel guard. Both machines feature a safety cover with automatic start-stop functions.

FASEP exports throughout Europe, Asia, Africa and the Middle East, and recently made its first foray into the Western Hemisphere, selling in South America. "We've been talking to a few companies in North America and would like to talk to more," says Fabio. "We are looking for partners."

"I have seen a lot of products in the U.S. There is a huge range of machines from a price point of view and a quality point of view." He believes FASEP's selection is a good match for such a highly diverse market. "We have a wide range of machines, starting from economy models up to models that can be sold for much more."

In today's complex, ever-changing marketplace, FASEP recognizes that being a supplier simply isn't sufficient. The company prides itself on being a solutions-provider for dealers and garage owners who function under a wide range of operational and financial parameters, and is eager to work with customers on pricing and distribution. "Despite the current exchange rate, we have products that are very competitive with (products made by) the premium market leaders in the U.S. with top features at reasonable — even better — prices."

## Other leaders

Italian technology and craftsmanship extend beyond manufacturers of tire changers, wheel balancers, aligners and other garage equipment. Other companies — including parts fabricators and accessory suppliers — also conform to the highest standards of Italian workmanship.

Due to European Union regulations, “all companies are required to define the quality of the parts they offer to the European aftermarket,” says Riccardo Buttafarro, coordinator of the aftermarket components group for ANFIA (the Italian Association of the Automotive Industry).

Italian auto parts and accessory manufacturers take quality very seriously, he notes. “After all, the European automotive component industry was born in Italy.”

One such firm that has built its remarkable success on quality is exhaust system manufacturer Tubi Style Srl, which is based in Maranello, just down the road from the Ferrari factory. Tubi Style is the world’s leading provider of ultra-high performance exhaust systems for Ferrari, Maserati, Lamborghini, Porsche, Aston Martin, Bentley, Audi RS Series, BMW M Series and other elite-level vehicles. It also has systems for the Ford GT40 and the Corvette Z06.

“We work with OEMs in special applications, designing and developing products to their request.”

Tubi Style products are fabricated — in

many cases, by hand — at the company’s ultra-modern plant in Maranello. Components are crafted out of three metal alloys: titanium, stainless steel and Inconel, a stainless steel nickel alloy originally developed for the aircraft industry.

Tubi Style has an office in Pompano Beach, Fla., under the name Tubi Style North America. “If you don’t have a good name and product range, it’s impossible to sell in the U.S.,” says President Fausto Lettieri. The company wants new points of sale in the U.S. “In the high-end niche, we are the industry leader.”

A number of Italian companies have risen to international prominence in the racing and tuning accessory industries. OMP, which is located in Ronco Scrivia (near Genoa), manufactures and distributes tuning and race car products like roll bars, seats, fireproof clothing, pedals and other items.

Most of OMP’s products are made in Italy. “This is our selling point,” says External Relations Director Luigi Rossi. “Our wholesalers use it when they are selling to their customers. In all of our advertising and programs, it’s ‘Made in Italy.’”

OMP exports 80% of its production, including a sizeable amount to the U.S., where it maintains a sales office in Miami, Fla. “We’ve decided to invest more in the U.S.,” says Gabriele Pedone, who manages the U.S. branch. In the U.S., OMP tailors its distribution to the unique needs of custom-

ers in different regions. It also maintains top-level motorsports connections with the Indy Car Series and other circuits.

Another major player in the racing/tuning equipment market is Sabelt, which is based near Turin, Italy. Sabelt — which signed a joint venture agreement with Brembo Performance at the beginning of 2008 — manufactures harnesses, fireproof suits and many other products related to the racing field, including carbon fiber seats for Ferrari. (Its seats are standard on the Ferrari Scuderia model and will be original equipment on all new Ferrari models, including the Ferrari California, which hits the U.S. in 2009.) “All of our seats conform to U.S. quality standards,” says Sales and Marketing Manager Federico d’Ormea. Sabelt has an office in Mooresville, N.C., and is thinking about establishing its own manufacturing center in the U.S.

Vehicle telematics is a relatively young industry, but Reggio Emilia, Italy-based Meta System Group has been a segment leader since the very start. Through its companies Octo Telematics and Meta System, the group supplies telematic solutions to BMW.

Meta System Group also produces the Clear Box Telematic System, a device similar to the black boxes found on commercial jets that can track vehicle operation and even provide drivers with real-time graphic representations of traffic conditions.

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**Tubi Style Srl (left) provides high-performance exhaust systems. Many of the company’s exhaust products are fabricated by hand. OMP (at right), manufactures and distributes racing and tuning accessory products, including racing suits. It has a sales office in Miami, Fla.**



**MetaSystem Group — which supplies telematics solutions, security alarms, door locking systems and other products — is a leader in its field and epitomizes Italian technology.**

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## Autopromotec 2009

For an up-close look at Italian garage equipment manufacturers and their galaxy of industry-leading products, no venue is more ideal than Autopromotec, a biennial event that over the last 23 years has grown into the premier business-to-business international automotive trade show in the world. (Autopromotec has achieved United States trade fair certification from the U.S. Chamber of Commerce.)

The 2009 edition of Autopromotec will take place May 20-24 in Bologna, Italy, in the heart of "The Italian Motor Valley" and promises to be a must-attend event for any tire dealer or garage owner looking to equip his or her shop with the world's most advanced tire changing and wheel balancing machinery.

Nearly 100,000 attendees and exhibitors attended the most recent edition of Autopromotec, which was held in 2007. That number included nearly 17,000 non-Italian attendees representing 110 countries. On the supplier side, more than 1,400 companies—including firms from Europe, Asia and elsewhere—exhibited their wares at the 2007 show.

Unlike other trade shows, Autopromotec is designed by businesspeople for businesspeople, and is only open to tire and automotive industry professionals. The ultimate goal of the event is to bring buyers and sellers together in an environment that's easy to navigate and conducive to business transactions. "Autopromotec is highly organized," says Renzo Servadei, the show's managing director.

"Our exhibitors are organized by business and product categories," including tire changers, wheel balancers, vehicle lifts, tire repair materials, tire retread equipment and molds, pneumatic and power tools, alignment systems, and others.

"If you want to look at other sections, you can, but our method of organization guarantees that you won't waste your time. Autopromotec is strictly business-to-business."

More than 50% of all tire changers, wheel balancers and wheel aligners sold worldwide are manufactured in Italy, notes Servadei, and the manufacturers of those machines are eager to increase their business with American tire dealers and garage owners.

"A lot of people aren't aware of the pos-

sibilities of doing business in Italy. A lot of people say, 'If I decide to do business in Europe, I'll do business in France, Germany or the United Kingdom.' But when you talk about equipment, when you talk about automotive parts, you have to talk about Italy."

Tire dealers and garage owners who are interested in doing business with Italian equipment and parts manufacturers should

not be deterred by the present value of the dollar versus the euro, Italy's currency.

"In Italy, there is a saying: 'Spend less today, spend more tomorrow.' If you choose to buy equipment from an Italian company, you're not just buying the machine. You're buying reliability, training and support. You're buying innovation and expertise. At the end of the day, quality is money," and quality is what Autopromotec 2009 promises to deliver.

For more information about Autopromotec 2009, including how you can maximize your investment in this exciting event, contact The Italian Trade Commission's Chicago, Ill., office at (312) 670-4360 or [chicago@chicago.ice.it](mailto:chicago@chicago.ice.it). ■



"Autopromotec is strictly business-to-business," says Servadei, the show's director.



Nearly 100,000 visitors and exhibitors from 110 countries attended the most recent edition of Autopromotec, which was held in 2007.



# autopromotec

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**MAY 20-24, 2009**  
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