



World Eye Reports Italy

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2013 ushers in a stronger Italy-Japan connection

Italy is continuing to play an important role in the European Union while strengthening its position on the international stage. As a central player in Europe, Italy is facing the challenges of the financial crisis head on.

The Italian government is in the process of taking crucial steps to stabilize its economy.

Through the initiatives of incumbent Prime Minister Mario Monti — who is campaigning for re-election next month, the country is strengthening its economy while further developing key relationships with its international trading partners.

Italy shifted from an agriculture-based economy to an export-driven, industrialized nation after World War II. As the eighth largest economy in the world and the third largest in the eurozone in terms of nominal GDP, Italy has become a highly developed, free market economy.

Its successful industrial sector, high-quality automobile industry and cutting-edge fashion make for a business-driven nation with a sense of flair. Today, Italy's economy is characterized by its high GDP, its ideal geographic position in the heart of Europe and an un-



Masaharu Kohno, Ambassador of Japan to Italy

employment rate of 8.5 percent — one of the lowest in the EU.

Throughout Italy's 20 regions, a number of key industrial districts are home to clusters of small and medium-size businesses; these companies remain the backbone of the Italian economy today.

The strength of the Lombardy region, of which Milan is the capital, is of particular importance to

the country. "The main drivers for the Italian economy are these small to medium-size enterprises," says Kunihiro Nukui, director general of JETRO Italy. "Working with the largest conglomerates and the smallest firms, we grasp every opportunity for Japan and Italy to work more closely together."

2013 is an important year for Italy and Japan. The two countries

are celebrating the 100th anniversary of the Treaty of Commerce and Navigation and the 400th anniversary of samurai Hasekura Tsunenaga's voyage from Japan to Europe. Hasekura, who even met with Pope Paul V in 1615, is considered the first Japanese ambassador to Europe.

"Japan is an ideal partner for Italy, as the Japanese greatly respect Italy's long history and strong economic position within the heart of the EU," says Masaharu Kohno, Japan's ambassador to Italy. "Japan is well-positioned to act as the gateway to Asia for Italians interested in the Asian marketplace. The Italian business community pays a great deal of attention to developing partnerships in Japan."

Despite the economic challenges Italy and Japan have experienced in recent years, both countries remain close allies. As the two countries work together, their relationship remains a top priority for both governments.

"Both Japan and Italy have benefited greatly from our close partnership for many years," says Shigemitsu Jomori, the Japanese consul general in Milan. "We share the same common values and place

great importance on democracy, culture and our shared ties."

"Japanese companies consider Italy the gateway to the Mediterranean, and Italy plays an important role in the stability of the region," Jomori continues. "Trade between Italy and Japan is steadily increasing, and we are in the process of strengthening our innovation and technology partnerships. The medical, renewable energy, pharmaceutical, manufacturing and food-related industries are of increasing importance to Japanese-Italian trade."

Key indicators show that the Italian economy is heading in the right direction. Effective government initiatives and an influential and innovative private sector are working to ensure investor confidence returns to Italy. The upcoming 2015 Expo in Milan will also be an opportunity for Italy to showcase its strengths to the world.

Ambassador Kohno explains: "I want to assist in the promotion of Italy's 2015 Milan Expo, highlight the Italian 'can-do' attitude and strengthen the mutual respect Italy and Japan continue to show one another as we continue to develop our relationship." ♦

From the motor city of Turin, a drive to succeed

Yazaki is present in over 430 locations across 41 countries. This specialist in automotive wiring harnesses, meters and electronic components has developed into a major supplier to the world's car manufacturers. Located in the northern Piedmontese city of Turin, Yazaki's Italian subsidiary is dedicated to providing support to the giant Fiat group — which calls the metropolis its home.

"Our commitment to the Fiat group is significant," says Paul Bradley, managing director of Turin-based Yazaki Automotive Products. "It's important that we have a presence here in order to strengthen our business relationship with the group, as it is one of Yazaki's most important customers worldwide."

Yazaki has had a presence in Turin since the '90s and in July 2011, Yazaki Automotive Products acquired Cableletra, an Italian manufacturer of automotive wiring harnesses. The acquisition has enabled the company to provide stronger support to the Fiat group's production facilities worldwide through its network of globally located factories. One of the plants is



Yazaki's Turin office

in Brazil — Fiat's largest production base and most important automotive market after Italy.

"The strategy behind this was to develop our business in the European and Brazilian markets, and contribute to the expansion of Yazaki's global wiring harness operations," explains Bradley. "We are now in a strong position to support Fiat across Europe and also better serve them in Brazil."

Today, along with taking care of the domestic market in Italy, the company is also responsible for overseas production and sales for the newly formed subsidiary. "Business in Italy has been chal-

lenging due to the European economic crisis," Bradley explains. "Now we have been able to expand our international business and work in growth markets such as Brazil. We are also achieving success in more positive European markets such as Poland."

By expanding globally, Yazaki has confirmed its commitment to its customers. "As a leader in our industry, it is our aim to continually provide the best possible support to our customers around the world," concludes Bradley. "Through our drive to succeed, we are successfully achieving our targets." ♦ www.yazaki-europe.com

Japanese automaker rides high in the land of motoring passion

Over the course of more than three decades, Suzuki Italia has built a strong reputation in Italy. Located just 20 km from the historic motoring town of Turin, the company's commitment to the Italian market remains solid as the Italian automotive industry itself rebounds from a slowdown caused by the European sovereign debt crisis. Suzuki Italia has retained both its competitive edge and its market-leading position as the country best known for its passion for motoring.

Suzuki's compact four-wheel drive (4x4) vehicles and cars are hugely popular in the home of Lamborghini and Ferrari. Drivers value the company's vehicles for their size, value for money and fuel-efficient engines. "As specialists in the compact car and 4x4 seg-

ments, we are able to provide our customers with a complete lineup of products that suits their personal style and preference," says Junya Kumataki, president of Suzuki Italia.

While other automotive manufacturers take a conservative approach to new product launches, Suzuki recently strengthened its market-leading position in the compact 4x4 segment by making significant interior and exterior changes to two of its iconic brands — the Jimny Evolution and the Grand Vitara Evolution. Today, the Jimny's versatility and distinctive style make it suitable for both on- and off-road use. The Grand Vitara, on the other hand, remains "king of the outdoors."

Both these new launches set a precedent for what customers can



Junya Kumataki, President, Suzuki Italia

expect from Suzuki in 2013. "We plan to launch completely redesigned models in the compact car segment to complement our compact 4x4 model lineup," says Kumataki. "This initiative provides our customers with a choice of new models and reinforces our dedication to the Italian market while enhancing our reputation as a major player within the industry."

Maintaining customer loyalty by providing quality services remains key to Suzuki's success in Italy. "We work hard to support our customers," says Kumataki. "Throughout Suzuki's distinguished history, customer-focused support has been one of its vital core competencies. Each employee understands the importance of focusing on the customer. We continuously emphasize our customer-centric philosophy to all of our distributors."

Kumataki is positive about Suzuki's future in Italy, as well as the country's general economic prospects under the current government.

"While the economy is a cause for concern at the moment, Italians are a resilient people," he remarks. "I believe the country is heading in the right direction under the strong initiatives of the government. The Italian car market will recover quickly once confidence is restored. We are looking forward to providing our Italian customers with even more quality Suzuki vehicles in the future." ♦ www.suzuki.it



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Building on a solid foundation

Italian-made cars, motorcycles and yachts have given Italian engineering a reputation for being among the best in the world. In fact, Italian companies in general are admired for their advances in technology and innovation.

Developing pioneering solutions is what drives the "ground-engineering" company Soilmec. Established in 1969, the company is an international leader in the design, manufacture and distribution

of equipment for the sector.

Soilmec equipment is used all over the world in the construction of bridges, railways, underground lines, motorways, viaducts, tunnels and other construction sites — large and small.

"Since we are situated next to the Alps, we have gained considerable expertise in tunnel systems," says Federico Pagliacci, vice president for development of Soilmec. "We have developed into

a pioneering market leader in our industry over four decades. The effectiveness of our equipment in complex environments such as tunnel systems illustrates the expertise we have developed within the industry."

Part of Trevi-Finanziaria Industriale S.p.A (publicly listed on the FTSE MIB Index), the company provides customers with a complete range of equipment solutions. "The strength of our group of companies lies in our ability to perform as a total solutions provider by offering new technologies, new systems and new machines to our customers," Pagliacci says.

With the largest sales and after-sales network in their industry, the company is renewing its efforts to strengthen its position in Japan. "We have had a strong relationship with Japan Foundation Engineering since the early 1990s," says Stefano Cordella, Asia and Japan Sales Manager of Soilmec. "In order to build on this relationship and reinforce our position in



Soilmec SM-605 DT in action for Maiko Tunnel project in Kobe, Japan

the Japanese market, we are planning to open a full-service center in Tokyo next March."

Research and innovation are the keys to Soilmec's success. New equipment designed to provide added functionality and increase ease-of-use is meeting customer standards. For example, Soilmec's compact and lightweight rigs offer a wide variety of solutions for drilling projects in confined areas.

"Innovation is our principal asset," stresses Cordella. "Our strong focus on R&D allows us to remain dedicated to providing our customers in Japan with the necessary equipment modifications they require. We feel there is a huge opportunity for us to develop our business in this country. We are taking the necessary steps to increase our customer base there." ♦ www.soilmec.it



Soilmec delivered a new SR-40 in Japan

Pursuing a passion for the future

Home of MotoGP heroes such as Valentino Rossi and iconic manufacturers such as Ducati, Italy is plainly passionate about motorcycles. The country represents the largest market in Europe for motorized two-wheel vehicles.



Hiromu Murata, President and Managing Director of Yamaha Motor Italia, on a Ténéré

Yamaha Motors' Italian subsidiary understands that style, functionality and technology are key requirements for its scooter and motorcycle markets. In fact, the company's European center of research and development and global headquarters for international MotoGP racing are located in Italy.

Hiromu Murata, managing director of Yamaha Motorcycles Italia, is confident about the company's future. "Italians have developed a passion for motorcycles as both a means of transportation and recreational pastime," he says. "Despite the challenges in the economy, consumer spending will increase and I am confident the market will bounce back and return to pre-crisis levels."

Murata has used current economic challenges in Europe to strengthen the Yamaha brand in

Italy through its dedication to customer service, strong product launches and an extensive dealership network consisting of 270 outlets for motorcycles and 130 for marine products.

"Considering market conditions today, it is very important for us to establish trust in our after-sales market, and to offer the best possible service Yamaha can provide," Murata adds. "This way, when the market bounces back, consumers see the value of re-investing in our products."

In 2012, the company introduced innovative new models by way of its TMAX and Xenter scooters. Motorcycle launches last year include the completely modified WR450F, the new YZF-R1 and the "WGP 50th Anniversary" motorcycles, created to celebrate Yamaha's 50 years of World Cup racing.



YZF-R1 50th Anniversary motorcycle

The synergy between Italy and Japan, and both countries' love for motorcycles, can be epitomized by Valentino Rossi's return to the Yamaha Factory Racing team (joining defending world champion Jorge Lorenzo) for the start of the 2013 MotoGP season.

"We have always considered Italy as an integral part of our business and our success," Murata

concludes. "It is our biggest market in Europe and an essential part of the way we approach product development. Yamaha has always been committed to providing our Italian customers with the best in products and customer service and we shall continue to build on our reputation as we look to the future." ♦ www.yamaha-motor.eu/it

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Mitutoyo strengthens its Italian partnership

Celebrating 25 years in Italy last year, Mitutoyo — the world’s largest metrology company — has built a reputation in the country as a market leader in high-quality products with unparalleled customer service.

Mitutoyo produces 5,000 products ranging from small hand-held equipment to highly sophisticated instruments used in a variety of industries — including pharmaceutical, food, mechanical, automotive and electronics.

While the global financial crisis has created a challenging environment for Japanese investors in Italy, signs of economic recovery are emerging. Mitutoyo is adapting to the challenges in the Italian market by offering superior customer service and creating more streamlined sales channels.

“It is important to emphasize that our strongest point is our service and quality offering,” says Yutaka Suga, managing director of Mitutoyo Italiana. “We have divided our sales into direct and indirect channels in order for us to serve our customers more effectively.”

The company’s own sales team manages the larger product range and deals directly with customers. The indirect sales channel is composed of a highly skilled network of 180 dealers dedicated to the company’s smaller hand-tool products.

“Both channels understand that the customer comes first, and this is essential to our success,” says Suga. “Our own sales team regularly visits customers to ensure quality after-sales service. We continually strengthen our partnerships with our dealer network.”



Yutaka Suga, Managing Director, Mitutoyo Italiana

With a customer base that includes such iconic Italian companies as Fiat and Ferrari, the company is driven to increase its sales. “We have started to recover from the financial crisis,” says Suga. “We are focused on attaining our sales targets. I am confident our business goals will be reached in Italy.”

Suga’s vision for the future of Mitutoyo in Italy involves the firm determination to surpass previous sales records.

“Following the recent initiatives introduced by Prime Minister Monti’s government, the sentiment throughout Italy is encouraging. As a Japanese company in Italy, we enjoy a strong reputation and we are committed to providing our customers with superior service and support for our technology-driven Japanese products.” ♦

www.mitutoyo.it

‘Excellence in science’ from Japan to Italy



Isabel Cabruja, Managing Director, Shimadzu Italia S.r.l.

Analytical and diagnostic instrumentation is essential in the pharmaceutical, chemical and environmental technology industries, and meticulous testing of food and water for human consumption are two of the most critically important areas that require this. Shimadzu, one of the world’s leading analytical instrumentation and measurement systems manufacturers today, is present in Italy working on this and other specialty sectors through its unique know-how.

“Our strength in Italy has always been in food, water and environmental testing,” says Isabel Cabruja, managing director of Shimadzu Italia. “Because of our expertise, our key customers include universities, research entities, government and a number of important governmental agencies.”

As the company celebrates its 30th anniversary this year, Cabruja’s main objective is to expand its customer base by developing partners for a variety of industries.

“We see opportunities in the cosmetics and clinical diagnostics sectors; our goal is to develop the business scope and take Shimadzu into the future,” she explains.

To better communicate the company’s scientific and technological knowhow in the industry, Shimadzu recently launched a new mission statement titled “Excellence in

Science.” The company also recently released three new triple quadrupole mass spectrometers (the models LCMS-8040, LCMS-8080 and QC-MS-TQ8030) to expand its analytical range of products in Shimadzu’s proprietary Ultra Fast Mass Spectrometry (UFMS) series.

“We were the only company in our industry to launch three large machines last year,” says Cabruja. “These products provide higher-sensitivity performance, greater excellence in data quality and an expanded range of applications for our customers and partners.”

Shimadzu’s partners among others in Italy are professor Luigi Mondello of the Faculty of Pharmacy in the University of Messina, the Istituto Zooprofilattico Sperimentale (a public veterinary institute that conducts prevention, control and research activities in animal health and welfare, food safety and environmental protection) and the Biological Sales Network.

“Our customers know that Shimadzu products are reliable and durable,” Cabruja concludes. “As we pursue new opportunities this year, we want to build on our reputation as a ‘total solutions’ supplier committed to supporting science. Our aim is to ensure customers feel they made the right choice by choosing to work with Shimadzu.” ♦

www.shimadzu.it

Quality, leadership and innovation lead to success

The Italian economy has benefited from the in-flow of Japanese investment for decades. Aida, the premier global manufacturer of metal

stamping presses, is successfully building on its investments in Italy and is continuing to prosper during these challenging times by taking the lead in the devel-

opment of new and innovative metal-forming solutions.

Manzoni and Rovetta, two leading Italian companies in the global metal stamping sector, were acquired by Aida Engineering Ltd. in 2004. Today, Aida S.r.l. is setting the industry standard by offering the right products, quality service support and is continuing to develop its loyal customer base.

“Our facility in Brescia is the nerve center and manufacturing hub of our European operations,” says Peter Maddix, president of Aida in Italy. “Despite the euro crisis, we have managed to grow our business significantly over the last two years. We had a turnover of over €100 million in this period.”

Export markets account for

90 percent of the company’s business. It is in the process of expanding its manufacturing capabilities to accommodate increasing demand from customers such as Fiat and other leading manufacturers.

Aida offers a series of presses with capacities ranging from 600 kilonewtons of force to 40,000 kN — including the world’s largest servo transfer press and the world’s fastest G1Tandem servo press line — designed for the manufacture of automotive body panels.

“We have a very loyal European customer base,” says Maddix. “We continue to support our customers throughout the continent. Our goal is to consolidate our record turnover of the last two years, implement strategies to

sustain our growth and continue to operate as a highly profitable enterprise.”

Arnaud Guillet, Aida’s sales and marketing manager, is similarly confident about the company’s performance. “We intend to increase our order intake target and achieve €110 million in new sales in 2013,” he predicts. “We then expect to increase this figure to €140 million, and maintain this growth into the future.”

With Aida’s new consolidated brand logo, record sales and expansion plans in Italy, Maddix is feeling positive. “Our shareholders in Japan have tremendous confidence in our European headquarters’ activities,” he concludes. “Our goal is to continue to raise the profile of the Aida brand in Europe. We understand



Peter Maddix, President, Aida S.r.l.

the responsibility we have towards our customers to provide quality products and the best service and we will continue to exceed expectations.” ♦

www.aida-europe.com

A return to roots in the home of quality

Itochu Corp. couldn’t have found a better place in which to revisit its roots than Italy. Founded in Japan in 1858 as a linen trader, the multinational is now one of Japan’s — and the world’s — largest trading companies. In Italy Itochu has returned to its origins in the textiles industry, where Italians continue to set benchmarks for quality, design and craftsmanship.

At the heart of the textile and fashion industry in Europe, Itochu Italiana’s activities cover the entire value chain: from sourcing raw materials to final garments, as well as importing, licensing and branding in between. The company works with hundreds of prestigious fashion brands, successfully establishing leading European and Italian brands such as Brunello Cucinelli and Bulgari in Japan as their exclusive importer and licensee.

While most recognized brand names from Italy are already found in boutiques and department stores across Asia, some have yet to make a mark. This is where Itochu’s strength lies. “Having built a solid network all over China, Hong Kong, Taiwan and

South Korea for decades, we are looking for Italian brands to take with us to Japan and these other markets,” says Shoji Miura, president of Itochu Italiana and Group Director of Itochu Europe Textile Group.

The company is able to establish distribution networks, obtain licenses, manage advertising and act against counterfeiters in Asia.

“Understanding the intricacies of Asian markets, we want Itochu to be the reliable partner of Italian brands that are pursuing growth in Asia,” he adds.

Powered by a strong Japanese yen, Miura is constantly on the lookout for companies that meet a specific criteria. “Itochu is interested in investing in luxury goods and fashion accessory companies,” he explains. “The Italians are famous for their timeless elegance and style. This translates to beautiful products that have tremendous potential in Asian markets.”

Meanwhile, Itochu Italiana is also engaged in the production of industrial textiles, supplying engine belts to first-class European carmakers. And while 95 percent of



Shoji Miura, President, Itochu Italiana S.p.A.

its business in Italy is dedicated to the textiles industry, the company is also moving to capitalize on that other aspect for which the country is famous — food. It imports and exports food items such as pasta, rice, vegetable oils, juices, fish, wine and specialty ingredients.

“We’ve been in Italy for quite some time now,” concludes Miura. “We are very comfortable and feel welcome here. It is a challenging environment right now, but Italians have remained positive. As a result, we feel committed to contributing to the Italian economy and remaining positive.” ♦

www.itochuitaliana.com

The fine art of shaping technology

It is always an inspiring exercise to investigate the origins of companies and brands. Besides unearthing unexpected connections and details, it can also unveil stories of people, human genius and commitment.

Alcantara is a clear example of this. Its proprietary material of the same name as the company was invented in 1970 by Miyoshi Okamoto, a Japanese scientist. After a joint venture between Japan’s Toray Industries and Italy’s ENI Group, Italian-based Alcantara was founded two years later.

Since then much time has passed and the world has changed profoundly. But the secret of Alcantara’s continuing success remains an unmatched material that is the product of two unique ingredients: Japanese technical knowhow and Italian passion and design.

Design meant to shape technology has made all the difference, and kept Alcantara a step above its competitors. This has allowed it to constantly renew itself and reach an increasingly wider audience year by year.

Strongly promoted by its Italian management, this design-centered approach has helped the material spread into new market



Alcantara material

segments. “Nowadays, Alcantara can be found in a growing number of applications — fashion, interior and automotive industries — where design is king and nothing can be left to chance,” says Andrea Boragno, the company’s Chairman and CEO.

Alcantara’s focus on design has also had a positive impact in terms of its brand reputation, making possible prestigious collaborations with some of the world’s most renowned design personalities. Giulio Cappellini, internationally famous as a furni-

ture designer, has been the company’s art director since 2006.

The company is a partner of the magazine Vogue Italy for “Who is On Next?”, the annual competition devoted to international emerging fashion designers. Furthermore, Alcantara is among the most loyal supporters of Rome’s trendsetting MAXXI Museum of modern art for a series of projects that are intended to give shape and voice to the most intangible messages of its material.

“To go further, we have to always bear in mind where we came from,” says Boragno, “that special interweaving between Japanese and Italian cultures that is the essence of our business.” ♦

www.alcantara.com

Total customer satisfaction for a demanding market

With more than 1,600 branches and offices in 39 countries,

Nippon Express is Japan’s largest logistics provider and one of the largest in the world. The company’s Italian subsidiary, Nippon Express (Italia), has grown to become a recognized leader in the local market. It offers customers country-

specific solutions through its offices in Milan, Turin, Rome and Florence.

Security, efficiency and promptness of delivery are the keys to success for Nippon Express (Italia). As an “Authorized Economic Operator” and an active member of the “Transported Asset Protection Association,” the company provides customers

with preferential customs clearance procedures. It is dedicated to providing clients with tailored solutions.

“We have achieved a great deal in Italy as a result of our efforts to promote our company, and we will continue to move forward,” says Yuichi Nakagawa, director general of Nippon Express (Italia). “We are able to

find the right balance between serving our existing customers and actively pursuing new customers and opportunities.

“One area of focus is the Italian pharmaceutical and medical instruments industries,” he notes. “Last year, we received the ‘Good Distribution Practices’ certificate from the Italian Health Ministry in recognition of our dedicated work in the secure storage and delivery of medicine to wholesale distributors in other European countries.”

While Nippon Express has traditionally served Japanese companies, the majority of companies contacted here in Italy are either Italian or European. “This is testament to our competitiveness and reputation,” says Domenico De Giacomo, the Italian subsidiary’s general manager of administration and finance.

“In Italy we have a strong track record of serving domestic companies,” De Giacomo explains. “Our reputation is very strong here and organizations throughout the country have a great deal of esteem for Nippon Express.”

As Nippon Express (Italia)



Domenico De Giacomo (L), General Manager Administration & Finance and Yuichi Nakagawa, Director General

continues to pursue new opportunities while focusing on delivering total customer satisfaction, Nakagawa looks ahead confidently: “We achieved positive results last year, and we will continue to build on our achievements by investing in our people and focusing on serving our cus-

tomers to the best of our ability.” “Our mind-set is to always offer superior solutions to our clients,” he concludes. “We can achieve great things in Italy through our dedicated approach to working in partnership with our customers.” ♦

www.nipponexpress.it



Nippon Express (Italia)’s head office in Milan

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