



PRESS RELEASE

Magneti Marelli at the 2014 Bologna Motor Show: Hackathon, innovation, aftermarket, history

Technical design challenge between four universities (Hackathon) on 10th December. Magneti Marelli explores "new roads for innovation" at the Bologna Motor Show, involving university talents, with the possibility of carrying out training experience at the company. Focus also on new technologies, optional solutions and the aftermarket training offer in Hall 25 and the WEBER historical contribution to the "Motorvalley" in Hall 26

Magneti Marelli will be present with several initiatives at the 2014 Motorshow. The core point will be in Hall 25 within the context of "Innovaction" with declination of the "New roads for innovation" concept and the Hackathon event on 10th December.

In the wake of the on-going experience with the "LapTime Club", the online innovation laboratory for motorsport (www.laptimeclub.com), Magneti Marelli is organising its first "LapTimeClub.zip" Hackathon. It involves a challenge between universities scheduled for 10th December at the Magneti Marelli stand in Hall 25 of the Motor Show from 09.00 to 17.00. Four teams, each consisting of four students (attending the universities of Bologna, Brescia, Milan and Turin) will come face to face in an eight-hour long challenge during which they will be called upon to design and implement a technological solution in the automotive/motorsport field, tackling various design softwares, 3D printers and laser cutters.

The Hackathon is organised in collaboration with The FabLab, Milan (www.thefablab.it). A panel of experts will assess the work and the students who have created the best Magneti Marelli project will be given the opportunity to undertake training within the company.

This event is evidence of the Magneti Marelli attention to new ways of conceiving technological innovation, also relating to the automotive industry, and in particular to the "lateral and extended thinking" of the Internet and to new creative and collaborative modes enabled by social media.

At the stand in Hall 25, ample space will be given to the innovative technologies of Magneti Marelli in future projections and to the Magneti Marelli optional features already available on cars of all categories of the global leading carmakers, namely the accessible innovation that motorists can already find today on cars on the market. For dynamic viewing of the options, special 3D glasses will be available that will allow users to enjoy Magneti Marelli technologies and optionals through video, images and text information.

In the field of lighting, in a darkroom, visitors can admire the characteristics of different types of lighting (halogen, Xenon and LED) within a context of night driving.

Again on the stand in Hall 25, focus on the core of Magneti Marelli Aftermarket and in particular on the "New roads for technical training", namely the Magneti Marelli CAMPUS training program aimed at workshop professionals, technicians and technical students. There is also the internet portal CHECKSTAR24.IT, which provides motorists with simple

tips and online tutorials on the most frequent issues associated with the maintenance and daily use of cars.

As a blend between the areas of innovation and aftermarket, a corner created in collaboration with Octo (global brand leader in the market of insurance telematics) dedicated to automotive telematic devices with particular focus on telematic applications in the insurance industry.

Completing the picture is the historic window at Hall 26 with the presence in the "Motorvalley" of the Bologna and Emilia core of Magneti Marelli that has its roots in the historic brand of WEBER and that has contributed significantly to the history of car technology, especially in the field of motor control. This includes carburettors, electronics and the hybrid-electric vehicle.

Magneti Marelli, finally will also be involved, with the Checkstar brand, in the program of races in Arena 48 over the weekend of 13th-14th December.