



## MAK AT AUTOMECHANIKA – 2010 EDITION

the company confirms it will take part in the most important European car accessories show

**MAK S.p.A.** announces that it will be present at next edition of **Automechanika**, the international fair dedicated to car components and accessories that will be held in **Frankfurt** from Tuesday, Sept. 14<sup>th</sup>, to Sunday, Sept. 19<sup>th</sup>.

**Automechanika** is a fundamental meeting for **MAK** to talk to many international dealers (the ones that have been cooperating with the company for a long time and new potential ones): that is why **MAK** takes the occasion of this fair just to increase its contacts and business, since it is business and service oriented and since it exports many of its products. "Looking at our growth and considering our purpose to develop our business in those foreign countries that seem to be more interesting in car fashion fittings, we have to say that we must be present and exhibit **MAK** range at such an important international fair as **Automechanika**: there we can optimize our business." – says **Emanuele Roncadori, MAK Export Manager**.

The showcase that the German fair offers represents then for **MAK** the greatest opportunity to display its most important news for the coming winter season (considering the change between the summer tyre set and the winter one that pushes customer to buy two different wheel sets) and for 2011 business.

The most remarkable news that **MAK** is showing in Frankfurt are: **MAK Venti**, the new design celebrating the 20th anniversary of the company that was born in 1991, **MAK Tuono** and **MAK Raptor**, two brand-new and never seen before wheels, and **MAK Scorpio**, a refined 5 spoke design featuring a precise style identity. Its spokes are painted, like its basis, in the new **Iron** color (a charcoal grey) that clashes with the diamond finishing of the external parts giving birth to a peculiar and original "chiaroscuro" game that gives brightness to the wheel. **MAK Scorpio** shows the traditional "**MAK Style**" perfectly, that style that has always been appreciated as a strong quality element and that has always identified **MAK** as a trend-setter in the wheel field: innovative and neat style lines, originality and creativeness that will influence next season style standards.

Together with the range of the same name, **MAK** is launching also a new wheel of **MS Motorsports** line at **Automechanika**: the new design is called **Fix** and it is addressed to 2010/2011 winter campaign. **MAK** has been launching specific wheels for the change between the summer tyre set and the winter one for some years offering quality but affordable designs to its customers. **Matrix Fix** shows a 5 spoke sober and well-balanced structure: the spokes have a soft and rounded profile that can match with aesthetical lines of most part of modern cars effectively.

**MAK** booth at **Automechanika (Frankfurt, September, 14<sup>th</sup> – 19<sup>th</sup> 2010)** will be n. **D-60** in **Halle 4.1**.