



## VSG EMEA shares its new brand strategy with the market

**Sasso Marconi.** June 2022 - Vehicle Service Group (VSG), global leader in the vehicle service industry, has made public its new brand strategy for EMEA regions. It is an important step that brings VSG EMEA to the next level of its future, an *Rpower* future.

Although VSG EMEA is part of a long-standing multinational company, it took its first steps into the European market around 6 years ago. Over the years, it has quickly gained market share and established itself as one of the main players in the automotive scenario, thanks also to the consolidated reputation of its brand range.

VSG EMEA is, indeed, the successful result of the merger of several companies with different traditions and cultures. An Italian soul driven by the Ravaglioli, Butler, Space, and Sirio brands with a complete manufacturing service approach, and a German soul driven by the Rotary, Blitz, and Elektron brands with a very opposite approach, that of focusing the manufacturing service more on area of specialization. (More information about VSG EMEA companies can be found on the company website at [vsgdover.com](http://vsgdover.com))

VSG EMEA reached the decision to harmonize its essence by combining the power of its two strongest “Rs” - Ravaglioli and Rotary - from which the strategy itself takes its name, *Rpower*.

### Why did VSG EMEA decide to apply the *Rpower* brand strategy?

The advent of digital transformation and the electrification of vehicles makes the automotive sector even more competitive. VSG EMEA believes that leveraging its strong competence and brands is a key success factor. For that reason, it decided to focus on the Ravaglioli and Rotary brands to offer a comprehensively strong product range and win an additional share not only in the EMEA regions, but also in the global market.

Ravaglioli is considered by far the main brand today in Europe by VSG Group. It represents about 60% of VSG EMEA revenues and it is used in most of the European countries with a complete product portfolio.

Rotary is VSG Group’s most important brand worldwide, ranking second to Ravaglioli, just because it is currently focusing only on the lifting sector.

Press Release-VSG EMEA-Rpower-Brand-Strategy-en-2022-0606

#### Ravaglioli S.p.A.

Via Primo Maggio 3  
Pontecchio Marconi  
40037 Sasso Marconi  
(BO) Italy

+39.051.6781511  
+39.051.846349  
info.emea@vsgdover.com

#### BlitzRotary GmbH

Hüfingener Straße 55  
78199 Bräunlingen  
Germany

+49.771.9233.0  
+49.771.9233.99  
info.emea@vsgdover.com

#### Butler Engineering and Marketing S.p.A.

Via Dell'Ecologia 6  
42047 Rolo (RE)  
Italy

+39.0522.647911  
+39.0522.649760  
info.emea@vsgdover.com

#### Space S.r.l.

Via Sangano 48  
10090 Trana (TO)  
Italy

+39.011.93440300  
+39.011.9338864  
info.emea@vsgdover.com



## How is the *Rpower* brand strategy applied?

Ravaglioli will not make any changes other than that of developing more and more in innovation and technology.

Rotary, on the contrary, will face two phases. In the very first one, lasting until the end of 2022, the strategy envisages the Rotary brand being placed side-by-side with the Butler and Blitz brands, with a final integration to be completed in 2023.

The Ravaglioli and Rotary brands will therefore become the brands used on all VSG EMEA products, providing their own complete product ranges.

VSG EMEA has already planned significant investments in the two brands in terms of development of new products, digital solutions and marketing activities, with the main goal of offering the best solution on the market to the end users.

The different companies, part of the VSG EMEA Group, will not encounter any critical changes. Manufacturing competence and technology centers will remain unchanged, and they will support the growth of the two brands.

Simone Ferrari, Vice President & General Manager of VSG EMEA, said, *“We are convinced that the new Rpower brand strategy is an element essential for winning today’s market challenges together with our customers. Concentrating our resources on these two brands will allow us to increase their value while at the same time serve the end users of our products in the best possible way.”*

Press Release-VSG EMEA-Rpower-Brand-Strategy-en-2022-0606

### Ravaglioli S.p.A.

Via Primo Maggio 3  
Pontecchio Marconi  
40037 Sasso Marconi  
(BO) Italy

+39.051.6781511  
+39.051.846349  
info.emea@vsgdover.com

### BlitzRotary GmbH

Hüfingerring Straße 55  
78199 Bräunlingen  
Germany

+49.771.9233.0  
+49.771.9233.99  
info.emea@vsgdover.com

### Butler Engineering and Marketing S.p.A.

Via Dell'Ecologia 6  
42047 Rolo (RE)  
Italy

+39.0522.647911  
+39.0522.649760  
info.emea@vsgdover.com

### Space S.r.l.

Via Sangano 48  
10090 Trana (TO)  
Italy

+39.011.93440300  
+39.011.9338864  
info.emea@vsgdover.com



## About Vehicle Service Group

Part of Dover Corporation's Engineered Systems segment, VSG is a strong, diverse and dynamic global leader in the vehicle service industry. It comprises 13 major vehicle lifting, wheel service and collision repair brands: Rotary, Ravaglioli, Blitz, Butler, Elektron, Nogra, Space, Sirio, Chief, Forward, Direct-Lift, Revolution and Hanmecson. Headquartered in Downers Grove, Illinois, VSG has operations worldwide, including ISO9001 certified manufacturing centers in North America, Europe and Asia. Additional information is available at [www.vsgdover.com](http://www.vsgdover.com).

For further information please contact:

Wolf-Erik Schmitt  
Director of Marketing & Communication VSG EMEA  
+49.176.11923374  
[wschmitt@vsgdover.com](mailto:wschmitt@vsgdover.com)

### Ravaglioli S.p.A.

Via Primo Maggio 3  
Pontecchio Marconi  
40037 Sasso Marconi  
(BO) Italy

+39.051.6781511  
+39.051.846349  
[info.emea@vsgdover.com](mailto:info.emea@vsgdover.com)

### BlitzRotary GmbH

Hüfingler Straße 55  
78199 Bräunlingen  
Germany

+49.771.9233.0  
+49.771.9233.99  
[info.emea@vsgdover.com](mailto:info.emea@vsgdover.com)

### Butler Engineering and Marketing S.p.A.

Via Dell'Ecologia 6  
42047 Rolo (RE)  
Italy

+39.0522.647911  
+39.0522.649760  
[info.emea@vsgdover.com](mailto:info.emea@vsgdover.com)

### Space S.r.l.

Via Sangano 48  
10090 Trana (TO)  
Italy

+39.011.93440300  
+39.011.9338864  
[info.emea@vsgdover.com](mailto:info.emea@vsgdover.com)



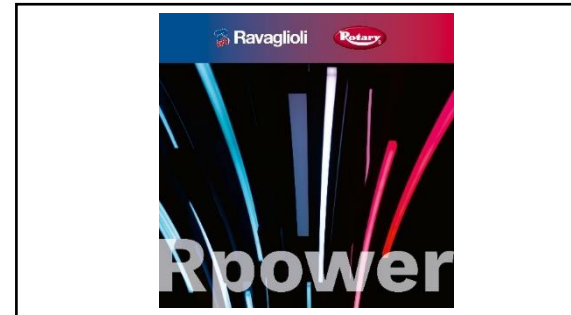
Logo-VSG-BI



Logo-RAV-Long-Vers-BI



Logo-Rotary



VSGE-Rpower-brand-strategy-hero



VSGE-Rpower-brand-strategy-Aikido.Evo



VSGE-Rpower-brand-strategy-HydroLift-S2

Press Release-VSG EMEA-Rpower-Brand-Strategy-en-2022-0606

**Ravaglioli S.p.A.**

Via Primo Maggio 3  
Pontecchio Marconi  
40037 Sasso Marconi  
(BO) Italy

+39.051.6781511  
+39.051.846349  
info.emea@vsgdover.com

**BlitzRotary GmbH**

Hüfinger Straße 55  
78199 Bräunlingen  
Germany

+49.771.9233.0  
+49.771.9233.99  
info.emea@vsgdover.com

**Butler Engineering and Marketing S.p.A.**

Via Dell'Ecologia 6  
42047 Rolo (RE)  
Italy

+39.0522.647911  
+39.0522.649760  
info.emea@vsgdover.com

**Space S.r.l.**

Via Sangano 48  
10090 Trana (TO)  
Italy

+39.011.93440300  
+39.011.9338864  
info.emea@vsgdover.com