

# the other **cover**

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## Eduardo and Giulia Maurelli



MAURELLI GROUP,  
THE NEW GENERATION:  
EDUARDO AND GIULIA

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Giulia and Eduardo Maurelli

launched in Palermo recently, setting up the first workshop for a network entirely dedicated to municipal vehicles”.

Confirming its readiness to open up to new markets and technologies, Maurelli takes part in partnerships focussed on sustainable mobility, such as K-Mobility (Karsan importer) and Vem Green for last-mile electric logistics. “We have customers who have been with us for decades”, notes Eduardo, “thanks to to our ability to act as a partner rather than a supplier: ready to find solutions, predict changes and invest together. Every step we take has the aim of serving our customers evermore efficiently and supporting the evolution of the transport sector”. ■

## ■ ■ ■ TWENTY YEARS BY THE SIDE OF CUSTOMERS AND PARTNERS

One action taken by Maurelli's marketing department to improve the relationship with its customers is the Incentive Trip, a unique experience that expresses the soul of the group. For over 20 years, it has brought together customers and families in a unique setting where values, goals and innovations are shared. A moment of real connection, where the relationship becomes an opportunity for common growth and direct interaction with the people who contribute every day to the Group's success.

# Experience and looking ahead: the new generation at work

The Maurelli Group looks to sustainability and innovation: Eduardo and Giulia manage investments, workshops and green projects

In Maurelli's world, tradition and appetite for change coexist. A leader in the distribution of spare parts for industrial and commercial vehicles, over time the Maurelli Group has created an ecosystem of services covering the entire transport chain. Today, alongside Giacomo Maurelli, there is a new generation at the helm - his children Eduardo and Giulia - who carry on the group's vision with their own energy, embracing both continuity and innovation.

"Our father is a pioneer, a dreamer who continues to create new projects even today", says Eduardo. "He taught us that you have to follow your dreams and turn them into action. That's how the Maurelli Group has grown, staying true to its values while preserving its ability to look to the future".

A balance rooted within the bounds of a family run company. "The most important lesson we learned from our parents", adds Giulia, "is caring for people. The Maurelli Group's strength lies in its ability to listen to customers' needs and offer tailor-made solutions. And, at the same time, to make sure that the people who work for us feel part of a team. Despite more than 45 facilities and over 700 employees, a connection with each and every person is one of our strengths".

The Group's growth comes from ongoing investment and a forward-looking vision. "Today we are a leader in Italy and continue to invest in logistics, local presence and service", explains Eduardo. "We have recently opened a branch in Rimini, a distribution centre in Piacenza and expanded our network of company-owned workshops: Area Truck in central and southern Italy and Interservice in Northern Italy. Service is still what makes the difference". A people-centred strategy supports this growth. The Group also strengthens its relationship with customers and partners by taking part in national and international trade fairs, and by organising events such as Connection Days and Incentive Trips. "These are opportunities to listen to the companies that choose us and work with us, to share news and goals", stresses Giulia. "Customer intimacy is not just a slogan, it's a guiding principle".

The focus on the future is supported by new businesses like MauEnergy which specialises in assisting workshops and hauliers in the energy transition, supplying photovoltaic systems, charging stations and

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storage systems. "For us, sustainability means being pragmatic", says Eduardo, "It means giving sector operators effective tools".

Innovation and skills go hand-in-hand.

Through Formau, the group offers training and services to workshops and hauliers, from space planning to equipment supply. Innovation that also embraces the group's own brands: Gam Technic for aftermarket parts and Motyx for accessories for professionals.

Another point of excellence is Ecology Parts, managed by Giulia and specialised in spare parts for urban cleaning vehicles. "We are the only company in Italy to manage all brands of spare parts for compactors and sweepers", she says, "Our customers have a single focal point, with a warehouse of over a thousand square metres and quick delivery: it is unique on the market. The EcoZip project was also