

Innovation and family continuity: the winning formula

Maurelli Group prepares to celebrate 70 years of success. Sole administrator, Giacomo Maurelli: “With Eduardo and Giulia we are ready for new market challenges”

■ ■ ■ “YOU, GIACOMO, ARE A REVOLUTIONARY IN OUR INDUSTRY”

“I remember the words of my dear friend and pioneering leader in the automotive sector Gianandrea Ferraioli, who, fearing a new project together, said to me: ‘You, Giacomo, are a revolutionary in our industry’. Even though he is no longer with us and that project will never see the light of day, I believe that Gianandrea saw in me the ability to look beyond, to take risks and anticipate market changes, interpreting what was missing and could be created, through synergies, partnerships and a constant commitment, with strength and determination”.

“Our approach is that of a big business, but our spirit remains family-oriented”. These words reflect the determination and feelings of Giacomo Maurelli, sole administrator of the Maurelli Group, as he shares the extraordinary story of a leading automotive group that is about to celebrate 70 years of success. Growth made of innovation and solid family roots. A history inextricably linked to the family, with the new generation already firmly at the helm and a clear vision for the future, Giacomo’s children, Eduardo and Giulia, are already busy bringing new perspectives to the company.

“The spare parts business started with my grandfather and, with pride, today my wife Karina and I work side by side with Eduardo and Giulia; and, with them, we are stepping into a new era, one that still shares the core values that are the foundation of our company”, Giacomo Maurelli explains. “When I think of the Maurelli Group in ten years’ time, I imagine a cutting-edge company led by a new generation: my children. More than a generational transition, it is about family continuity. Our divisions will evolve to adapt to technological and market changes. And continuity is our strength. Maurelli has grown like an oak tree with solid roots, destined to thrive”.

For Giacomo, the strength of the Maurelli Group lies in both continuity and diversification. “When I look at what we have already accomplished, these are the two fundamental principles that have guided us. We have expanded our business, investing in strategic sectors both similar to and new to our core business: the distribution of original and aftermarket parts for industrial vehicles. Today we are a leader in the automotive sector, with over 45 sales outlets and a logistics network comprising five hubs, including one currently under construction in Piacenza that will be ready mid-2025, guaranteeing fast and efficient service



From left, Giacomo Maurelli, Eduardo Maurelli and Giulia Maurelli

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throughout the country. We will soon be opening our Rimini branch, the fourth in Emilia-Romagna, a strategic area for the group”.

This diversification also extends to service. “Our aim is to provide an all-round service”, explains Maurelli, “this is why we have created a network of our own workshops, such as Area Truck, with its locations strategically positioned in the Centre-South. We also have Interservice, working in northern Italy and holder of important mandates, such as the maintenance of Atm’s electric buses, the largest electric fleet in Italy, and of Tper’s hydrogen buses, the largest hydrogen bus fleet in Europe. No less important is the development of our private labels, Gam Technic and Motyx, which enable us to respond in a targeted manner to market

demands. Equally fundamental are our partnerships, such as with Repsol and Bezares, brands for which we are sole distributors in Italy. Another decisive step has been developing our Fleet Service, the strength of which lies in our 24-hour availability to provide products throughout the country and our network of affiliated workshops who have worked alongside us as we have grown, and are now partners in innovative projects such as this. An efficient organisation that guarantees continuous service for managed fleets, reduces vehicle downtime and ultimately saves money”.

These example showcase how innovation is at the heart of the company philosophy. “With Formau, we support workshops not only with training, but also with design and layout, as well as supplying them with state-of-the-art equipment, creating efficient and welcoming environments, both for customers and staff.

“We have recently signed an important agreement with Brivio & Viganò, a leading company in Northern Italy, to design and equip a new workshop which will be state-of-the-art in terms of size, characteristics and technology, that will become a significant reference point for Milano”.

Diversification has also pushed Maurelli to take on ambitious challenges. “We brought heavy-duty Ford Trucks to the Italian market”, Giacomo continues, “with F-Trucks Italia, of which I am president, and we have begun importing electric vehicles through Vem, for last mile logistics. And then we entered the field of electric and hydrogen buses with Karsan, importing through Kmobility; these are designed for urban areas, where sustainable transportation makes a difference. In the meantime, with EcoZip, Maurelli will open several workshops in southern Italy specialising in ecology.

A futuristic and increasingly green vision that nevertheless retains the values of the Maurelli family. “Values that our father and mother passed on to us and that we see every day in the field working alongside them. Not a minor detail, as following their example is one of the best school you can have”, explains Eduardo Maurelli, a board member and one of the leading figures of the new generation, who speaks enthusiastically about the future. “Our aim is to be present where the customer needs us. Thanks to the distribution of spare parts, to our network of workshops and new, tailor-made services, we will be able to respond promptly to every need.

“In fact”, says Eduardo, “among our other novelties is the launch of MauEnergy, a newco we are developing to work in the renewable energy production sector, from solar power to efficient systems and charging stations for electric vehicles. This initiative diversifies our company and strengthens our commitment to sustainable innovation. No less important is the strengthening of Interservice's Reman division, which



Eduardo Maurelli,
board member for Maurelli Group



Giulia Maurelli,
Ceo for Ecology Parts

re-manufactures spare parts. We are steadily increasing the amount of reconditioned parts in stock in our innovative hub in Trento”.

Giulia Maurelli, the young Ceo for Ecology Parts, one of the group's most recent creations, also shares the same vision.

“Maurelli's future is based on innovation”, she emphasises, “we want to stay close to our customers and our employees, and push ever harder to anticipate industry trends and keep the Group one step ahead of the competition”.

Giulia Maurelli reflects on the dynamics that have characterised the group's course in recent years: “When I think about all that the Group has been through, I am sure that the next few years will be just as full of novelty and change. These projects will help us shape the future of the automotive industry. My brother and I are committed to maintaining Maurelli's professionalism and reliability. In addition, we are already working on drafting a sustainability report, focusing on several topics, including increasing gender equality. Because being a market leader is not just about growing in numbers, but inspiring the people who work with us. We want to keep alive those core values that have brought us this far”.

“That is why”, concludes Giacomo Maurelli, “we have already laid the foundations for our new headquarters. A dream that, I confess, I have had for some twenty years; the new Maurelli headquarters will be nothing short of innovative: a green oasis with services ranging from a crèche to a gymnasium and spaces dedicated to training and other activities aimed at a good work-life balance, putting the well-being of employees and their families at the heart of everything. Because they too are part of the big family that is the Maurelli Group”. ■

■ ■ ■ “PINK” PERSPECTIVES

Thanks to its daily commitment, Maurelli Group is also revolutionising the automotive paradigm with regard to gender equality. “Our sector”, says Giacomo Maurelli, “is traditionally rigid and largely made up of men. Yet, women must have a fundamental role, both in our future and in that of the entire industry, bringing new perspectives and skills that are indispensable to face the challenges of tomorrow. We work every day to place more and more emphasis on social sustainability within our governance”.