



Montecchio Maggiore, 11.01.2017

FIAMM is delighted to announce the renewal of the agreement with PR Industrial for the supply of starter batteries and the Octo Pramac Racing Team sponsorship.

The company based in Montecchio Maggiore (VI), leader in the production of automotive and industrial batteries, will be the official supplier for 2017 and 2018 of lead batteries for equipping the power generators made by PRAMAC in their European plants.

FIAMM will also be one of the main sponsors of the Octo Pramac Racing Team competing in the 2017 MotoGP championship with riders Danilo Petrucci and Scott Redding.

FIAMM and PRAMAC are consolidating a partnership that was kicked off in 2015 with the supply of the first batteries and the first sponsoring of the team.

“With the latest agreement, we are renewing our industrial and motorsport partnerships on the firm basis of the experience and results acquired during the first two years of collaboration,” declared Nicolò Gasparin, Executive Vice President Reserve & Mobility Power Solutions of FIAMM.

“We are proud to officialise the renewal of our consolidated collaboration with FIAMM, which has proven to be a precious partner of the Pramac Racing Team and our company. We are expecting major challenges for 2017 on and off the race track and we are delighted to be able to tackle them with a world-class partner such as FIAMM,” added PR Industrial CEO and Pramac Racing Team Principal Paolo Campinoti.

FIAMM is a multinational group operating in the manufacturing and distribution of automotive and industrial starter batteries, horns and aerials. The company is present in 60 countries and counts 3000 employees worldwide, of whom approximately 1200 in Italy. Revenue totalled 618 million euros in 2015, with 64 million EBITDA.

The main markets are Italy (26%) and the rest of Europe (51%), where direct sales to auto makers (BMW, Fiat-Chrysler, Ford, Mercedes, GM-Opel, PSA, Renault-Nissan, Toyota, Volvo, Volkswagen, Jaguar, Ferrari, Maserati) total around 30% of the revenue.