



MAK AT 2011 AUTOPROMOTEC

many news at the most important car accessories and after market fair in Italy

MAK S.p.A. announces its participation in the 24th edition of the Biennial International fair of Car Equipments and After Market – **Autopromotec** – that will take place in **Bologna Fair Centre** from **Wednesday, 25th of May to Sunday, 29th**.

Autopromotec represents a fundamental appointment for **MAK**, since the fair is the most suitable place and occasion to meet national and international dealer. **Autopromotec** is then a strategic showcase at which the company can show its most important wheel designs.

“Car accessorizes design, and in particular wheels one, is an essential production asset, the one that affects the most the success of a new wheel.” – says **Emanuele Roncadori, MAK S.p.A. Sales Director** – “If **MAK** wheels have an attractive style, a nice and original look, they can satisfy the fashion, aesthetical taste of any customer. In this way wheels can also give him the possibility to personalize his car in an exclusive and unique manner. We can be effective on the market only if we have many different designs, colours, brands and finishings: this versatility allows us to offer a wide, various range.”

The richness of **MAK** catalogue offer is in fact one point of strength of **MAK**. The company will confirm this stylistic positioning at **Autopromotec** too, showing many news belonging to **MAK** brand, the premium trademark of the company whose designs are produced in Italy.

The most important design **MAK** is going to show at the fair is **MAK Venti** (venti means twenty in English), born to celebrate **MAK 20th anniversary** since it was founded in 1991. Just at **Autopromotec** **MAK** will celebrate its birthday trough this dedicated wheel. Together with **MAK Venti**, **MAK** will show all its latest news, such as **MAK Tuono**, a 5 triple spokes design featuring an elegant and refined style, **MAK Raptor**, a sturdy Suv wheel which is available with 5 or 6 spokes, **MAK Bimmer**, a new wheel specifically designed to equip **BMW** cars, and **MAK DTM-One**, a multi-spoke sporty design addressed to premium range cars.

MAK will share its booth at **Autopromotec** – **Hall 19, n. A46** - with its traditional partners: **Yokohama Italia S.p.A.** and **Magri Gomme S.p.A.**.

Info: <http://www.makwheels.it/defaultEng.asp>