



THE NEW MODEL FONDOMETAL: 9RR

In 2012 Fondmetal celebrates its first 40 years and, on the occasion of this important anniversary, it has decided to launch a hi-tech project named 9RR. The 9RR wheel encompasses the essence of the Fondmetal group's multi-annual experience on the top-level motorsport racing fields worldwide. The synergy between the Group's several entities has given life to a product, the 9RR, of extremely high technological content: a lightweight, strong wheel with a distinguished sport style. The 7-split-spokes design is the result of a long study period, during which our engineers made numerous calculations and virtual simulation sessions with the

aim of finding an optimum ratio between strength, weight and style, which are the essence of the 9RR project. The design has been optimized through state-of-the-art CAD (Computer Aided Design) as well as fatigue simulation programs FEM (Finite Element Method), which calculated, analyzed and optimized the areas of maximum stress, to achieve the best structural rigidity and to highlight and eliminate all the negative resonance frequencies. Moreover, the rim has been designed with dedicated geometry and circumference that, while conforming to the ETRTO standards, have allowed a

considerable weight reduction without penalizing the wheel strength. The wheel is one-piece structure manufactured through low pressure casting with primary aluminium AlSi7Mg-Sr. In order to achieve strength and resistance without compromises, each wheel is then subjected to T6 heat treatment, before being painted in a choice of either Silver or Nero high-quality finishes. It has also been fully TÜV tested and approved. Exemplifying its lightness, the 9RR's 7x17" size weighs 7.45kg, and even the 11x20" fitment weighs only 12.25kg. Nine different sizes are available in a variety of widths and 17, 18, 19 and 20"



diameters. The 9RR can therefore be defined as the synthesis of performance, lightweight and Fondmetal style. For more details, you can visit our official website www.fondmetal.com.

LAST NEWS FROM EUROPEAN MARKET



The economic crisis is felt also by the car market. During the first three months of 2012, the negative trend has involved all five major markets: Germany (with a growth of 0% compared to the same period of 2011), France (with a decrease of 20.0%), UK (-2.5%), Spain (-2.1%) and Italy (-17.8%). If we want to understand the causes, we know that Italian people wait to buy a car because of the increase in fuel prices, the insecurity in the purchase of durable goods and the performance of the labor market. This general situation contrasts with the

positive image of the automotive industry we saw at the Geneva Motor Show, which introduced many new car models. How could we explain it? Well, the main reason is that things are not so bad. We only have to look at the situation of the automotive market from another perspective and realize that now the real stars of the industry are China, India, Brazil and Russia. The outlook for economic growth are guaranteed only for the developing nations which have a huge quantity of demographic and natural resources. For example, the registrations of cars in Russia rose by 20%, while in China by

5.2%. Japan has declined because of the disaster last year, while the U.S.A. has had an increase of 8.9%. In 10 years the car market has totally changed: if at the beginning of the millennium 83% of sales occurred in industrialized countries, it took a decade to reduce this figure to 55%. And in the coming years it will decline further. Our main goal is to understand the market trends as soon as possible and follow it!

DID YOU KNOW THAT....?

Did you know that Marta has a very large collection of Pigs? She has any kind of pigs! Plastic pigs, wood pigs, leather pigs, Swarovski pigs, terracotta pigs, peluche pigs, metallic pigs, wax pigs. She has pigs in the office, at home, in the car... everywhere! But they are not only knick-knack: Marta has also clothes with pigs representations, paintings, a piggy vac, a piggy torch and the last but not the least... a pig statue for her crib! But the strangest object is a coffeepot: it is pink, its top is a pig face and its handle is a curly pigtail. Marta says that pigs are everywhere: if you look around you, you can find all

kinds of piggy figure objects! In her opinion, the main reason is that pigs are a symbol of good fortune and abundance. Her piggy objects have only one condition: they must represent baby pigs, because Marta thinks that pigs lose their charm when they grow up. Marta has this collection since she was 5 years old and now she has hundreds of pigs! She doesn't remember how her passion came up. Probably her first pig was a piggy bank bought by her mum: it was white with pink and green flowers. When she was young, Marta used to give a name to each pig, but now they are so many that it is impossible to remember

all of them! Each pig is a memory. For this reason she buys pig souvenirs when she is on holiday! Her family and her friends give her pigs for present. For instance, her uncle made for her a clay pot which is a pig face with a flower in his mouth! Also Fabrizio sometimes buys pigs for Marta! She collects pigs from all over the world: one of them comes from Tokyo. Marta would like to have a Vietnamese dwarf pig, but her dog Asia shouldn't agree with her! Her collection is still growing and, of course, if you would like to help Marta with her collection, your pigs will be much appreciated!



Marta in her office!



Marta's coffeepot

PHOTO OF THE MONTH

Fabrizio wants to sell wheels in Czech Republic!

May 2012



QUOTE OF THE MONTH

"If you want something you have never had, you have to do something you have never done."

F.P.

REFERRALS

"I strongly like to work with Marta, Roberta, Tania and the legendary Fabrizio: these are the people that makes the difference in business! The fantastic relationship build together with Fabrizio is the key of the success: or maybe are the fantastic girls Marta, Roberta and Tania that make the real difference ?? ;-)"

Alberto Bosio - Hyundai Italy