



ACCURACY TO ALWAYS
MOVE AHEAD

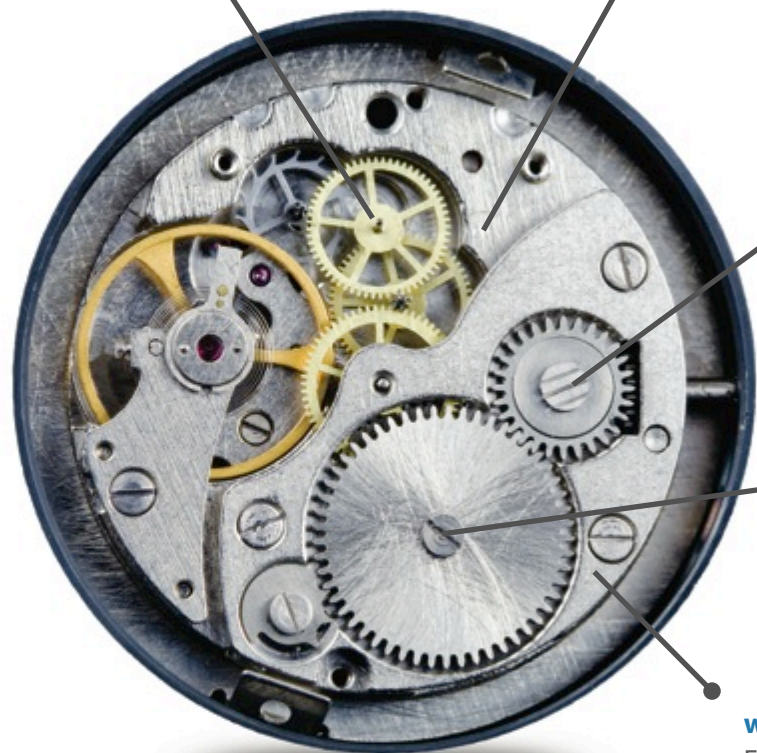


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PRIMETECHNOLOGY SRL

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LOOK **INSIDE**
THE SYSTEM

Prime Technology has a precise, professional organization to offer its customers high performance solutions, like the gears of a clock whose staccato rhythm accompanies its movement ensuring perfect performance.

THE MECHANISM THAT **MOVES** THE GEARSGLI

A device that moves in rhythm with another, that provides energy to maintain a constant motion and move ahead constantly.

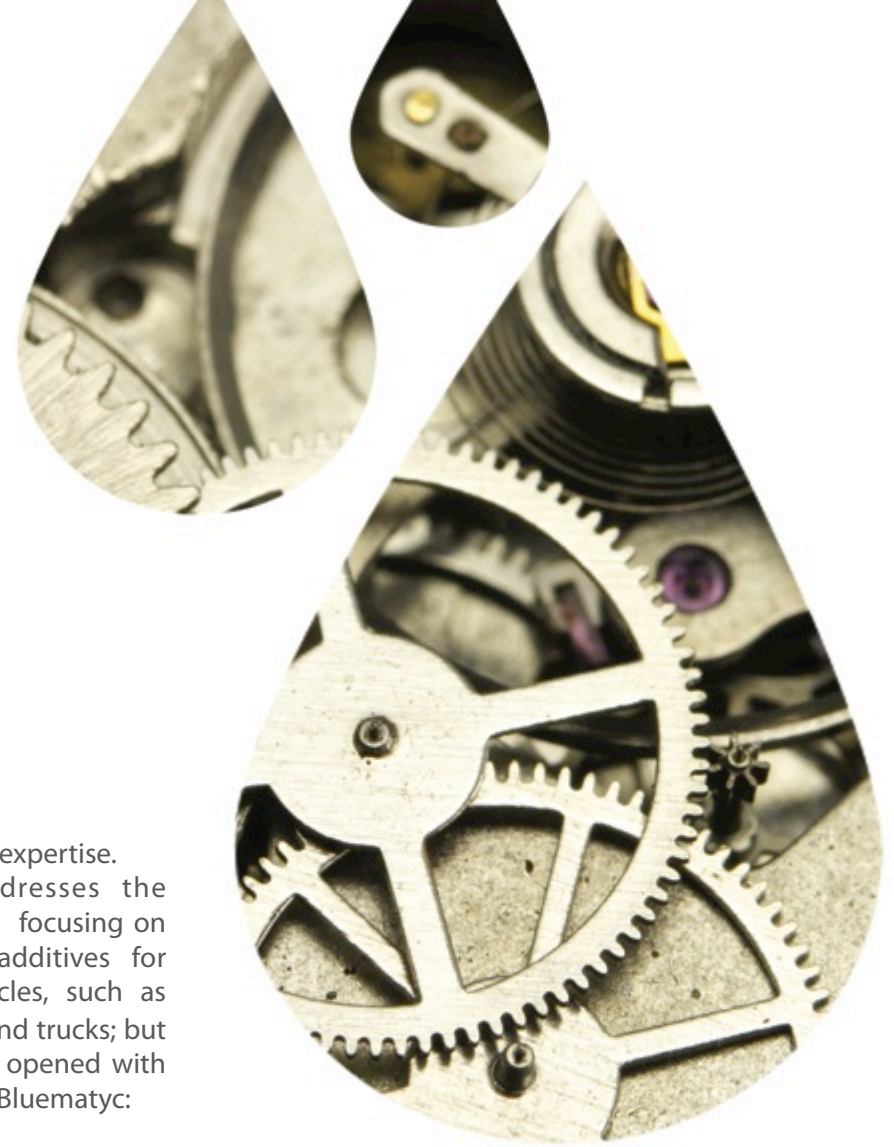
Prime Technology is an Italian company that stands out in chemistry for the Automotive Industry, dividing its core business between the production and distribution of high performance automotive additives and the exclusive distribution in Italy for the distribution of Kroon Oil brand lubricants.

Behind every product and/or service offered by **Prime Technology** are in-depth research and development that provide the product range to be kept up on the cutting edge in a timely manner, guaranteeing products that meet very high quality standards and that anticipate customers' needs.


The goal at **Prime Technology** is to become a benchmark for high performance in the European market, this is by investing in the training and excellence of its personnel, to be an example of

professionalism and expertise. The company addresses the Automotive Market, focusing on lubricants and additives for motor-driven vehicles, such as cars, motorcycles and trucks; but a new horizon has opened with the development of Bluematyc:

technical equipment for the maintenance of automatic transmissions, it has become the solution for all of those transmission problems that previously required replacement or regrinding with their extremely high costs.



THE COMPANY TIMEKEEPER

A close-up photograph of a gold-colored pocket watch with its cover open, revealing the intricate mechanical movement. The watch is set against a dark background with several white, teardrop-shaped cutouts around it.

Prime Technology was founded in 2006 focusing its identity on the import and distribution of top-quality German additives, with the market exclusive for the Italian Automotive Industry.

Its strong careful growth in the province of Latina are based on its 3000 sq. m bonded warehouse which is the center pin for the businesses punctuality and timely deliveries to its reference market: large distributors and Italian auto-shops.

Automechanika Frankfurt 2009 was the springboard that generated the successful motion that led to the growth of the entire company: the partnership with the Dutch lubricant company, Kroon Oil, for which **Prime Technology** became the exclusive Italian distributor.

The quality of the oil and the technical expertise of the personal led, in less than a year, Kroon Oil to be highly requested along the entire peninsula, known by almost all auto-mechanics.

The asymmetry of objective between.

Prime Technology and its Germany partnership drive the right gears allowing the Italian company to start-up in-house production of a proprietary brand, including logistics, of what were already high performance additives with the implementation of technical details and new chemical formulas.

The driving force behind the entire system is the desire and commitment to maintain a long-term focus that pushes the envelope of constant, accurate innovation.

Today the company it has grown its business through the creation and sale of Bluematyc equipment, for the maintenance of automatic transmissions. Combined with the use of Kroon Oil and **Prime technology** additives, this is a solution to all those problems the in the past required the high costs of replacement or grinding.

The products are supported by a range of services that distinguish the company's product offering and make Prime Technology a name brand in the best for engine care.

MEETING POINT OF STRATEGY

Corporate strategy derives from a careful study of company objectives and actions: every decision ripens in the intersection of mission, vision and values, which lead to a high-performance result.

The growth of the business does not depend on its turnover or the management; Prime Technology is rooted in and grows thanks to its internal resources who share ethical and professional values, who balance the common strengths such as honesty and clarity with customers, continuous free service, and attention to certified quality.

MISSION

Create high performance production in continuous technical evolution, finding new possibilities for the solution of automotive mechanics' problems.

VISION

Become a company that is the cornerstone in the national market and benchmark for the European market in the Automotive Industry with high-quality, high-value technology products.

Happiness

reaching shared objectives, a structured organization and relationships based on trust that lead to serenity of the individuals

Shared Corporate Values

Peace

an inner balance shared by all of the company's resources, that facilitate communication and internal organization

Truth

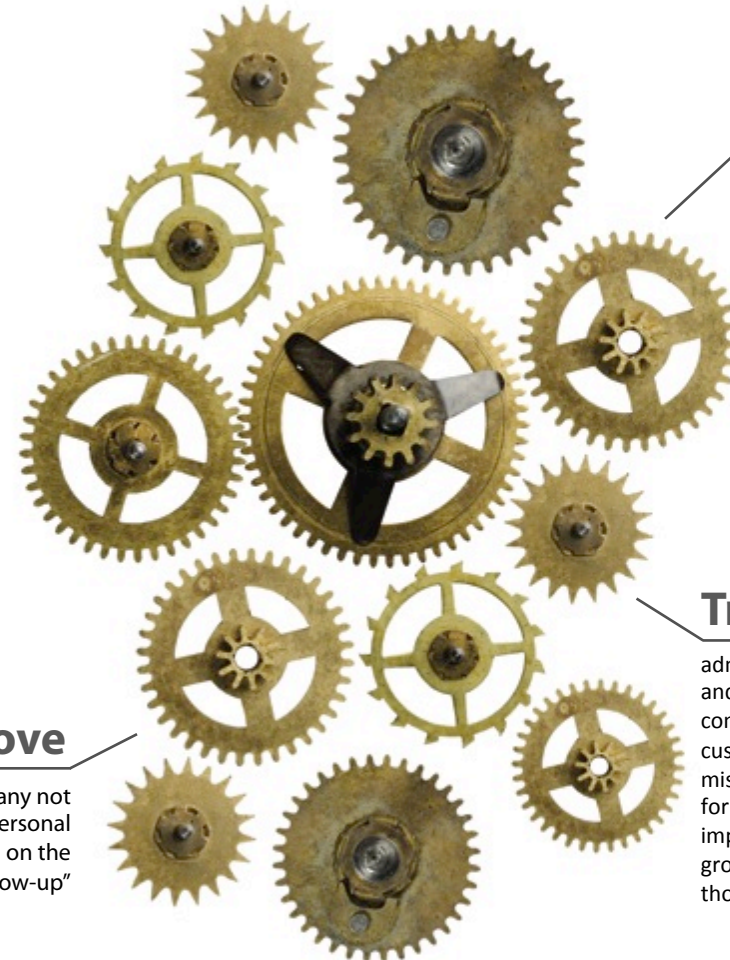
admission of mistakes and honesty towards the company and its customers; because mistakes are the stimuli for corporate improvement and the growth of trust with those who work with it

Love

of the company not influenced by personal reasons but only based on the desire to help it "grow-up"

Fulfillment

the fundamental value that encompasses all of the others and can be summarized as feeling complete and satisfied both inside and outside of the company



THE FACE OF THE PRODUCTS AND SERVICES BY **PRIME TECHNOLOGY**

All products and services offered by **Prime Technology** perform the important task of guaranteeing top performance in a car.

Prime Technology makes high quality, top value chemical products for the Automotive Industry: specific additives for all types of problems or the prevention of them based on the field of use.

ADDITIVES

Diesel Fuel

Gasoline

LPG/Natural Gas

Motor Oils

Manual, automatic, and
differential transmissions

Radiators

Technical Products

Air conditioners Eco or car care



In addition to these products is the Italian exclusive distribution of Kroon Oil lubricants, cutting-edge production up-to-date with new market specifications: the wide range Kroon Oil offers its customers motor oil, automatic transmission fluid, manual transmission fluid, and power steering fluid with an on-line database that allows them to consult the complete card of products to use for each individual component in each individual type of car.

Another of the company's strong points are its equipment, developed internally and constructed exclusively to the engineering specifications, on the cutting-edge. Together with the use of the additives and lubricants ,

they guarantee the resolution of most problems encountered in a car.

The company's range products is completed with the "consumption" or "service" products: from absorbent paper to gloves, coolant to filters for automatic transmissions, hand soap and more, in the attempt to serve our customers with quality products, maintaining a good market price and simplifying order management.

Free over the phone technical service, for all needs; free training courses, both theoretical and practical, for additives, lubricants and equipment are other company pluses that make the difference to our lines of products.

ADDITIVES

diesel products
gasoline products
LPG products
manual transmission products
automatic transmission products
motor oil products
radiator products
technical products
air conditioner products
car care products

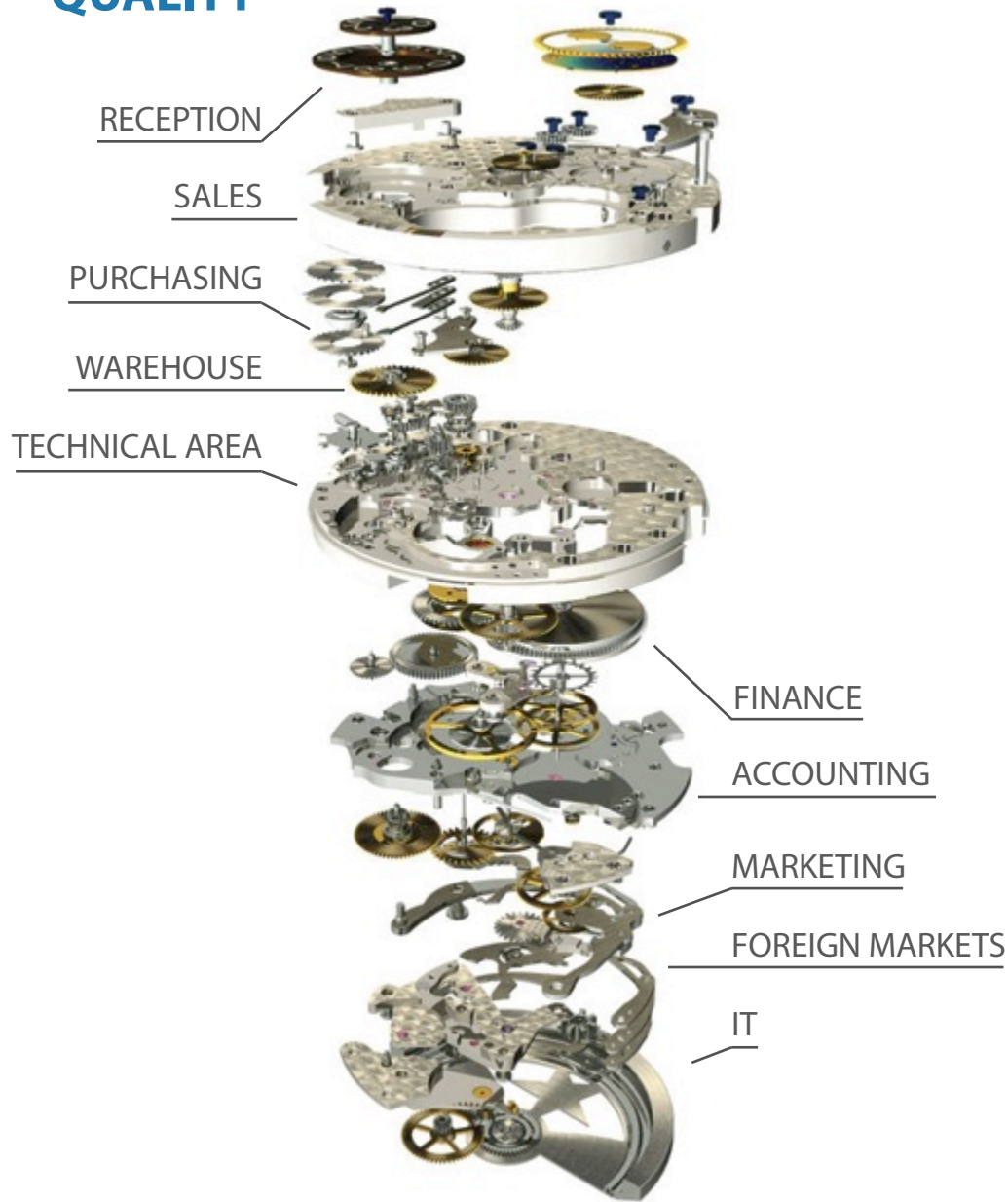
LUBRICANTS

motor oil
oil change
hydraulic fluids
Bike oil
outboard engine oil
coolant
brake fluid
grease

EQUIPMENT

automatic transmission
injector and LPG cleaning equipment
FAP cleaner
A/C ozone generators
valve lube kits

QUALITY



ORGANIZATIONAL CHART: **3D STRUCTURE**

The organizational structure of the company consists in a number of departments that work together, each specialized, to reach the final result through quality and constant growth.



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