



Press release

**MEMORANDUM OF UNDERSTANDING  
SIGNED BETWEEN ANFIA-AFTERMARKET AND ADIRA**

**Spare part producers and distribution sector actors combine strengths  
and expertise to achieve common goals**

*Turin, 28<sup>th</sup> October 2016* - On the 25<sup>th</sup> October an important agreement was signed at ANFIA offices in Turin: a Memorandum of Understanding between the Aftermarket section of ANFIA and ADIRA (Italian Association of Independent Distributors of Motor Vehicle Spare parts).

Firstly, the purpose of this agreement has been to start common actions of communication and marketing, as well as initiatives aimed at promoting the aftermarket sector by sharing information campaigns and awareness-raising actions towards not only the sector's operators but also media in general and public opinion.

Another common area between the two Associations will be represented by both counselling and training activities regarding the regulation aspect of reference for this sector, to which it is necessary to add shared market analyses and, lastly, joint lobby activities.

*"Some years ago, we started out on this collaboration and today, by signing this MoU, we're definitely get to the heart of a program to be carried out together – has commented Massimo Pellegrino, Responsible for the Area Relations with Independent Aftermarket Distribution networks of ANFIA-Aftermarket. The activity of combining strengths and competences of both the spare part distributors and the other distribution's actors in view of reaching common targets - all in the respect of the independence of the two Associations that represent these categories and also of the free competitiveness of the market - will allow us to better face those challenges coming from the evolution of such a dynamic productive sector".*

*"In addition – has added Paolo Vasone, Coordinator of the Aftermarket Section, within ANFIA Components – the signing of this agreement intends to reach the goal of making both Associations' members aware that the collaboration and the comparison at domestic level (as already existing in other European realities), can strengthen and re-energize the changeable structure of the automotive components' distribution. Actually, this latter has already seen in these last years and it is going to see in the next future the presence of new actors, quite often by means of new organizational and business models. From this day on, the Aftermarket is going to be stronger in Italy."*

Also Bruno Beccari, ADIRA President, expressed great satisfaction with this agreement, as for him the underwriting of this document represents an important acknowledgement that confirms the very seriousness of what actively done by ADIRA along the years.

*"Thanks to this newly reached agreement – has affirmed Bruno Beccari – a new possibility of dialogue and collaboration between the two associations has been achieved in such a delicate moment, that's characterized by both a strong acceleration in the technological development and a growing interest showed by new players towards the IAM sector".*



**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.

#### **ANFIA - Aftermarket**

Born in the Eighties within ANFIA Components Group, the Section "Aftermarket" includes all activities of the Association and that are linked to the spare parts sector. At present, 54 companies belong to this Group, of which each one present different and diversified realities. They are all first level enterprises as for technology, professionalism and competitiveness on the respective markets of reference, and they share the values of quality and safety of the products, the technological progress and the services offered to consumers.

The "Aftermarket" Section, led by a Coordinator, develops its activities through in-depth studies in different areas by themes: Car market, Product, Relationship with the independent Network of Aftermarket Distribution, Truck market, Training. Among the topics of greatest interest: Analysis of the spare parts sector and the independent repairing, Counterfeiting fight and Defense of the product quality; Organization of Masters and Training modules dedicated to the aftermarket sector.

#### **ADIRA**

ADIRA - Italian Association of Independent Distributors of spare parts for motor vehicles, set up in 2004 on an initiative taken by a group of automotive operators, ADIRA is an independent non-profit Association, playing the role to represent and defend the interests of the category of Independent Distributors towards the Italian and European Institutions.

ADIRA has been working for ten years, with the top-priority objective to get together all independent distributors that share ADIRA's ideas and values, apart from their dimensions.

ADIRA is also member of FIGIEFA (International Federation of Independent Automotive Aftermarket Distributors, IAM).