



MAK AT AUTOMECHANIKA – 2008 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. 16th, to Sunday, Sept. 21st.

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 so 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 seems to be more interesting concerning car fashion accessories, 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 **Automechanika** gives represents then for **MAK** the best place to launch its most important news for the coming season: this in relation to the summer/winter tire set change as well.

MAK most interesting news to be shown in Frankfurt are **MAK Fuoco**, the innovative SUV and 4x4 wheel suitable to be fitted under Run-Flat tyres, and **MAK Arena**, addressed to SUVs too.

Apart from these new designs that **MAK** launched in May, the company will present three other wheels as a worldwide preview just at the **Automechanika**: **MAK MXR**, Passenger Car 5-spoke wheel with a young style for a sporty and aggressive tuning, **MAK Iguan**, a more sober and elegant design composed by 10 smooth and squared spokes which is addressed to medium and high-powered cars for a soft, refined personalization, and, last but not least, **MAK Chrono**, a sophisticated 5 spoke wheel which is embellished by a diamond-finishing rim that makes the wheel richer and more precious. **MAK** will launch then a very complete and various range in Frankfurt, a line addressed both to passenger cars and to SUVs. The company shows its corporate identity thanks to this great offer: that means to have a very wide and specialized range in which the end-users can always find the right design for their own "style" (that they demonstrate through their car as well).

MAK booth at Automechanika (Frankfurt, 16th-21st September 2008) will be n. D-60 in the Halle 4.1.