



# PRESS KIT

## ABOUT

PRAMAC's history began in 1966, when the Campinoti family founded a construction equipment company. From its inception PRAMAC has continually evolved and transformed, expanding its product portfolio and becoming the global benchmark for the production of generators and warehouse material handling equipment. PRAMAC's diverse business lines ensure the company is a leading player in a wide variety of global markets.

With 16 subsidiaries and 7 manufacturing plants situated in Europe, Asia and South America, PRAMAC is present in 150 different countries. PRAMAC manufactures a complete and flexible product range that satisfies the full spectrum of energy needs to suit customers worldwide.

In 2002, PRAMAC became involved in the MotoGP World Championship with its team "Pramac Racing", and now, thanks to its strong partnership with Ducati Corse, it plays a leading role in the most prestigious two-wheeled Championship in the world.

2016 saw PRAMAC become part of the Generac group forming the world's third largest generator and lighting tower producer.

With the support of around 1100 employees and 10% of engineers, PRAMAC has developed technological experience, which is second to none. PRAMAC'S vertically integrated manufacturing processes and the investments made ensure that all the company's products are designed and built with no compromises on quality to deliver optimum performance. All PRAMAC's resources and energies are indeed dedicated to the most demanding markets, with the goal to offer products that are fit for purpose. Using top quality components and working with the support of strategic partnerships, we are able to offer guaranteed product performance with global support.

PRAMAC's mission for the future is continued growth, offering leading edge technology and evolving to more resilient, efficient and sustainable energy solutions.

## CORPORATE STRATEGY

PRAMAC is a young and dynamic company that is founded on a solid historical basis, but that leverages its versatility and flexibility to produce innovation and competitiveness. Values that are the basis of this dynamic entrepreneurial reality are the constant desire for growth and renewal, the culture of quality and respect for the environment, attention to customer satisfaction.

As a global group, our corporate purpose is to lead the evolution to more resilient, efficient and sustainable energy solutions and have a broad suite of products that supports this energy transition.

Today's energy grid is facing an unprecedented set of challenges, a need to transition away from fossil fuels towards renewable energy sources, spiking demand due to the increased electrification of electric vehicles, homes and consequently infrastructure instability.

### MARKETING & COMMUNICATION OFFICE

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In this phase of global transition from diesel to use of alternative fuels/energy sources, energy storage is the common denominator that enables alternative technologies to be used. These systems deliver clean and efficient energy solutions across a wide range of commercial and domestic applications.

Our solutions are mobile power banks with different enclosures configurations (canopy, container, trailer mounted) for constructions, events, utilities, remote off-grid for commercial and domestic, EV charging. Being a global company, responding to very different scenarios in terms of energy management, PRAMAC will continue to offer solutions for every operational demand, both for Standby and Prime use applications with diesel and gas engine options available. With our industrial natural gas generators, we are able to offer the opportunity, in addition to their use as an emergency standby asset, to be used for self-power generation, lowering or eliminating the peak of consumption from the utility and generating economic advantages for the clients.

## **BUSINESS AREAS**

PRAMAC Business Areas are:

### **POWER**

In the energy production field, PRAMAC offers solutions for every operational demand, both for Standby and Prime use applications with diesel and gas engine options available. Moreover, PRAMAC industrial natural gas generators offer the opportunity, in addition to their use as an emergency standby asset, to be used for self-power generation, lowering or eliminating the peak of consumption from the utility and generating economic advantages for the clients. As leader in our market, we provide the widest range of hybrid and environmentally friendly power solutions, offering also many configurations for battery energy storage.

PRAMAC classifies its offer in two macro-sectors:

### **HOME & SMALL BUSINESS**

PRAMAC's home & small business products include portable generators for professional and semi-professional use, fuelled by diesel or gas, backup generators and other power equipment.

Our backup generators meet the needs of customers who want to protect their own home, family and business from power outages.

Behind emergency, our battery storage system allows homeowners, or light commercial activities, to store energy and redistribute it during the night, for example. Quality, efficiency and high product standards are achieved through the use of modern design and manufacturing techniques, exceeding international regulations for noise and environmental pollution.

### **BUSINESS & INDUSTRY**

PRAMAC proposes a wide offering of products for each business or industrial need, relying on different kinds of fuelling systems:

Commercial & Industrial generators: Diesel, Gas, Telecom, Customized Solution

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Rental solutions: Mobile generators, Lighting towers and Other mobile products. Among this range Battery energy storage solutions are available as:

- Hybrid, combined with generator, solar or grid
- Stand alone configuration

## **MATERIAL HANDLING**

PRAMAC manufactures a complete range of warehouse material handling equipment meeting the demands and requirements of customers globally. The fully integrated production and the on-going development of our trucks ensure that the entire range of machines delivers quality and performance. From the lightest duties to the most intense applications, our attention to detail and dedication to innovation guarantee that the entire range of machines comply with all applicable safety regulations. All MHE products are Lifter by Pramac branded and most of them are manufactured in Italy.

## **SERVICE AND PARTS**

PRAMAC has a strong commitment to Customer Care, demonstrated by the creation of a highly specialized business unit, dedicated to Customer Satisfaction. PRAMAC offers a full range of spare parts and components and have a highly trained after sales team who ensure the first class support of customers worldwide. On our dedicated parts website customers can conveniently place orders and gain direct access to user manuals, technical documentation, S&P catalogues, maintenance programs and price lists.

## **PRIMA PRAMAC RACING TEAM**

PRAMAC made its debut in motorcycling, in 2002, with the launch of its own MotoGP team. In 2005, Pramac Racing begun its long and successful partnership with Ducati.

Pramac Racing's competitive spirit has earned the team some significant results, among which stands out the winning of the much-coveted "Best Independent Team" title for the 2018 MotoGP season. The 2020 MotoGP season has seen the Pramac team riders line up on the grid with Ducati Desmosedici GP20 official bikes but the season 2021 has been the richest in terms of awards:

- Pramac Racing Team, Best Independent MotoGP Team 2021
- Johann Zarco, Best Independent MotoGP Rider 2021
- Jorge Martin , Rookie of the Year 2021
- Ducati with Pramac Racing Team, Constructor Champions 2021

The 2021 MotoGP was indeed a successful year, which ended with 8 total podiums for Pramac Racing (1 victory, 5-second places and, 2 third place), and 5 pole positions (1 for Zarco and 4 for Jorge Martin).

In 2022, **Prima Assicurazioni** - the leading tech company in the Italian insurance market - became the new **Title Sponsor** of the MotoGP® Pramac Racing Team.

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## KEY FEATURES



1966

Founding date



7

Manufacturing plants



16

Operating Branches



> 150

Presence in different countries



≈ 1100

Personnel



384

Net Sales (\$ m)\*

\*o/w 373m External Sales (sales to market)

## CONTACTS

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