

UFI FILTERS is the brand that identifies the filtration solutions developed by the **UFI FILTERS spa** Group for the automotive Aftermarket sector (automobiles, off-road vehicles, motorcycles, trucks) and the non-automotive Aftermarket sector (farm machinery, marine motors, compressors, industrial and earthworking machines such as: lift trucks, construction machines and mining equipment). The brand, dedicated to the independent spare parts network, carries the same name as the filter systems designed and developed for the Original Equipment Market (OEM) and for many of the Formula 1 racing teams. Products offered and distributed in the Aftermarket feature the same levels of innovation, quality and technological know-how as those in the Original Equipment market.

UFI is also the brand for products developed for the hydraulics sector which has a dedicated division: **UFI HYDRAULIC DIVISION**, www.ufihyd.com

UFI FILTERS meets the complex and diversified requirements of the independent spare parts network thanks to the values, organization and targets of the Group that it belongs to:

- a dedicated Sales team;
 - attention to product quality;
 - strong international presence and territorial control guaranteed by the quality of the Distribution network
- Distribution network
- increasingly strong presence in the OEM (Original Equipment) and OES (Original Spare Parts) Markets;
 - clear sales strategy shared with the Distribution network;
 - innovative marketing and multilevel communication;
 - ongoing promotional activity partnered with the Distribution network;
 - specific technical and commercial documentation;
 - loyalty-development schemes for Spare Parts Dealers;
 - technical support to Spare Parts Dealers/Repair Shops;
 - high level of sales internationalization.