



Corbetta (Milan), 4th July 2024

Press Release: **Magneti Marelli Parts & Services at Automechanika Frankfurt 2024: Innovation and Technology**

Magneti Marelli Parts & Services will be exhibiting at Automechanika Frankfurt (Hall 3.0, Stand B 40), the leading event for the automotive aftermarket scheduled from September 10 to 14, with a spacious stand of approximately 360 m², spread over two floors and easily recognizable by the now unmistakable yellow and blue colors that identify the company.

At the heart of the exhibit, dedicated space will welcome visitors to the core business of the company, showcasing some of the most significant **spare parts** from the extensive Magneti Marelli Parts & Services range, presented innovatively and interactively to all visitors. This area will also be complemented by an additional section reserved for the **Magneti Marelli Checkstar workshop network**, featuring the latest diagnostic equipment proposals, rounding off an already comprehensive offer of professional tools for mechanics with user-friendly and modern instruments, capable of servicing even the latest generation of vehicles.

Also, not to be missed is the communication on **Project 5.0**, the innovative digitization process undertaken by Magneti Marelli Parts & Services, presented to the international public for the first time. Project 5.0 is a multi-phase journey encompassing several innovative digital services that involve the entire supply chain. Undertaken by Magneti Marelli Parts & Services on a global scale across various aspects of the business, including supply chain, customer relations, pricing strategies, product warranty management, it uses technology as a tool to further close the gap with all its stakeholders.

Automechanika Frankfurt will also be an opportunity to reiterate **Marelli's** approach to co-creation and "design-led innovation," here represented in a tunnel that will host the most cutting-edge technologies from its portfolio. This demonstrates how the company, one of the independent technological partners for the global automotive industry, is oriented towards the future of mobility.

The international staff of Magneti Marelli Parts & Services will enable visitors to explore the integrated ecosystem of products and high-profile innovative services that the company offers to the global aftermarket. They will also provide all visitors at Automechanika Frankfurt with a unique experience at the new stand.



Magneti Marelli Parts & Services is a global leader in the Independent Aftermarket, distributing spare parts, automotive components, and know-how to workshops through a network of distributors.

Media Contacts