

# CORGHI

## e autofficine

### Making The Future Happen – Corghi, Garage Equipment Supplier

Time has a habit of catching up with events. When talking about the future, it is as well to remember that the future will soon be the past. "Benvenuti nel Futuro – Welcome to the Future" was the message from Corghi, the garage equipment supplier from Correggio, in northern Italy, at the Autopromotec show – the same message as two years ago. Is this a touch of *deja vu*? Not at all, as within the last two years Corghi has been extremely busy in converting its exhibition stand theme of the "Future" into reality – for example in creating a completely new tyre fitting concept.

Under the name "Artiglio Master", and in a separate room, the company showed selected guests two prototypes of an automatic tyre changer with a new and radical design. This will be introduced on the Italian market in September 2001 and will be available elsewhere in the world by the beginning of next year. This, at least, has been one reason for being very cautious about revealing detailed information about the "Ultimate Generation of Real Automatic Tyre Changers" to date. So far, we have only one picture available, but *T&A* is scheduled to give a detailed technical report of the "Artiglio Master" in the autumn.

Development of the new machine, which in terms of function and design is regarded by Corghi as a "milestone", took two and a half years. Those guests who were invited to the presentation, were very impressed. Another highlight on the 800 square metre stand was the alignment gauge "Exact 6800" and the "Radial Truth Detector" (RTD) which was developed in co-operation with Formula

1 teams for optimising the tyre-to-rim-mounting, in order to avoid vibration problems later.

Whoever looks to the future, should be aware of history. In Correggio, the company's history is ever-present in the person of Remo Corghi. For many people, this friendly elder "Signore" still is the soul of the company. Together with his brother Erminio, he began his entrepreneurial career in 1947, with the

development of radios and the so-called "bird luring machine" which was then selling successfully. Since 1954, the company has been called Corghi. In the early years the two brothers' activities were the construction of agricultural machines, voltage stabilisers, mechanical equipment for the textile industry and household appliances. In 1961, Erminio developed the world's first tyre fitting machine and thus, he finally made the company a garage equipment supplier for the tyre and car service sector. This was the foundation stone for success.

*Market leader in more than 80 countries*

The actual marketing programme mainly offers automatic tyre changers, balancing



*Corghi is sited in Correggio, northern Italy*

machines and alignment gauges, with each contributing around 30 percent of the turnover. The other 10 percent is accounted for by hydraulic ramps, test lanes and a variety of accessories. Corghi employs 450 people altogether, who last year achieved a turnover of 102.25 million Euro. This is an increase of 60 percent over 1995 and an average rise in turnover of 12 percent per year (see figure 1). According to the management, 8 to 10 percent of this has been re-invested in research and development, to ensure the company's future efficiency continues.



Remo Corghi

Together with its marketing partners, the company offers its customers a world- and area-wide distribution network that actually covers 137 countries. There are particular branches in Italy, Germany, Mexico and China. As far as the customer is concerned, Corghi

company is interested in the customer's needs, the customer will keep his interest in

the company. This philosophy has been successful: "We are market leaders in more than 80 countries, today", Frattesi says. About half of all exports are within Europe, a quarter with the USA, and another 20 percent with Asia (see figure 2). For Frattesi, with a market share of 35-40 percent, the company is leading in Europe as well as in Asia. In America they think they are number two.

In 1994, Corghi achieved ISO 9001 accreditation. The company's internal organisation has been structured to allow prompt solution of problems. Since 2000, comprehensive customer service programmes, including regular check-ups, have become part of the

wide range of service offers. The customers, who - in addition to tyre and car service centres - are all global players in the tyre and car manufacturing industry (DaimlerChrysler, Opel/GM, Ford, Peugeot, Citroen, Fiat, Renault, VW), welcome this arrangement. Corghi is especially proud of being the only garage equipment supplier for the smart brand Ferrari - including the "Scuderia" Formula 1 section - over the entire product programme.

As far as new media are concerned,

the company has faced up to the requirements of the future. Thus, by using particular passwords, Corghi trade partners have been able to check on or order products online, 24 hours a day and 7 days a week, for 2 years now, and it is always possible to download upgrades.

#### Constant Innovation

"Our competition likes putting pressure on the market by adopting aggressive prices. We, however, are following a strategy of continual innovation, as we want to compete by the quality of our products", the Managing Director points out the company's on-going philosophy, adding: "Unlike other companies, Corghi does not only talk about the future - here in Correggio, we are busy working on it, day in, day out."

*holger.duex@reifenpresse.de*

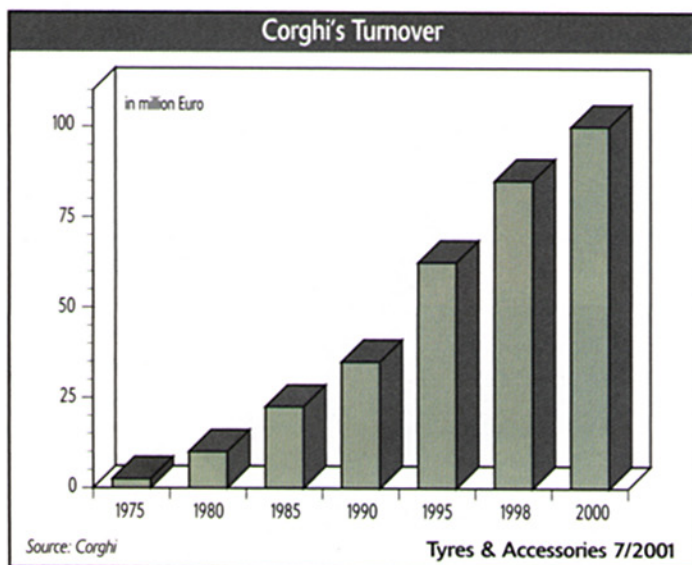


Fig. 1

prefers trusting partnerships: they have been co-operating with the majority of their distributors for about 3 decades. For some of them, at least 75 percent of their annual turnover is made with the Italian garage equipment supplier. This close relationship springs from comprehensive customer services, that are based for example on intensive after-sales customer training and an extended spare part delivery service.

"For us, any buying process only comes to an end when the customer buys the next product", is how Corghi's Managing Director Mauro Frattesi explains the company's service strategy. This means, that as long as the

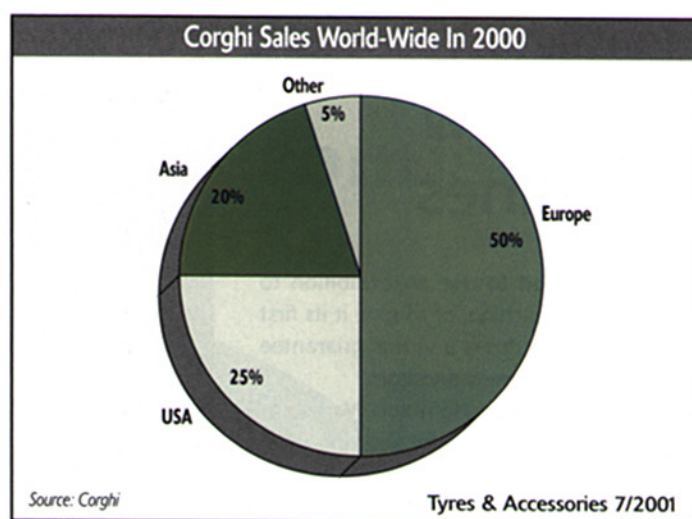


Fig. 2

Source: Corghi  
Tyres & Accessories 7/2001



Corghi's "Artiglio Master"