



FM & F1

The first thing you notice when you arrive in Fondmetal is the great quantity of F1 cars in the courtyard.

These 11 cars represent the considerable historical and strategic role played by Fondmetal's presence in Formula 1 and the 24 Hours of Le Mans.

The company has been involved in Formula 1 during the 1990s:

- from 1990 to 1992 it owned the Fondmetal F1 team and its development was managed in England by Fondmetal's design and engineering team and directed by

Robin Herd;

- from 1997 to 2000 Fondmetal bought majority shares in the Minardi team.

Today it would be difficult to go back as a team, because the budgets required to race now are much different from 20 and 10 years ago: a small company like Fondmetal would have to compete with very large car manufacturers such as Ferrari or McLaren which have unlimited budget behind them.

Fondmetal continues to supply technology, both in terms of aerodynamics and wheels supply to

Formula 1. In particular, the other two Fondmetal Group's companies – AeroLab and FondTech – are both wind tunnel facilities with engineers for the development of aerodynamics for motor racing and sports cars.

The material used for car wheels in F1 is completely different to that used for road cars so there would be no technological return in terms of supply to the market but sponsorship and technical partnership with a Formula 1 team would prove good marketing returns in terms of the company's image.

In this way Fondmetal should be able to compete at the level required in the sport.



The cars

ELECTRIC CARS MARKET

Today the car market turns his attentions toward electric cars in order to respect the environment and legislation on reducing emissions of CO2. In fact the regulations on consumption are becoming increasingly stringent throughout the world. And the new rules that would go into force by mid-2020 are too rigid for the internal combustion engine.

Fondmetal wish to support this legislation proposing a line of wheels for electric cars.

But, what do we know about this new

trend?

The consulting firm McKinsey conducted a study on the price of lithium ion batteries and its future trend: the large-scale production, according to the survey, the cost of lithium batteries for electric cars will fall by 70% by 2025, with the logical positive impact on the price of the vehicles.

According to McKinsey, the cost of a pack of lithium-ion batteries in 2020 could drop to 165€ to 130€ in 2025.

On the contrary, oil prices and legislative activity will push the

automakers towards increasing investments in the field of hybrid and electric cars. In the scenario reconstructed from McKinsey, the increasing production volumes of the batteries will contribute to the decline in costs.

In terms of macro-dynamics, everything seems logical. However, it is important to remember that the study covers a long-term field investigation, which can suddenly change and in a difficultly predictable way.



DID YOU KNOW THAT?

Did you know that Tania had a terrible car accident?

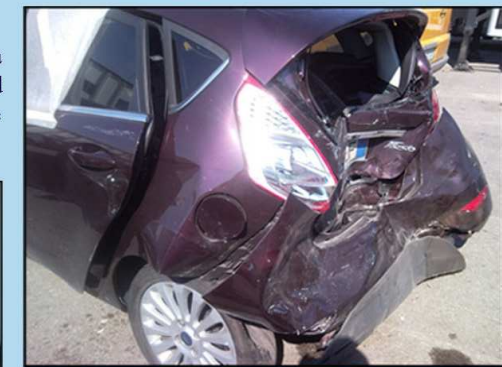
On July 8th, Tania was on the motorway Venezia-Milano returning from a beautiful day in a swimming pool on the Garda Lake with her friends.

Like every Sunday, the traffic was heavy. The Ford Fiesta on which Tania travelled had to stop, but a Smart for Two coming at high speed had not slowed and buffered violently Tania's car.

Soon the police and 3 ambulances arrived and Tania, her 4 friends and the other people involved in the accident had been accompanied in 3 different hospitals of Brescia.

Tania has suffered a strong whiplash and one of her friends has a small fracture to her pelvis. Despite this bad and frightening accident, Tania had worked from home for 13 days helping Fabrizio, Marta and Roberta.

Hoping to get well soon, Tania thanks everyone is helping her and her colleagues who often write her to know how she feels.



The Ford Fiesta :-)

Tania working from home

PHOTO OF THE MONTH

July 21st

The new official Fondmetal pedal boat has been dropped in the water of the Gardalake by Adrian, the Rumenian Fondmetal distributor, and Fabrizio.



QUOTE OF THE MONTH

"You are not in sales to win. You are in sales to help your customer win. And you are in sales to help your Company win."

F.P.

REFERRALS

"We like to work with, Marta, Roberta and Fabrizio because they are giving us the service we need to sell more and more wheels. Whenever we call or send an e-mail I will get a reply within few minutes. Whenever we put in some new orders we get the confirmation within a few minutes. You are the best team ever!!!"

Tommy Skoda VW-Audi