



PRESS RELEASE

UFI Filters launches its new websites

- www.ufifilters.com – the new corporate website for the UFI Group
- www.ufi-aftermarket.com and www.sofima-aftermarket.com – the new websites and EMEA catalogues dedicated to independent replacement markets
- New interactive web apps for the UFI and SOFIMA brands

Nogarole Rocca, 18 July 2018 – UFI Filters, the leading filtration and thermal management technology company, is making its first, group-wide online appearance with a new **corporate website** www.ufifilters.com. Further, UFI is reinforcing its presence with redesigned **websites and aftermarket catalogues** for its **UFI** and **SOFIMA** brands: www.ufi-aftermarket.com and www.sofima-aftermarket.com. The first site offers a detailed overview of the international capabilities of the UFI group, whilst the other two offer comprehensive access to the products in each branded range.

The new www.ufi-aftermarket.com/webapp and www.sofima-aftermarket.com/webapp **interactive web apps** are visually striking features that make the new brand websites unique: two dynamic, multilingual applications with a dedicated quiz section where users can test their knowledge of the quality and technology involved in OEM and aftermarket products.

The group site, www.ufifilters.com, features eye-catching modern graphics and is easy to use from fixed workstations as well as mobile and tablet devices.

As well as highlighting statistics such as UFI's 14 manufacturing facilities, more than 4,000 employees in 16 countries, and 120 specialist technicians in its own Innovation and Research Centres, the new corporate site also details the group's many business areas: Original Equipment for cars and commercial and heavy vehicles; Thermal Management; Aftermarket, featuring the two UFI Filters and SOFIMA Filter brands; the Hydraulics Division dedicated to oil hydraulics filtration for mobile and fixed applications; and the High Tech Division focusing on the development of high-performance technologies.

In addition, ufifilters.com provides online access to what's new in the world of UFI at an international level. Including a dedicated news section and a 'shop window' on the home page that focuses attention on its products and latest technological innovations, the company is truly opening its doors to the public.

On the new sites dedicated to the UFI and SOFIMA aftermarkets, customers can also enjoy instant access to product catalogues containing more than 2,800 references for each brand, with



more than 150 new parts listed each year. Each of the four catalogue types (Cars/Commercial Vehicles, Trucks, Agricultural Vehicles and Motorbikes) can be accessed directly from the home page, divided by brand and model. There is also the option of searching freely for applications and product codes. The latest products section allows users to stay continually up to date on additions to the range, and a 'dealer locator' function will be launched soon to enable users to find contact details for the UFI and SOFIMA product distribution network.

Look-ups can be fine-tuned even further on the dedicated catalogue pages, as you can also search by competitor code, filter size, new products and individual replacement part details – all with an interface that makes navigation quick, easy and intuitive.

Rinaldo Facchini, CEO of the UFI Filters Group, confirms: "It is with great pleasure that we announce the launch of our new websites. I believe that these tools demonstrate the undisputed reputation earned by our company, as well as communicating the international growth and positioning of UFI as a global player. The new sites deliver great visual impact and will let everyone know about the technological innovations that we can offer on a worldwide scale."

About UFI Filters spa:

Founded in 1971, UFI Filters is a global leader in filtration technology. It serves a wide range of sectors – from automotive, aerospace and marine to specialised industrial and customised hydraulic applications. Renowned for its innovation, UFI's products and know-how are to be found in all kinds of vehicles – from Ferrari and other top F1 teams, to the European ExoMars spacecraft.

UFI supplies the full range of air, oil, fuel, cabin, hydraulic and coolant filters as well as thermal management systems to the automotive sector, meeting the needs of nearly all car brands and motorcycles as well as commercial, heavy duty and agricultural vehicles. In the OE market, UFI is a leading filtration provider. Each family of filters within the company's two Aftermarket brands, UFI and Sofima, covers 96% of the European car parc.

One of the first Italian companies to identify growth opportunities in the Far East, today UFI has 14 production sites and employs over 4,000 people in 16 countries. It employs 120 specialised technicians in its Innovation and Research Centres and holds 167 patents. UFI achieved double digit sales growth rates (CAGR) from 2009 to 2017. As a research-driven company, it reinvests over 5% of its revenues in R&D.

More information: **UFI Aftermarket Customer Relations:** marketing@it.ufifilters.com

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Images attached:

- ufifilters.com site home page
- ufi-aftermarket.com home page
- ufi-aftermarket.com catalogue
- sofima-aftermarket.com home page
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