

PRESS RELEASE

From radio-television products to consumer electronics for cars:

Magneti Marelli in the new “telecommunications” section of the National Museum of Science and Technology

Magneti Marelli enters the “telecommunications” section of the “Leonardo da Vinci” National Museum of Science and Technology in Milan, which today inaugurated three new interactive areas dedicated to “television, telephony and telegraphy”.

Magneti Marelli participates as a partner in the new initiative by Italy’s largest technical-scientific museum, displaying the products of its Radiomarelli past in the radio and television sectors, along with today’s technology in the area of automotive electronics.

Magneti Marelli’s sense of presence in the new sections of the Museum can be found by following the thread of electronics and telecommunications that has characterized its entire corporate history: In addition to the main activity geared towards automotive technologies, Magneti Marelli’s roots and vocation for consumer electronics can also be found in its past tied to the world of radio and television and to the highly successful and popular Radiomarelli devices.

A world which today the company transfers into the automobile interior – through its telematic, navigation and entertainment devices – with the aim of converging Internet, telephony, the world of PCs, radio and the display of information and contents with high added value for the motorist inside the car.

Consequently, Magneti Marelli’s presence in the Museum of Science and Technology expresses that curious “historical” curve that, within the company, led to consumer electronics, motorist electronics and telecommunications to first coexist, then be separated and now to come together once again.

The Museum displays several interesting examples of Magneti Marelli’s “television” past, such as the first “television camera” of 1939, the “console television” of 1938 and the still functioning TV set from 1955. These examples bear witness to the importance of Magneti Marelli’s role in the radio-television sector between 1930 and 1972, and also recall the important contribution made in the area of infrastructures and radio bridges, which in fact made it possible for the same television networks to exist in Italy and even abroad.

The Museum then moves on to testify Magneti Marelli’s present and future, characterised precisely by the convergence of consumer electronics and automotive electronics; the instrument panel on the new Fiat 500 and the portable navigator on display here are two examples of these devices, and point the way for Magneti Marelli’s future developments in automotive technology.

Finally, the partnership with the National Museum of Science and Technology can be associated with the will to participate in scientific and cultural initiatives that involve

and contribute to spreading a scientific and technical culture among young people. Magneti Marelli, which according to a recent Internet survey is the company preferred by interns, indeed pays special attention to new generations and to students who are just entering the professional world, since it considers them key players in terms of the company's future as well as the ones set to carry on the company's spirit of innovation and competitiveness.

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