



Press Release

ITALY DRIVES NEW MOBILITY INNOVATION

ANFIA is taking part, through its associates Meta System, Octo Telematics and Vodafone Automotive, and with the ICE-Italian Trade Agency, in the 1st edition of Tomorrow's Service & Mobility, a new exhibition dedicated to technological solutions and innovative mobility services at the Automechanika Fair in Frankfurt

Turin, September 13, 2016 - ANFIA will be present through its associates Meta System, Octo Telematics and Vodafone Automotive, and together with ICE (the Italian Trade Agency that promotes and furthers the internationalisation of Italian companies), at the 1st edition of *Tomorrow's Service & Mobility* - the new exhibition of the Automechanika Fair in Frankfurt (Frankfurt Fairground - Pav. 2.0 Festhalle, September 13 - 17, 2016), dedicated to technological solutions and innovative mobility services, with the project "Italy drives new Mobility innovation" (Stand C70), presenting and promoting cutting-edge solutions from Italian industrial companies in the field of IT and infomobility.

Three companies from ANFIA's IT sector have signed up to the project: **Meta System, Octo Telematics and Vodafone Automotive**, exhibiting their most innovative products and technical solutions for the development of vehicle connectivity and smart mobility.

The new *Tomorrow's Service & Mobility* pavilion, where car-makers, component manufacturers, mobility service developers and start-ups will exhibit the latest technological developments in this field to demonstrate to visitors how they impact on mobility, will tackle four major issues: **Alternative Drives, the Smart Car, Future Workshops, Materials and Parts**.

The pavilion will also host seminars and workshops, all part of the *Automechanika Academy* programme, to inform visitors about changes taking place and the effects of the new mobility systems for both consumers and service providers. Not only are new propulsion methods, car-sharing, connectivity and autonomous driving being accepted into consumers' daily lives, they are also transforming the aftermarket and the maintenance sector. The issues considered include: alternative propulsion systems (electric, hybrid, gas and hydrogen engines), e-charging, new payment systems, driverless vehicles, insurance and claim management, telediagnosis, after-sales service and proactive maintenance, mobility apps and web portals and integrated fleet management.

"Digitalisation and smart cities will be the leitmotiv of the evolution of all the players, old and new, in the field of mobility systems for passengers and goods: motor vehicle manufacturers, components suppliers, logistics and IT companies, service providers, BIG DATA and CRM platforms, and national and local governments," declared



ANFIA President Aurelio Nervo. *“Mobile devices, in general and on board vehicles, and the various forms of connected vehicle technologies (Vehicle-to Vehicle, Vehicle-to-Infrastructure, Vehicle-to-Service Provider communication, etc.) already make it possible, and will do so increasingly in future, to organise mobility more efficiently, even in economic terms by remodelling the cost of using a vehicle with a ‘pay as you drive’ approach. They also constitute an important milestone on the road map of the driverless vehicle. There are numerous potential scenarios for the development of Italian operators in this sector, thanks to the level of innovation and the excellence of the solutions, products and services proposed; suffice it to mention its undisputed leadership in the field of telematic insurance, with approximately 7 million ‘black boxes’ installed, that makes Italy one of the leading markets in Europe and the rest of the world.*

“But technological innovation on transport products and systems,” continued Nervo, “has a future when it is incorporated into integrated mobility management policies, which design infomobility services and solutions, even involving national infrastructure and the public. For example, the ‘National ITS Action Plan’ adopted by Ministerial Decree 44/2014 but not yet implemented, interacts closely with the Smart Roads programme that was launched by the Ministry for Infrastructure and Transport, designed to plan the measures necessary to enable Italy to acquire ‘smart’ road and transport infrastructure.”

For further information:

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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

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

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 companies.

Meta System manages all the process from Research & Development to the logistics thanks to over 700 employees distributed on 24.000 sm in two different industrial areas located in Reggio Emilia and Mornago (VA).

Octo Telematics

Octo is the number 1 global provider of telematics and data analytics solutions for the auto insurance industry. Founded in 2002, Octo pioneered the insurance telematics industry. Today, Octo is the largest and most experienced insurance telematics company in the world, transforming auto insurance through behavioral, contextual and driving analytics for more than 60 insurance partners.

Octo has more than 4.4 million connected users and the largest global database of telematics data, with over 127 billion miles of driving data collected and 340,000 crashes and insurance events analyzed (as of 30 June 2016). Octo applies proprietary algorithms to this market-leading database to deliver powerful new insights into driver risk, informing solutions that benefit both auto insurance companies and policyholders. The company is headquartered in London, with offices in Boston, Rome, Stuttgart, Madrid, and Sao Paulo.

<http://www.octotelematics.com/>

Vodafone Automotive

Vodafone Automotive is a global leader of the market for services and products linked to the automotive sector. It incorporates IT applied to vehicles, stolen vehicles tracking and recovery services and services related to the use of vehicles by insurance companies, car makers and fleets.

Vodafone Automotive is the new name adopted after the acquisition of the whole Cobra Group by Vodafone Global Enterprise in August 2014.

It combines Vodafone's reputation as a global leader in the field of telecommunications and M2M connectivity, with Cobra's 40 years of experience in the supply of vehicle security services and innovative IT technologies.

The manufacturers to which stolen vehicles tracking and recovery services have been offered as original equipment include Aston Martin, Audi, Bentley, Ducati, Ferrari, Piaggio, Infiniti, Lamborghini, Maserati, McLaren, Mercedes Benz Trucks, Mitsubishi, Nissan, Porsche, Renault, Rolls-Royce, Tesla and Volkswagen.

Vodafone Automotive supplies original equipment to major European and Asian car, truck and motorcycle manufacturers including Kia, Hyundai, Toyota, Honda, Renault, Nissan, Volvo and the Volkswagen Group, developing dedicated solutions: alarms, assisted parking systems and telematic systems. It also offers products and services for the aftermarket.

Vodafone Automotive is part of Vodafone IoT which connects devices such as cars to the Internet. It enables 'objects' to exchange information regarding their status in real time, and develops new solutions to transform the way we live and work.