



Autopromotec, Bologna, 25 May 2022

## Press release: **Magneti Marelli Parts & Services presents its vision of the future at Autopromotec 2022**

It is with great enthusiasm that **Magneti Marelli Parts & Services** returns to **Autopromotec 2022** to present all the company's most recent innovations to all the sector professionals visiting the Bologna trade fair.

For this important occasion, the company has created a stand (pavilion 30 - stand D48) based on a concept that is rich in content, leading visitors on a path to explore all the areas in which the company is a leader. It is a journey to explore the very essence of the company, a veritable "**experience**".

Before entering the aftermarket world of Magneti Marelli Parts & Services, the journey begins with original equipment, with the fascinating world of "**Best Technologies**" dedicated to car manufacturers by the "parent company" **Marelli**, in an evocative tunnel in which visitors can discover some of the latest-generation technology that the company has developed for the major car manufacturers. This ranges from the recent E-powertrain systems developed for electric and hybrid vehicles, to the latest-generation prototypes for future cabin systems. The tunnel also passes through the latest technologies developed by the **Marelli Automotive Lighting** division.

This is followed by the aftermarket area, which contains the complete range of products and services offered by Magneti Marelli Parts & Services. This itinerary highlights how the experience and the know-how of the original equipment sector leads to benefits for the entire aftermarket world.

The Magneti Marelli Parts & Services aftermarket universe brings two closely related worlds together under a single brand; on the one hand the world of Magneti Marelli Checkstar workshops, and on the other the sector dedicated to spare parts.

The area dedicated to car repairs, which sees the recreation of a workshop setting, complete with equipment, has been constructed to represent what it means to be part of the Magneti Marelli Checkstar network. Particular attention is dedicated to the **Hybrid and Electric** concept, a package of initiatives that provides professionals with all the support necessary - including technical training and dedicated equipment and instruments - to provide assistance for hybrid and electrical vehicles.

There is also a spotlight on the new **Ready! Academy** project, presented here for the first time ever, that Magneti Marelli Parts & Services has created in order to offer valid training to young mechatronic workers who are looking to enter the employment market. This initiative provides for a total of more than 190 hours divided between face-to-face classroom-based training, practical activities and reports, taking place over a period of two years; the course sees the application of an innovative teaching method and a dynamic and contemporary approach, which alternates theoretical and practical skills. Ready! Academy is focused on the future of repairs, and aims to allow those entering the world of car maintenance to develop



the technical and practical skills necessary to truly understand the opportunities and potential of the electrical revolution in the automotive field.

In terms of equipment, there will be areas dedicated to the latest innovations, from the new **ALASKA A/C** system recharging stations to new instrumentation for eliminating carbon deposits from Diesel, Petrol, LPG and Methane engines, **OXYHYDRO+**, and **D.IVO**, the rapid, integrated and connected diagnostics system that will be demonstrated live on the stand.

Alongside the workshop, there will be an interactive area related to the “We have the answer to your question!” campaign by Magneti Marelli Parts & Services, which, through an original and fun quiz, illustrates the advantages of joining the company’s projects, which allow repair and distribution businesses to continue to grow.

The journey through the stand will also lead visitors to discover the high levels of Marelli technology and innovation thanks to the area dedicated to Marelli Motorsport, where, as always, the company plays a lead role. Marelli is present in the highest levels of competitions for two and four wheels, demonstrated by its involvement in the **Alfa Romeo F1 Team ORLEN** and the **Ducati MotoGP for the Lenovo Team led by Jack Miller**, presented on the stand for all visitors.

The itinerary ends in the **Oiltek** lounge bar, dedicated to the premium range of engine lubricants launched last year and that are capable of satisfying the majority of requests from service car mechanics, allowing them to be able to work on both older and more modern vehicles.

Autopromotec 2022 will therefore allow visitors to experience the spirit of Magneti Marelli Parts & Services, taking a full journey through its world and exploring the future of the automotive aftermarket directly with a company that is shaping it.

### **Magneti Marelli Parts & Services at Autopromotec 2022 – Pav. 30 Stand D48**

*Magneti Marelli Parts & Services is the commercial division of Marelli that distributes spare parts, automotive components and know-how to workshops via a network of independent distributors. It supplies original and equivalent products and motorist support services through the Magneti Marelli Checkstar network of workshops and body shops.*