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Press release:

## **Antonio Giovinazzi Brand Ambassador for Magneti Marelli Checkstar**

Today, Magneti Marelli Checkstar is proud to present its Brand Ambassador for the whole of 2021; the Formula 1 champion Antonio Giovinazzi, driver for the Alfa Romeo Racing ORLEN team. With his pure driving talent and his image as a clear leader and a symbol of the very best of Italy, Antonio Giovinazzi has a natural affinity with the tradition and philosophy of the Magneti Marelli Checkstar network of workshops and body shops, which has always represented the utmost in quality repairs in Italy and worldwide.

An extremely talented driver, used to pushing his limits to improve his performance, Antonio has much in common with Magneti Marelli Checkstar and its claim “**Doing our best to always come out on top**”, which encapsulates the essence of both the champion and the network.

This initiative runs parallel to the existing partnership between Marelli, the parent company of Magneti Marelli Checkstar, and the Alfa Romeo Racing ORLEN team, with the presence of the Marelli logo on the front of the team’s race car.

The champion will be a leading feature in the 1,800 Magneti Marelli Checkstar workshops and body shops, as well as on the network’s social profiles with a communication campaign to promote the new collaboration. Furthermore, he will also be flying the network’s colours and representing its values of quality and excellence on his social network channels, which are exceedingly popular among fans and enthusiasts.

This is what Antonio Giovinazzi had to say about the partnership: “It is with great pleasure that I am participating in the Magneti Marelli Checkstar project by becoming Brand Ambassador for this iconic name. Motoring is my life, and Magneti Marelli Checkstar is the ideal and natural partner in every-day life, even when I am not racing!”.

“We are proud of the partnership with Antonio Giovinazzi – said Stefano Sancassani, CEO of Magneti Marelli Parts & Services –. It is both a pleasure and a significant



opportunity for our company to form a partnership with a champion like Antonio Giovinazzi. From the outset we formed an ideal harmony with Antonio that I am sure will lead to excellent results and mutual satisfaction”.

*Magneti Marelli Parts & Services is the commercial division of Marelli that distributes spare parts, automotive components and know-how to workshops via a network of independent distributors. It supplies original and equivalent products and motorist support services through the Magneti Marelli Checkstar network of workshops and body shops.*