



## Comunicato stampa

### ITALIAN CREATIVITY SHAPING FUTURE MOBILITY

*ANFIA and its Associate members B2C Innovation, Meta System and Texa, together with ICE - Italian Trade Agency, participate to the 1<sup>st</sup> edition of New Mobility World, the exhibition area dedicated to the mobility of the future within the framework of Frankfurt International Motor Show (IAA)*

*Turin, 12<sup>th</sup> September 2017* - In order to promote Italian excellences in Telematics and Infomobility sector, ANFIA is present with ICE- Italian Trade Agency to the 2<sup>nd</sup> edition of New Mobility World - the exhibition area dedicated to the mobility of the future - at the IAA of Frankfurt (14<sup>th</sup> - 24<sup>th</sup> September 2017) with the project "Italian Creativity shaping Future Mobility" (Hall 3.1, Connectivity Area - Stand C45).

Three companies belonging to ANFIA Telematics section take part in the project: **B2C Innovation, Meta System and Texa**, which exhibit their products and most innovative technical solutions for the development of connected vehicle and smart mobility.

New Mobility World represents an ideal interaction platform among automotive industry representatives, new technologies specialists and mobility services suppliers, that sees the involvement of start-ups, politicians, public decision makers and media. Set up as exhibition, but also as a location for conferences and for experiencing products (both indoor and outdoor), this initiative offers opportunities of business and a detailed analysis of the five areas: **Connectivity, Automation, E-Mobility, Urban Mobility, Mobility Solutions and Tech Platforms**.

"Drawing from the experience of 2015, in the first edition of New Mobility World with the ANFIA-ICE joint initiative 'Italian Creativity in the Connected World', we wanted to confirm our presence in this edition in order to give international visibility to the products, services and expertise from the most cutting-edge Italian companies with regard to new mobility technologies - declares **Aurelio Nervo, President of ANFIA**. *ANFIA Telematics and Infomobility Section gathers Italian companies active in this field, that is a national excellence. These companies represent 100% of the telematics insurance Italian market del mercato italiano delle assicurazioni telematiche and 70% of the connected vehicle services. Connectivity and Intelligent Transportation Systems (ITS), including vehicle automation, are an important industrial reality for our country with interesting prospects for development in the short to medium term. In the face of growing demand for new mobility services, ITS are now part of the users' everyday life, and it is also the availability of these services that measures the quality and efficiency of a transportation system.*

According to a survey conducted by TTS Italia<sup>1</sup> on 252 companies, included within the Intelligent Transport Systems segment are component manufacturers, systems and services providers, system and service operators, system integrators, mobile application developers for mobility, maintenance services of technical systems, industrial research and development companies and consultancy providers; it is estimated that the total ITS market in Italy in 2014 is around 1,500 million euros. A turnover that has tripled in comparison to 2004.

ITS play a decisive role in the more efficient use of infrastructures, vehicles and logistic platforms and the development of smart mobility. The existing European and National legislation for the sector at an EU level has always considered them strategic. Furthermore, they are key elements to realize a real integrated approach to mobility, the only one that through the active cooperation of all actors involved - vehicles, drivers and infrastructures - will allow the future achievement of improvements in terms of road safety and reduction of mobility environmental impact

The telematics services industry and the automotive industry as a whole are investing massively in data production and management to offer increasingly sophisticated "UB - based usage" services to consumers. The desired model for the future development of this sector is a light regulation and an open market, in which, from some basic data, different operators develop innovative and differentiated telematic services. Access to this kind of market is never mandatory, therefore supply and demand define, in a competitive and voluntary manner, the usefulness of the exchange and the type of data to be exchanged (e.g. "real time" or "batch" mode). The data produced is therefore the object of the business itself.

Research and innovation are crucial to the competitiveness of companies operating in ITS. The high level of competition that characterizes this market, especially internationally, is driving national companies to constantly innovate products and to seek new solutions in order not to lose their standing on the market. This is also demonstrated by the said survey data: in 2014, 76% of the companies surveyed invested in R&D, totalling about 67 million euros, equal to 6.9% of the total ITS turnover recorded in the same year.

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<sup>1</sup> *Il mercato dei sistemi intelligenti di trasporto in Italia: quadro attuale e prospettive* - TTS Italia-Associazione Italiana della Telematica per i Trasporti e la Sicurezza - July 2016



## ANFIA

ANFIA - Italian Association of the Automotive Industry - is one of the leading Italian Trade Associations, members of CONFINDUSTRIA.

Born in March 1912, over these one hundred years, ANFIA mission has always been to represent the interests of its associate members and ensure effective communication between the Italian motor vehicle industries on the one hand, and the Public Administration and Italian political bodies on the other, with regard to all technical, economic, fiscal, legal, statistical and quality-related issues referred to the automotive sector.

The Association is structured in three product-based Groups, each one chaired by a President. *Components*: motor vehicle parts and components manufacturers; *Car Coachbuilders and Designers*: companies working in the sector of design, engineering and style of motor vehicles and/or parts and components for the automotive sector; *Motor vehicles*: motor vehicles manufacturers in general, including trucks, trailers, camper vans, special means of transport and/or intended for special use, such as fitting and specific equipment mounted on motor vehicles.

More info: [www.anfia.it](http://www.anfia.it)

## ICE - Italian Trade Agency

ICE-Italian Trade Agency is the Government organization which promotes the internationalization of the Italian companies, in line with the strategies of the Ministry for Economic Development. ICE provides information, support and advice to Italian and foreign companies. In addition to its Rome headquarters, ICE operates worldwide from a large network of Trade Promotion Offices linked to Italian embassies and consulates and working closely with local authorities and businesses. ICE provides a wide range of services overseas helping Italian and foreign businesses to connect with each other:

- identification of possible business partners
- bilateral trade meetings with Italian companies
- trade delegation visits to Italy
- official participation in local fairs and exhibitions
- forums and seminars with Italian experts

For more details, contact your local ICE office or visit the website: [www.italtrade.com](http://www.italtrade.com)

## B2C Innovation

24h assistance selects the best insurance companies to create "2.0" policies: simple, clear, useful, comprehensive and reasonably priced.

We are different from traditional insurance companies because we always put ourselves in our customers' shoes, we understand their needs and protect their interests, whether they seek insurance for their boat, motorcycle, scooter or dog, or their skiing, snowboarding, sports and travel activities. Wherever customers live their passions, that is where they can find us: online, on Facebook, and in more than 500 offices across Italy, managed by us or our partners.

24h Mobility Services is the company division that develops informatic and telematic solutions for our clients and customers.

More info: <http://www.b2c-innovation.com/>

## Meta System

Meta System SpA, founded in 1973 in Reggio Emilia, is a company specialized in the research, development and production of electronics applied to advanced security systems for the automotive markets. Meta System cooperates with the world's leading vehicle manufacturers, for whom it develops and produces a wide range of products, such as active/passive electronic security systems and next-generation comfort solutions. Thanks to the experience acquired in over forty years of activity, the company has gained numerous acknowledgments and certifications, guaranteeing high-level production and quality standards and the total respect for the environment. In the automotive market, the company is also active in the vehicle telematics sector with the innovative platform Clear Box® that setup UBI model toward insurance company. Meta System manage all the process from Research & Development to the logistic thanks to over 700 employees distributed on 24.000 sm in two different industrial areas located in Reggio Emilia and Mornago (VA).

More info: <https://www.metasystem.it/>



## Texa

TEXA was founded in 1992 and is today a European leader in the design, industrialization and production of diagnostic tools and devices for the remote diagnosis on vehicles, motorcycles, trucks, agricultural vehicles and marine engines. TEXA is worldwide with an extensive distribution network; through its subsidiaries it sells in Spain, France, the U.K., Germany, Poland, Russia, the United States, Brazil and Japan. Currently there are approximately 600 TEXA employees in the world; the manpower is young (the average age is 33), 45% have a university degree and among these over 150 are engineers and specialized technicians dedicated to Research and Development.

More info: <https://www.texa.it/>