



## 2012: RECORD YEAR FOR FONDMETAL S.p.A.

2011 has been a record year for Fondmetal with a 600.000 wheels production.

Thanks to this result, FONDMETAL stands in the first place among the aftermarket Italian producers.

The most important reasons are the increasing of customers' number and the increasing of the turnover for existing customers.

The world car trade continues to grow, thanks in particular to Russian, Chinese, Indian and Brazilian market. The industry of Original Equipment wheel production struggles to meet the home car request and it is not

able to produce accessory wheels. We have been strongly growing in this direction: it is expected 2012 to be an year in which home cars will search reliable suppliers of accessory wheels with the same quality of Original Equipment: this is our work!

Italian Market, with his new winter laws, contributed to achieving our goal.

Also Italy becomes a country where many drivers must have winter rims and tires kits. In this way the possibility to sell accessory wheels increases considerably.

Season 2012 seems to be difficult for Italian car sales, which were down 11% in 2011, like French and Spanish markets.

However, the most important Fondmetal's customers are concentrated in countries which are less interested in the slowdown in sales. For this reason a further growth is predicted during 2012.

Once again we recommend our customers to make orders for winter 2012 in advance, starting in the month of April, in order to allow a stable and punctual production.



## THE 82ND GENEVA INTERNATIONAL MOTOR SHOW: WE WERE THERE!



After two days of a series of presentations of some 150 World and European Premiers to a multitude of more than 10,000 journalists from all over the world, the Geneva International Motor Show opened its doors to the general public on 8th March 2012. Since then, 702.014 visitors have viewed the more than 850 vehicles on exhibition.

This beats last year's record, which so far indicates the show to be a hugely popular success.

Why has the Geneva Motor Show become so important? The great strengths of the Geneva Show have always been neutrality, representativeness and annuality. This

explains the quantity and quality of the worldwide premieres that are presented each year by the greatest manufacturers.

First held in 1905, the Salon has hosted almost all major internal combustion engine models in the history of the automobile, along with benzene- and steam-powered cars from the beginning of the century. Prototypes, new equipment, technical breakthroughs, international partnerships, as well as political and social debates, have been announced at the exhibition.

The most important news of this year were:

the larger Fiat 500L; the compact, practical and, cheap Ford B-Max; the

last one best VW's success: Volkswagen UP! 4 doors; the sporting Mercedes A-Class; the compact Peugeot 208; the jaunty Renault Zoe; Citroën DS4 Aircross and DS4R; the homogeneous, functional and easy to load Jaguar Sport Brake; Aston Martin Vantage with 7-speed automatic transmission; the bigger and leaner Porsche Boxster; BMW Coupé and Cabrio; BMW X6; Smart for Two and Dock+Go; Chevrolet Cruze SW; Audi RS4 Avant; Nissan Invitation as the Note's heir; Mitsubishi Outlander with 7 places and front-wheel drive or full; the baby-SUV SSangYong XIV-2; Pininfarina Cambiano with 1 door from the driver and 2 doors from the passenger; and Opel Mokka.

## OUR NEW-ENTRY

In Italy people say: "New year, new life".

For this reason we wanted to start 2012 with something new...

Yes! We are working hard on new ideas, new wheels, new designs for you and we are sure that your enthusiasm will increase... as usual!

But today we want to introduce you another kind of news... Her name is Tania Carrara and she is the new entry in our team. She is the youngest employee in Fondmetal and it is her first experience in the automotive field. For this reason, while she is studying wheels, Tania helps our team in daily activity with the best

enthusiasm!

But she is also reading books and magazines about sales strategies and customer service, because she wants to take care of you, as her prospective customers, in the right way!

The last year, at this time, she was preparing her thesis about intercultural corporate organization at the University of Foreign Languages and Literatures. Before her degree, she started working as business travel assistant in a prestigious consumer products company known all over the world. It was a very important experience,

because now she is organizing every logistic activities of the group, which wants to meet you personally at every opportunity!

After a short experience as data-entry in an European service company, Tania looked for a job which allowed her to increase the knowledge in foreign languages, trade, economy and marketing. That's why she met Marta, Roberta and Fabrizio!

Tania loves traveling, cooking, painting and teaching and she is discovering day by day her passion for the trade world.

