



## THE BIRTH OF THE WHEEL part 5

The Quality Department takes care of the wheel during the whole production process:

- Preventive controls after the casting phase: the raw wheel must have no imperfections or cracks.
  - During the machining phase: the wheel is dimensionally checked (diameter, rim, hub, PCD, ...)
  - After the painting phase: the Quality Department checks the colour, the diamond cut finish, the paint thickness and the wheel areas protected by paint (the hub and the wheel mounting face must have no paint).
- After a final visual check of the wheel in all its parts, it is ready to be packed!

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



Our Quality Department Managers at work.

## ITALIAN PEOPLE

If you deal with Italian people you better know them well... HOW TO SPEAK WITH HANDS

Italian language is very hard to learn. But Italian people also speak by hands, so if you know how to move your hands you will be able to communicate easily with them. Here is your first lesson to speak by hands.

- FABRIZIO says "I am hungry"
- MARTA says "I don't know"
- TANIA says "It's Time to go"

Easy enough?

See the movie by clicking here!



## DID YOU KNOW THAT...?

Every child has a dream and every dream comes true. When Fabrizio was very young, his dream was to become a Great Salesman. And now, that Fabrizio is no longer a child, he has decided to write a book, which describes his adventures.

This book tells the story of few lessons he received by his father Domenico and Fabrizio's first successes and failures in Sales.

Shoes, fake belts, Swatch watches, wood snowboards, VW Beetles... many products and experiences which came before he approached to the Alloy wheels world.

Very funny and sometime tragic, this book is just a gift for Fabrizio's friends.

It will be printed in occasion of his next 50th birthday in May 2015.

Would you like to receive a copy? Please, let us know!

(Available only in Italian)



Fabrizio Perciaccante



## Vuoi venderlo? Dillo a Bibi!

La storia di un bravo bambino che voleva fare il venditore.

Longanelli

"Do you want to sell it? Speak with Bibi!"

The Story of a good child who wanted to become a salesman"

8 Strategie infallibili per fare il più...

## OUR NEW MODEL WI15

The Model Wi15 is the New Wheel specifically studied for the cars which are going to be introduced into the European market at the end of this year.

First size available from now is the 17", while the 18" will be produced immediately after. Developed in Silver, Anthracite or Bicolor finish, the samples of this New Wheel are already available.

Do you like this Design?

Would you like to receive a sample?



WI15 in Silver, Titanium and Black Polished

## PHOTO OF THE MONTH



Thanks to the help of Percia's Team, Don Sandro bought a train for the children!

## QUOTE OF THE MONTH

"The most important thing to do if you find yourself in a hole is to stop digging."

Warren Buffett

## REFERRALS

"Hi Tania, You are a STAR !!! Grazie Ivor" (from UK)

## QUIZ OF THE MONTH

What is the name of this painting?



The first correct reply wins a medal!

