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PRESS RELEASE

Airo has its sights set on the future and is redesigning its communication and sales strategies

The meaning of all corporate actions, today more than ever, finds its logic and maximum effectiveness in the decisions made taking into account the changing market context in which single companies have to operate.

The shock caused by the financial and economic market downturn forced everyone, including lifting operators, to address the problem of greater rationalization of resource management.

Airo has spent this period trying to outline its endeavors, including those for the future, in a more targeted way: first of all by taking a look inside itself, i.e., instilling new life into those values which have guided and characterized its thirty-year history. A strong point of this reflection was the splendid 30th AnniversAiro party staged in the company’s Luzzara headquarters in late May.

Secondly, by choosing with determination a communication and sales strategy aimed at a more direct encounter with customers and its target markets, including not-yet-developed ones.

A style accompanied by a number of concrete instruments, for a more effective and correct communication of the value of its products and services.

Such as, for example, the NotiziAiro newsletter (translated into five languages and widely distributed in electronic format in all those countries where the company operates).

And the Tour de France, the first stage of a series of road shows aimed at bringing the Airo platforms even closer to their potential users.
Like the numerous co-marketing activities in synergy with other partners, in which Airo machines have been or will be present (Progetto Fuoco in Verona; Platformers’ Days in Hohenorda; Elevarte in Madrid).

Consistently with these strategic developments and with the quest for an ever better opportunity to meet the people interested in its products directly, Airo thus confirms its participation in the GIS, just as it recently took part in other major specialized international trade events.

As a result of this renewed sales strategy focused on more direct contact with its target sectors, Airo has not instead confirmed its traditional participation in the SAIE for 2010.

Quite apart from individual decisions, Airo is strongly determined not to stop here nor to proceed according to consolidated habits, but to concentrate creativity and endeavors in order to find, every time, the solution most consistent with its development strategies.

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