

**THE BIRTH OF THE WHEEL part 1**

Surely you've still wondered how a wheel comes up.

To answer this question, we decided to dedicate this section of Percia's News to a series of chapters that explain the process of creation and production of the wheel.

The first step is the planning of the wheel.

The request of a new project is made by the Sales Department or directly by the Customer:

- In the first case, the Sales Department and the Technical Department assess together the application, the size and the style of the new wheel;

- In the second case, the customer asks for a wheel, indicating the car model and the wheel sizes. The style is decided according to the instructions of the Client or at the discretion of the Manufacturer.

Then, the Technical Department analyzes the sizes and the brakes, in order to sketch the section of the wheel, on which the drawing will be built.

1. Project
2. Casting
3. Machining
4. Painting
5. Quality Check
6. Packing
7. Delivery



The 3D and the wire Frame drawings.

The 2D section of the wheel.



When the style is sketched, it is subjected to the proper authorities (Sales Dept. and Customer): the Technical Dept. makes the required changes (if necessary), and once approved, the project is confirmed.

To proceed, the Technical Department makes the structural calculations, prepares 2D drafting and the mold design.

Once the mold is prepared, the first samples are produced and they are checked by following internal tests (already explained in previous chapters of Percia's News).

Now the real production can start!

**WHY DON'T YOU COME TO THE GARDA LAKE?**

With the previous issues of Percia's News, you have seen most of the beauties of the Garda Lake.

You could be a Mountain Biker, a Windsurfer, a Sailor, a water-ski Beginner, a Swimmer, a Golf player or simply a Family member looking for a place to relax.

Are you our Customer? Why don't you come to meet us? You can drive up to here or fly to Verona or Bergamo (in this case we will arrange your picking up from the Airport). We guarantee full assistance in searching for a nice accommodation and of course a free Pizza and Coke with us in a relaxing atmosphere.

We look forward to see you on the beach!

**DID YOU KNOW THAT..?**

Everybody in the world knows who is DALAI LAMA and of course you have already heard something about him and his incredible life.

During June 2014 Dalai Lama came to Italy and had a 3 days speech in Livorno.

After the meeting he didn't lose the opportunity to visit the famous "Piazza dei Miracoli" and see the Leaning Tower of Pisa.

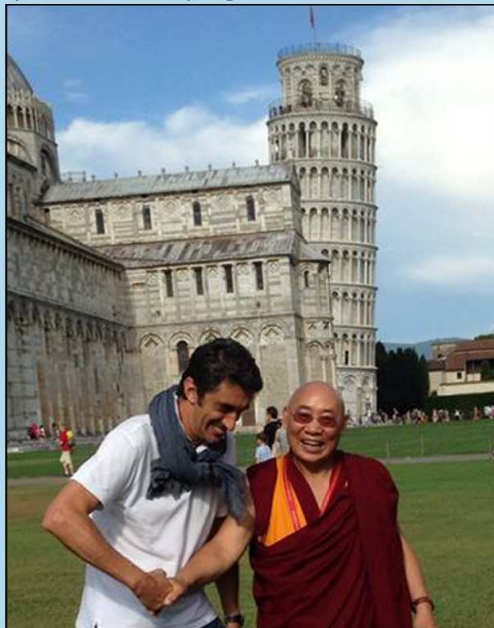
And in this place WHO could he meet?

PS... for this picture Fabrizio has been accused of Fake. What do you think?

Is it Fake or Real?



DALAI LAMA  
and Fabrizio.

**TPMS TECHNICAL TRAINING**

This year 30.000.000 TPMS will be sold for the Original Equipment and other 7.800.000 TPMS will be sold on the aftermarket.

Do you know what it is a TPMS? How it works? How it is made? How to mount it and demount it? How to activate it?

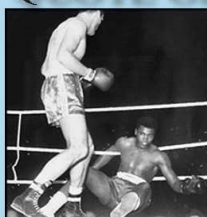
The Percia's Team has attended several technical trainings and now we are on the right path...



Our Teacher Mr. Polenghi, Fabrizio, Tania and Marta

**PHOTO OF THE MONTH**

Our Norwegian customer Jorn went fishing and caught this huge 8kg salmon

**QUOTE OF THE MONTH**

"Inside of a ring or out,  
ain't nothing wrong with  
going down.  
It's staying down that's wrong."

Muhammad Ali

**REFERRALS**

"PERCIA'S NEWS is my favorite newsletter !!!  
Congratulation "

Marco C.

**QUIZ OF THE MONTH**

The WINNER is.... Mr Olli from Finland!  
He will receive soon an original Italian Moka  
by Percia's Team!