

# MEC DIESEL

PRESS RELEASE

## Mec-Diesel changes its company name and announces the new visual identity.

Candiolo, 18<sup>th</sup> December 2023



Mec-Diesel S.r.l. is pleased to introduce Dubhe, the new visual and corporate identity.

Thanks to the partnership with C.E.I. Costruzione Emiliana Ingranaggi S.p.A. and the affiliated Italian companies Le.ma S.r.l. and Centro Rotazione Diesel S.r.l., Dubhe will be able to promote and distribute the private label brands Mec-Diesel, Cei, and Lema.

Dubhe, positioned in the broad Italian and international aftermarket market, will play a dual role, presenting itself both as a distributor and as a specialist in spare parts and accessories for light and heavy commercial vehicles. It emphasizes a strong specialization in engine, gearbox, and differential components.

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The mission of the new entity will result in a growing presence in the national territory, an ongoing expansion abroad, targeted logistical investments to ensure maximum warehouse availability, better customer proximity, and continuous research and development of the product range leveraging the high technical, production, and distribution know-how of the group's companies.

The vision will be driven by the clear ambition to establish as a key partner for the repairing of trucks and commercial vehicles, ensuring reliability and quality equivalent to the original product. It aims to provide coverage for the entire range of the circulating fleet of major European commercial vehicles.

The dynamic, ambitious, and competitive nature reflects Dubhe's commitment to keeping pace with industry trends and responding proactively to customer demands, aiming to anticipate and surpass the future needs of the market.

Dubhe owes its name to a star, one of the brightest and a symbol of a significant goal: to become an internationally recognized partner capable of reliably guiding customers towards aftermarket solutions with high-quality standards.

Through a youthful and fresh visual language, the logo symbolizes the connection between the companies and the cyclical succession of all organizational and logistical processes that play a central and differentiating role in the industry.

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The symbol encapsulates a sense of movement, derived from Dubhe's commitment to its mission and its self-determination in achieving the vision. Its nature further communicates speed and agility, echoing the evolutionary path characteristic of a star.

This strategic fusion of elements aims not only at visual appeal but also at conveying the essence of a proactive approach and a forward momentum towards corporate goals.

The brand colors are the result of a forward-thinking and innovative choice aimed at communicating the disruptive spirit of the group and evoking a sense of trust, stability, and professionalism, drawing inspiration from the spectrum of the celestial world.



Finally, 'Move as one' is the message that officially marks the beginning of a new chapter in the history of each company within the group.

The payoff suggests operating in a harmonious and collaborative manner, emphasizing the idea of unity and synchronized action to achieve shared goals.

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Dubhe S.r.l., starting from January 1, 2024, will be the official distributor abroad of Mec-Diesel and Lema products. The products will continue to be marketed and distributed under their current brand names.

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