

Monastier di Treviso, 7 March 2024

TEXA GROWS IN SOUTH AMERICA

INAUGURATION OF THE NEW PLANT OF THE BRAZILIAN BRANCH

Since 2014, TEXA Brazil has experienced steady growth and now operates throughout Latin America, from Mexico to Argentina. Hence the decision to inaugurate a new plant to meet the numerous market demands. Present at the ceremony was the Consul General of Italy in São Paulo, Domenico Fornara.

TEXA strengthens its presence in South America. On Wednesday, March 6, **President Bruno Vianello inaugurated the new plant of the Brazilian branch** in São Caetano do Sul, in the state of São Paulo, which, with its **over 2,000 square meters**, doubles the size of the previous one. The ceremony was attended by the **Consul General of Italy in São Paulo, Dr. Domenico Fornara**.

TEXA Brazil was established in 2014 and, year after year, has established itself as one of the leading brands in diagnostics and workshop equipment in the country. An investment that included, among other activities, the setting up of **an advanced technical center** where research and development activities were carried out to adapt TEXA tools to the particular Brazilian vehicle fleet, which also includes vehicles powered by hydrated ethanol. **Today, 40 people work at TEXA Brazil**, twice as many as in 2021, and turnover has grown in parallel, reaching **€5.4 million in 2023**, one and a half million more than the previous year. **The branch operates throughout Latin America, from Mexico to Argentina.**

*"I am very happy to inaugurate this new branch", commented Bruno Vianello, "because it means that we are doing well, and the market is proving us right. For this, I must thank all the people who work here. In particular, Giuseppe Crosato, who took over the branch nine years ago and brought it to its current size. Thanks also go to Nicola Nesci, the new CEO, and Miguel Lopez, the Technical Director. The goal for the coming years is to **consolidate our presence in South America**, a territory with great potential, by providing adequate support to customers and strengthening the development of **special projects with major vehicle manufacturers**, as is done in Europe."*

Unlike other branches in Europe and the United States, **TEXA Brazil sells directly to the end customer**, without going through authorized distributors. Today, it sells to workshops, mechanics, and dealerships of various brands, providing adequate technical support and training. **Production is strictly carried out in Italy, at the headquarters in Monastier di Treviso.** This allows maintaining the high-quality standards required by the global automotive sector. Among its customers, it can be mentioned important collaborations with **Ducati, Pilkington, DAF, ZF, Honda, Volkswagen.**

Brief TEXA profile

Founded in 1992, today TEXA is a leader in the design, industrialisation and production of diagnostic tools, tele-diagnostic devices, A/C service stations, exhaust gas analysers, dedicated to cars, bikes, trucks, agricultural vehicles and marine engines. The last frontier is the production of sophisticated Powertrain systems for electric vehicles. Present all over the world with a widespread net of distributors, TEXA commercialises directly in Brazil, France, Germany, Japan, the UK, Poland, Russia, Spain and the United States through its subsidiaries. Currently it has almost 1,000 employees: the workforce is young, with over 300 engineers and specialised technicians dedicated to Research and Development.

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