



PRESS RELEASE

MAK ON STAGE AT MIMO MILANO MONZA MOTOR SHOW 2021

Carpenedolo (BS), 04 June 2021 – Mak, an Italian company, leader in the Italian alloy wheels aftermarket, will be present from 10th to 13th June at MIMO | Milano Monza Motor Show 2021, the first post covid-19 automotive event open to the participation of the general public.

MIMO, Milano Monza Motor Show 2021, will be staged from 10th to 13th June and will be an open-air walk through the streets of central Milan, from Castello Sforzesco to Piazza San Babila, going through Largo Beltrami, Via Dante, Piazzale Cordusio, Via Mercanti, Piazza della Scala, Piazza Duomo and Corso Vittorio Emanuele; a journey through world previews, electrified visions of major manufacturers, new brands, the world of two wheels and all-electric micro-mobility.

Mak is proud to be part in this important event with a stand in Largo Beltrami, where it will be showcasing the spearheads of its 2021 range. The Brescia-based company will be showcasing the very best of what it has to offer, from models dedicated to electric cars to the latest 2021 models, all featuring an innovative and refined design. Alloy wheels designed and built to offer users the possibility to customize their cars according to the unmistakable and harmonious MAK style.

Completing the range of solutions on display is NPK's "No problem kit", complete with everything you need to deal with the unforeseen events that occur daily on the road. The kit includes: bag, space-saving spare wheel, jack, gloves, universal KEY, jack bag and elastic cord, all the tools needed to easily replace a damaged wheel, compatible with most vehicles on the market.

Mak will bring to the stage two models of customized wheels made specifically for the electric prototypes of GFG STYLE Giorgietto & Fabrizio Giugiaro, the extraordinary Kangaroo, an electric-powered hyper-suv, and the Bandini Dora, a full electric Barchetta.

Kangaroo the concept car by GFG Style, a two-seater, electric hyper-SUV with 4-wheel drive and 4-wheel steering and its styling is a match for any terrain, thanks to its functionality and technology.

"I have tried to imagine the future of electric hedonistic cars", says Fabrizio Giugiaro. "The result is a concept I have believed in for some time, namely the transmission of uncompromising passion and sportiness in one car, for any road condition: be it track, sand, dirt or snow. A concept that can arouse excitement and meet the needs of an increasingly demanding clientele, in search of innovative styling architectures with the maximum that technology allows today, both inside and out".

"Just like a kangaroo", continues Fabrizio, "it rises up, springs into action, jumps from one terrain to another and is fast, very fast indeed!"

Full electric four-wheel drive Barchetta sports car, powered by two electric motors with 400 Kw on its two axles, space frame aluminium chassis and carbon fibre bodywork.

A hedonistic, open, two-seater car, designed for outdoor leisure, a quintessential of sports cars manufactured by Bandini in the 50's.

"Today it is difficult to conceive a Barchetta without considering the evolution there has been in the car concerning safety" – says Giugiaro- "inspired by the Halo of Formula 1, we thought about creating a car that had a clean windshield as it used to be used with no reinforcements, thus being as linear and light as possible. To



solve this need, I thought of an out-an-out superstructure that would integrate into the style with an accentuated structural and protective function for both the driver and passenger”.

Taking part in this important event is for MAK the best way to put the spotlight on its alloy wheels, starting from the emotional and aesthetic side to get to the energy and technological theme, contributing to the re-launch of the automotive sector.

Choosing MAK means relying on a very high quality manufacturer, to combine innovation, style and functionality.

Configure your car <https://www.makwheels.it/en-ww/configure-your-car.aspx>

Look for the nearest Mak dealer <https://www.makwheels.it/en-ww/makwheels-shop.aspx>

The interactive catalogue is available at the following link <https://online.flippingbook.com/view/206043/>

Further information available upon request.

About MAK

Mak is an Italian company, leader in the Italian alloy aftermarket and with a worldwide presence, with a 2019 turnover of over 50 million euros and a production of 600,000 wheels per year.

The main elements of its success are quality, range, speed to meet market needs, flexibility in the production process, service. Thanks to an always-supplied warehouse, with more than 120,000 pieces, Mak quickly reaches the customer through fast deliveries in 24/48h. Made in Italy style and design distinguish the company, which finds a growing consensus especially in the target of medium-high end cars. Those who drive these cars are in fact increasingly interested in the adoption of an alloy wheel set to create a double train of wheels, both to optimize the seasonal change and to personalize their vehicle with elegant and original design. www.makwheels.it

About GFG

GFG Style was born in 2015 from the extraordinary experience in the field of car design of its founders, Giorgetto and Fabrizio Giugiaro. GFG Style operates two premises in Moncalieri (Turin): its headquarters and an operational building. Fabrizio and Giorgetto Giugiaro have thus established the conditions that allow them make use of their personal skills to develop automotive projects with the facilities of a new styling center that generates innovative ideas using the most futuristic simulation and virtual reality technologies; the development of models and styling prototypes benefits from the specialist collaboration agreements consolidated in 50 years of activity that the automotive district of Turin can offer. Today, GFG offers the motor industry a wide range of services and consultancies, centred on the conception, design and development of new vehicles and products: from styling to feasibility, modeling and prototyping, right down to the construction of show cars.