



Paolo Panchetti, sales manager Nissens Italia

Nissens develops, manufactures and supplies a wide range of cars radiators, products for climate control and thermal solutions for many companies all over the world. First of all what does it mean operating in the national automotive aftermarket sector? Which are the strengths and weaknesses to be overcome?

First we must contextualize our company. Nissens, unlike some of our competitors, is characterized by being 100% dedicated to the world's aftermarket. This together with over 90 years of experience in the sector, allows us to qualify as one of the few specialists in climate and thermal of the aftermarket world. Working in this area means to be provided with flexibility to cope with the daily and changing customer needs. Operating at national level and through national distributors (such Rhiag) and through major regional players, it allows us to always have an updated market knowledge and know how for interpreting it correctly. The market is a very diverse market with a heterogeneous distribution chain where, partly as a result of the crisis, price factor plays an increasingly important role. The complexity arises not so much from the fact that prices has to reach certain goals, but allowing both us and our customers to work with profitability. The search for the price is pushing companies located at the end of the distribution chain to try skipping intermediate stages. I think that adapting, in a consistent manner with your own policies in this process of change, taking place in the national distribution chain, together with increasing amounts of code to handle, constitute major challenges for the future.

The Company has 18 sales offices around the world. You are responsible for sales in Italy. Here the four-wheeler segment is experiencing a screeching halt. The data Acea speak of 113,525 registrations in early January. A performance that brings our country

to the fourteenth consecutive double-digit decline. January did not affect levels of registrations so low since 1984. In this stage, how do Nissens fight the crisis?

On this aspect, addressing us to repair market, where our “end customer” is the driver, who is the owner of the car that has an expired manufacturer vehicle warranty period; for us the decline in registrations actually means an increase in potential sales, as directly linked to the aging of the fleet. From a certain point of view we can say that we have an ant-cyclical product. The crisis that is actually touching the aftermarket business is not tied to the decline of the registered cars but in the abate of available income that pushes the end user to behave differently (less use of the car, quieter driving to reduce fuel consumption) that lead to a consequent decline in the use of workshops. On these macroeconomic issues, we can do little, the only thing we can do is trying to support our customers by helping them to ensure that their business will be profitable. This means not only price but also quality product in terms of elimination of product returns, product delivery speed to enable our customers to work with minimum stock.

Shall talk about the company. Quality of product to meet customers needs. It's one of the competitive company advantages. In which way do you achieve this goal?

First of all, over than 90 years of experience have enabled us to develop an expertise that few can be proud of. All internal test are located in our production sites, that allows us to test all of our products internally and avoiding to bring to market products that do not reflect our high quality standard. In addition, it allow us to maintain consistent quality all tests made in the product development stage, the sample tests on all our products, as well as a careful control over any returns.

Another important factor is technology a field Nissens works on to constantly striving to improve products and solutions. To date, which result has innovation produced?

The constant technological innovation, both on product (radiators in step 5, full aluminum etc etc) and on service (logistic integrated solutions, computerization) optimization of the production line (with a consequent reduction of costs) that in recent ye has allowed us to have a growth of our brand affirmation on the market. Anyone who buys any of our products knows that he is buying a high quality and technologically advanced product.

Finally, what is the future coming to envision for your company in Italy? For 2013, which results are you hoping to achieve?

The year has just begun, as a result of the current economic situation, it suggests to be a difficult one, as the last two years. During 2013 we will introduce a new category of products in our portfolio: the compressor. The entry of compressors between our products will allow us to offer a more complete product and attractive range for our customers, allowing us to increase our market share.