

SHOCK ABSORBERS FOR COMMERCIAL VEHICLES





Roberto Nuti Group

From the Fifties to the Sixties

In the fifties, a very young Roberto Nuti, founder of our company, left his father, Arnolpho's bicycle workshop in La Spezia, on the Ligurian Sea, and moved to Milan. Here he began working as a sales representative for accessories for the Fiat 500 «Topolino». Those were the years of post war reconstruction in an Italy that had been devastated and was beginning to rise again. The small, inexpensive car manufactured by Fiat represented a great step towards modernity for thousands of people. Roberto's good will and tenacity, at a time that was marked by sacrifice, travelled across the peninsula from north to south, east to west, along the few dusty roads there were, in his Fiat «Topolino».



From Lombardy to Sicily, tens of thousands of kilometres in all weather conditions, without the convenience of motorways, Nuti carried with him a suitcase of samples of accessories for the little Italian family car: knobs, headlamps, items for personalisation and other alterations. It was an exhausting experience but one which proved excellent training for dealing with the big change that was to come before long. Following a move to Bologna to continue dealing in spare parts for automobiles, Roberto Nuti and a colleague, who also worked in the same field, opened a small business which distributed spare parts for trucks.

After a while the associate left the business and young Nuti decided to buy him out and continue alone.



Roberto soon began to sell items that he had had made by skilled craftsmen; from the outset he concentrated on suspension, brakes and steering products that he packed with great care and advertised with a simple but clearly presented catalogue; such special

attention to the client can still be found in the daily work of ROBERTO NUTI Spa, founded in 1962.

In the seventies, SABO shock absorbers went into production. SABO is an acronym of «Shock absorber Bologna».

The Eighties

The middle of the 1980s saw the consolidation of exclusive partnerships with well-established brands, all of which had been chosen for their quality. Also in this period, Roberto's son Massimo, now Managing Director, joined the company. This young businessman followed in his father's footsteps, learning the trade and accumulating experience; there were no short cuts as he began in the warehouse, moving on to the buyer's office where he planned work cycles and determined costs, rising from the ranks in a way that Massimo Nuti himself considers "of fundamental importance to acquiring the experience and awareness necessary for dealing with all company problems".



During the economic growth of the eighties, many small sub-suppliers attempted to evolve into businesses selling their own products directly, thus increasing competition.

Massimo, who had in the meantime become commercial director, proposed a solution for responding to these new changes in the market: keep the products exclusively in the catalogue which are commercialised and concentrate all efforts on SABO shock absorbers. Completion of the product range and excellent levels of quality achieved by SABO were no less than a commercial revolution, which led to the company growing and affirming its identity on the international market.

The Nineties

The turn of the new decade marked a move to in-house production of SABO shock absorbers.

A plant was bought in Tuscany, at Vicchio del Mugello. It was also the moment to face

HALF A CENTURY OF HISTORY

overseas markets with determination and seek the best distributors in each country who specialised in the field of spare parts for industrial vehicles.

The great leap had been made: ROBERTO NUTI Spa was no longer simply a commercial affair but it had become a manufacturing company and was set on doing business in world markets. During the nineties, after her own working experiences, Elisabetta Nuti, Massimo's sister joined the team and is now the company's Finance Director.



The third millenium

The first decade of the new millenium debuted with construction of the current offices, officially opened in the industrial area of Castel Guelfo di Bologna.

At the beginning of 2009, Sabo Hema Automotive Ltd was formed: a joint venture between ROBERTO NUTI Spa and the Indian group Hema Engineering Industries Ltd. The factory in Gurgaon, near New Delhi, was opened on January 13th, 2010 and produces shock absorbers principally for the Indian market but also for Asia and the Middle East. In 2010, with the take-over of MUPO Srl, we entered the world of two wheels. Also in 2010 we presented a new, important product branded SABO: the Sabo Airspring.



Celebrating 50 years

Half a century of business has gone by constantly looking ahead. The success of the choices made over the years has encouraged us to invest further in our SABO range. So, we have launched the production of steering head and tie-rods and suspension. An all-ltalian story that continues ...