

MAK S.P.A. – 20th ANNIVERSARY – COMPANY PROFILE

history and identity of an Italian leader company on alloy wheels after market

MAK S.p.A. turns twenty in 2011 celebrating a very important goal. The company was born from a joint venture between two business identities, the former operating in the metallurgic production field, the latter featuring a strong commercial activity in the automotive world. **MAK** is a well-known brand both on national and International markets by now and it is recognized as a wheels design trend-setter that always shows innovative and state-of-the-art styles.



MAK was able to cope with the latest world crisis and it faces the global market today with an even stronger approach. **MAK S.p.A.** could reach its success thanks to the key factors constituting its identity:

- One Italian production site, in Brescia, showing a totally automated production and state-of-the-art technologies concerning wheels gravity production process.



- Strategic collaborations with key manufacturers in Asia and in South America helping **MAK S.p.A.** to offer a complete and wide range of wheels for any chunk of the market. The Italian production, together with the international one, transforms **MAK** into a global manufacturer and a global brand which is flexible and that can supply with its wheels any kind of market satisfying any specific request.
- A full customer service oriented approach that leads to fast and efficient deliveries, personalized batches production and on time orders planning.
- A strong and constant investment in aesthetical research and industrial design.



- A day-by-day updated product range featuring more than 50 designs with countless choices among finishings, colors, applications and versions.
- There is the possibility to supply car-importers with dedicated wheel designs showing specific technical characteristics matching with any car model.
- A warehouse stock counting more than 70.000 wheels that allows to cope with orders and fast deliveries worldwide.



- A widespread sale network composed by regional dealers in Italy and exclusive distributors in every foreign country where **MAK** exports.

Some of these features, led by a strong customer service oriented approach, are also the goals that all the employees in the company pursue in every department, from engineering to the foundry.

Some data:

- 2010 turnover: 21 million €
- Production: over 400.000 wheels (110.000 sold on the Italian market and 300.000 exported)
- Employees: + 70
- Total surface: 25.000 square meter

MAK reached these important results turning flexibility into the key point of its production process: different dealers or customers in diverse countries can show different style tastes and to satisfy their needs **MAK** can supply with personalized wheels anyone of them. If a car-importer, for example, asks for special designs or sizes that are not available in the warehouse to be melted or machined, **MAK** can do that. The foundry can in fact melt a minimum lot of 150 wheels and it can also machine till to 50 ready wheels with economies of scale. **MAK** can do that both for after-market customers and car-importers who order special equipments to be offered as an alternative to the original one while an end-user is buying a new car.

Car personalization is a constantly interesting trend and a car dealer who can offer multiple aesthetical solutions for a single car gives the end-user an even more specific and full service, which is more personalized and can make a customer loyal. Concerning the lateral view of a car, 25% of its surface is covered by the wheels that it fits. This element shows that style and beauty of a wheel have a strong influence on the general look of a car. Apart from that, even if the wheel is one of the fundamental components that determine driving safety, the choice among designs comes from style and aesthetics estimations first.



MAK VENTI Ice Titan, designed in honor of MAK S.p.A. 20th anniversary