

Sogefi enhances its YouTube channel with new video tutorials for technicians

Sogefi, the automotive component company of CIR Group and a global leader in Automotive Original Equipment and Aftermarket filter components, strengthens its support to technicians with a large number of step-by-step video tutorials uploaded on its YouTube channel.

Sogefi offers a full range of fitting instruction videos to provide assistance to technicians for the change of the most popular cars' filters. Technical films explaining the important technology applied to the filter are also available.

For some car models, the replacement of the filters is quite simple, whereas it is more complicated on others: for instance, the wheel arch inners may have to be removed to get to the right filter location and the use of a specific tool will be required. The videos show all the stages to be completed to remove the used filter and to assembly the new filter.

The playlist by brand includes videos on the innovative, class leading technologies branded Sogefi: Diesel3Tech™, Diesel3Tech+™ and Chevron Pleating, as well as tutorials on all filters' families: engine air, oil, diesel, petrol and cabin air, viewable in English, French, Italian, German and Spanish languages.

With the recently released catalogue apps for tablets and smartphones and the YouTube channel, Sogefi participates in the digital evolution of the market, showing its innovative mind-set in creating a direct communication channel to both professional customers and end users.

Sogefi's YouTube channel is viewable at the following address:

https://www.youtube.com/channel/UCQCeIUOTgtpRq4Z40VXeI3w/featured?disable_polymer=1

Sogefi (CIR group), founded in 1980 and listed on the Milan Stock Exchange in the STAR segment, is a world leader in the automotive components sector, with innovative products in three business areas: filtration, suspensions, and air and cooling systems. In 2017, Sogefi posted revenues of € 1.7 billion. Sogefi is partner to most vehicle manufacturers worldwide, and is present in 23 countries with 41 production plants, 4 research centers and 10 development centers. Sogefi employs 6,900 persons. Sogefi is committed to sustainability principles and promoting them throughout the supply chain.

www.sogefigroup.com