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Contact: Rossella De Angelis
Marketing & Communications
Iacobucci HF Group
(+39) 0775 392586 / rossella.deangelis@iacobucci.aero

Iacobucci HF Group continues to redefine the premium on-board aviation experience with the introduction of innovative lightweight Cart

March 27, 2012 – Hamburg. – Continuing a highly successful collaborative partnership which has already resulted in the launch of the breakthrough new VIP Seat Model Line, today Iacobucci HF Electronics S.p.A and BMW Group DesignworksUSA revealed the Iacobucci ATS Galley Cart which draws together ingenious structural optimization, a wide array of options for customization, and **industry-leading weight** saving attributes to deliver **robustness** and **durability** to airlines and a superior passenger and **user experience**.

“With DesignworksUSA, Iacobucci HF Group is introducing new products which build upon my company’s founding principles of integrity, commitment, innovation, and quality together with valuable insights, intelligence and future perspectives,” says Lucio Iacobucci President and CEO of Iacobucci HF. “I am very proud of the new Iacobucci HF Galley Cart, and I am confident it meets the rigorous demands of weight saving, functionality and robustness to ensure its useful application aboard aircraft around the world for many years to come,” Iacobucci says.

"This new very lightweight cart, meets the increasing airline industry demand for weight saving solutions to reduce fuel costs. Innovative materials testing and assembly processes were included into the development plan as well as advanced supply chain

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quality controls which ensure **product quality** and **delivery time** to customers. With the launch of the new industrial site in Lecce (40.000 sq mt.) and the current renovation of the historical Iacobucci plant in Patrica, Italy, the **group production capacity** of cart increases up to 50.000 units per year plus parts. The increased production capabilities and the investment in the development of an innovative cart are essential elements of our new vision for the industry: become the leading supplier of aircraft trolleys in the world" Iacobucci continues.

"Traditional galley carts used in the cabin resemble the rugged, battered cargo that's loaded beneath the aircraft, and do little to create a welcoming station for passengers to choose their meals or perhaps shop for duty free," says Laurenz Schaffer, President, BMW Group DesignworksUSA. "For the new Iacobucci Aircraft Trolley System, we've brought the style, fit and finish that customers expect to find in premium environments at home to enhance their on-board experience," Schaffer continues.

Iacobucci HF Group prides itself on solving the needs of its customers, and through intelligent modular design, the new cart offers an exceptional level of **customization**. The rectangular galley cart utilizes attachable skins and doors to display branding or promotions for the airline carrier or, when transparent windows are installed, showcase items such as duty free or menu options. For use as a hospitality cart, the top surface can also be uniquely specified, creating more formal look that transforms its functionality and mood.

From the perspective of the user, the Iacobucci ATS Galley Cart is equally appealing as it delivers **ease of use**, good **ergonomics**, and **workflow efficiency** from the flight kitchen process, transport crew and flight attendant. Together with its excellent agility and maneuverability, the Iacobucci ATS Galley Cart enables flight attendants to focus

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on the passenger, and to deliver the airline experience with good service and hospitality.

Quality is the backbone of Iacobucci HF's identity, and this is reflected by the craftsmanship and build quality of the Iacobucci ATS Galley Cart. **Robust** and **dependable**, the New Cart exudes the timeless ability to remain fresh and presentable throughout its lengthy anticipated **life in service**.

About IACOBUCCI HF Group

IACOBUCCI HF Group is a worldwide leader, manufacturer and supplier of galley inserts. With over 40 years of experience and a focus on research, development, and a customer oriented approach, IACOBUCCI HF Group represents the excellence in engineering, certification, quality manufacturing, design and innovation for commercial and business aviation of Espresso Machines, Coffee Makers, Water Heaters, Trash compactors, trolleys, and seats. With headquarter in Ferentino and industrial sites in Lecce and Patrica (Italy), and Elchingen (Germany), IACOBUCCI HF boasts experienced Catia industrial designers, highly skilled engineers, qualified craftsman who conceive state-of-the-art products achieving success as industry supplier in the electrical area of the galley. As proof of recognition for its high end quality and reliability products and its top class customer support make it the favorite choice among elite Airlines and private jet customers throughout the world.

www.iacobucci.aero

About BMW Group DesignworksUSA

DesignworksUSA is a creative consultancy that's been driving innovation for forty years. Acquired by BMW Group in 1995, DesignworksUSA enables its parent company as well as internationally-renowned clients outside the automotive industry to grow their businesses through a portfolio of creative consulting services. With clients including Coca Cola, Dassault Aviation, Embraer, John Deere, HEAD, HP, Microsoft, Siemens, Intermarine, and Varian Medical Systems, DesignworksUSA is deeply immersed in a broad cross-section of industries. Combining cross-fertilized knowledge with strategic long-term perspectives and global context provided by studios in Los Angeles, Munich and Singapore, DesignworksUSA draws upon its unique and vibrant resources to create the future. Later in 2012, DesignworksUSA will celebrate the opening of a new studio in Shanghai, its first such facility in mainland China. www.designworksusa.com