



1991-2011: MAK 20th ANNIVERSARY

the important goal celebrated with good economic results and a special wheel

Carpenedolo, February, 18th 2011: **MAK S.p.A.** is twenty years old. The company celebrates in fact its 20th anniversary in 2011 with proudness while noting a very interesting business increasing trend.

“After years of problems in alloy wheels market we can now sigh with relief.” – says **Guglielmo Bertolinelli, MAK S.p.A. Sales Manager** – “Latest seasons have been full of difficulties for **MAK** too because of the global economic crisis. 2010 marked then a turning point and we ended it brilliantly with a general growth of 43% and a 7% sales increase in Italy.”

And that is why **MAK** can be forward-looking with determination and confidence thanks to the good job done so far that has given a total turnover amounting to over **21 million €** in 2010. The 50 nations to which **MAK** exports prove the health of the company: in these countries **MAK** has been consolidating its position through the job of national exclusive dealers who sell and promote the brand and the designs. **MAK** sold around 110.000 wheels last year in Italy and over 400.000 all over the world. “A surprising and very gratifying result” – says **Bertolinelli** – “which rewards our business and service oriented approach to the dealer and costumers and which recompenses our constant stylistic study to find out new designs, new finishings, colors and technical applications featuring innovative and state-of-the-art looks.”

One of the new 2011 wheels by **MAK** is **MAK Venti**: this new design has been given this name in order to celebrate such a memorable anniversary. **MAK Venti** shows a very stylish and elegant design representing the best **MAK** aesthetical tradition which means design and car fashion taste going hand in hand with a continuous search for quality. All these elements are the basis of **MAK** people job and the positioning of the brand, that has always been identified with a unique style while the company has always based its culture on the attention to give the end-users original and distinctive designs for their cars. “As well as fashion accessories enrich and make people personal style unique, car accessories and first of all wheels personalize a car following the aesthetical taste of their owner showing his personality.” – says **Bertolinelli**.

MAK foundation time seems to be so far away: the company was born from the partnership of two different industrial groups, the former working in the metallurgical field, the latter in tyre distribution. **MAK** is a sound company today, very far from that down, and it is a point of reference in car accessories market. A very long history has passed so far even if the company, which is always young and dynamic in its soul, has still so many goals to reach and aims to offer the market even more quality wheels featuring greater style.