

THE STORY OF TEXA

TEXA was formed in 1992 by Bruno Vianello along with his friend and partner Manuele Cavalli. Today the company is a global leader in the design, development and production of multibrand diagnostic tools, exhaust gas analysers, air conditioning recharge stations and telediagnostic devices for cars, bikes, trucks, boats and farm machinery. The name "TEXA" is an abbreviation of the Italian for "electronic technologies for the automotive industry".

TEXA has an extensive network of distributors around the world as well as direct subsidiaries in Brazil, France, the U.K., Germany, Japan, Spain, the United States, Poland and Russia.

The company began operations in Monastier di Treviso with just ten employees, but its products proved an instant success with the market. As a result, over the years TEXA has produced around 600,000 sophisticated diagnostic tools, air conditioning recharge stations and exhaust gas analysers, and signed strategic agreements with companies like Magneti Marelli, Ducati, Johnson Controls, Sagem, Siemens, AD Parts, the Piaggio Group, Benelli, Pagani, Renault Trucks, Mercedes Trucks, MV Agusta and Eurorepar.

TEXA currently employs around 500 people worldwide. The workforce is young and dynamic (average age is only 33); 40% are graduates, including around 100 engineers and R&D specialists.

TEXA became a joint stock company in 2002, then in 2004, in response to continuous growth, moved to a new, technically advanced, safe and socially sustainable 12,000 square metre factory in 64,000 square metres of grounds.

TEXA has achieved its impressive results by constant commitment to innovation and R&D. Over the years the company has revolutionised the automotive sector by introducing video-assistance and telediagnosics and, in 2007, by signing an important agreement with Google Search Appliance, providing a new basis for future generations of products.

In 2009 TEXA was the first company in the world to launch a multi-brand diagnostic instrument for the agricultural and marine sectors. In 2010, TEXA was the first company to develop a complete range of recharge stations for vehicle air conditioning systems conforming to the new European legislation. In 2011, TEXA introduced AXONE 4, an innovative tool with a touch-screen display that broke new ground in the field of vehicle diagnostics. Since 2012, TEXA has also been a leading player in telediagnosics, and a key supplier to the vehicle fleets of large enterprises in Italy and elsewhere.

THE NEW HQ

In 2012, to coincide with the twentieth anniversary of the company's formation, TEXA inaugurated a new headquarters in the presence of Elsa Fornero, Italy's Minister for Labour at the time, in an architectural complex unanimously considered as one of the most impressive places of work in Italy. With 30,000 square metres of indoor floor space and grounds of over 100,000 square metres, the new HQ stands as a monument against delocalisation and the depersonalisation of labour. Side by side with advanced work environments it contains social and relaxation areas constructed according to local architecture and traditions, including coffee bars, a theatre, a restaurant and even a games hall. TEXA attributed particular importance to the development of green areas within the complex, including a 40,000 m² park, a spacious hanging garden with an impressive variety of plant species and a large number of relaxing water features and fountains.

The complex is inspired by the concept that all employees need to feel appreciated and motivated to participate actively and creatively in the life of the company.

To emphasise this idea and symbolise that everybody in the company is part of a great and unique project, Bruno Vianello has even replaced the term "employee" with "member".

AWARDS AND RECOGNITIONS

Over the years, TEXA has received many awards and official recognitions for its commitment to research, innovation and business.

NATIONAL AWARDS

- Finalist for the Ernst & Young Businessman of the Year Award (2008)
- Winner of the "Città Impresa" (Community Enterprise) Award (2008 and 2010)
- Winner of the Veneto Region Union of Chambers of Commerce Award (2009)
- Winner of the Marco Polo Award for exports (2010)
- Winner of the SMAU exhibition's IT Architecture category (2011)
- Winner of the Treviso Industrial Association's "Young People at Work" Award (2012)
- Winner of the Capital Award (2013 and 2014)
- Finalist in the National Mechatronics Awards (2014)

INTERNATIONAL AWARDS

TEXA and its CEO Bruno Vianello have received extraordinary recognition on the international scene:

- Winner of the GIPA (Groupement Inter Professionnel de l'Automobile) Award for electronic diagnostics (2005)
- Winner of the Frost & Sullivan Award (2006 and 2007)
- Winner of the GIPA (Groupement Inter Professionnel de l'Automobile) award for the TEXAEDU programme (2009)
- Winner of the gold medal at the Grand Prix Internationaux de l'Innovation Automobile, Paris (2009)

- Winner of the Automechanika Frankfurt Innovation Award (2010), presented in person by the German Minister for Transport
- Winner of the "Galeria de Innovacion" Award, Madrid (2011)
- Winner of the GIPA Press Award (2013)
- Winner of the Automechanika Frankfurt Innovation Award in two out of seven categories (2014)
- Winner of the Irish Automotive Innovation Award (2014)
- Winner of the Profi Werkstatt Best Brands award, Germany (2014),
- Winner of the MIMS Automechanika Exhibition's "Golden Key" Award, Moscow (2014).

NATIONAL INNOVATION AWARD

The most prestigious recognition came on the 14th June 2011, when Bruno Vianello went to the Quirinale presidential palace to receive the coveted National Innovation Award from the President of the Republic of Italy, Giorgio Napolitano. TEXA was chosen after a rigorous nationwide selection process supervised by experts and consultants from the Italian Confederation of Industry.

SOCIAL COMMITMENT

Bruno Vianello sees contributing to the community as a duty for all successful companies and TEXA dedicates particular attention to assisting young people through its TEXAEDU programme. Since 2004, TEXA has organised two-year courses recognised by the Ministry for Education, Universities and Research in 39 technical schools, leading to a diploma in "mechatronics", a specialisation in electronics for vehicle mechanics. TEXA prepares the curriculum, trains the teachers, writes the text books and provides the equipment for all the schools free of charge. At the end of every academic year, the two best students from each school are invited to TEXA along with one of their teachers for the "Diagnostics Grand Prix" competition to find the most promising young mechanics.

The world's first museum of vehicle repair techniques, soon to open its doors at TEXA's headquarters, is also designed to interest school children and to evoke in them a sense of fascination for the work of the mechanic.