

## Marelli Motori's Exceptional Generator Design and Manufacturing Capabilities Acknowledged by Frost & Sullivan

*The company's commitment to enhance both products and processes underlines its customer-centricity and visionary innovation*

LONDON, U.K. — 4<sup>th</sup> October 2018 — Based on its recent analysis of the global generator market, Frost & Sullivan honours Marelli Motori with the 2018 Global Company of the Year Award for its focus on product development, innovation, technology, and operational efficiencies. Recognising early that high product quality and reliability alone would not be enough to earn it a market leadership position, Marelli Motori altered its business model to provide end-to-end customer support. Its team of technical experts supports customers through all stages of product purchase, right from choosing the best-fit product to offering industry-leading commissioning and maintenance services.

"Marelli Motori's expansive product portfolio can address all the service needs of its customers, across applications ranging from power generation, cogeneration, and hydropower to marine and industrial," said **Gautham Gnanajothi**, Principal, Energy & Environment. "Besides, it ensures that its business strategy constantly evolves in line with global business trends. For instance, acknowledging the growing demand for gensets among power data centres, Marelli Motori is building a line of synchronous generators designed to meet the specific configurations of data centres."

As fluctuations in grid load and operating temperature can stress the genset, it is necessary to incorporate an automatic voltage regulator (AVR) to maintain the generator's output terminal voltage at a set value. Uniquely, Marelli Motori designs and manufactures its own digital AVRs, which makes them highly interoperable and fully configurable for easy commissioning, monitoring, and maintaining. Furthermore, Marelli Motori is designing an innovative digital AVR to comply with the new grid code regulations that are anticipated to come into effect by early 2019.

Meanwhile, the company's smart solutions significantly reduce system faults for example by ensuring electrical separation of electronic detectors from live parts of the genset, and mechanical protection from external welding particles. It has also developed a proprietary vacuum pressure impregnation (VPI) process that perfectly seals the machine windings against vibration and moisture, ultimately augmenting mechanical strength and reliability.

Driven by its commitment to address customer needs, Marelli Motori adopted an advanced multiphysics simulation approach to develop light-weight and compact electric generators that offer top-notch reliability and performance. Its hi-tech engineering has enabled it to achieve excellence in three main areas:

- 1) Technical – Reduction in operating temperature of its generators by equal power; reduction in equipment weight; reduction of structural complexity
- 2) Commercial – Faster customer response times; lower operational and product capital costs
- 3) Strategic – Enhanced product awareness and market competitiveness; improved synergies among project teams

"Marelli Motori's customization excellence has been one of the key factors driving the adoption of its cutting-edge generators in diverse applications, across geographies," noted **Gnanajothi**. "The cost-effective serviceability of its electrical generators has helped the company deliver a highly satisfying ownership experience to customers. Finally, its generators' ability to seamlessly retrofit with devices on the field to boost machine performance has firmly established its industry-leading value proposition."

Each year, Frost & Sullivan presents a Company of the Year Award to the organisation that demonstrates excellence in terms of growth strategy and implementation in its field. The award recognises a high degree

of innovation with products and technologies, and the resulting leadership in terms of customer value and market penetration.

Frost & Sullivan Best Practices awards recognise companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research to identify best practices in the industry.

### **About Marelli Motori**

Marelli Motori is a leading designer and manufacturer of generators and electric motors.

Since its foundation in 1891, industry expertise has always been a basic element in the company's development. Technological know-how and innovation are essential factors in Marelli Motori's growth especially in this challenging market.

Nowadays the company enjoys worldwide brand recognition thanks to its extended sales, distribution and service networks available worldwide.

The ability to deliver long-lasting value to its customers and partners and expanding the applicability of its products in the marketplace have made Marelli Motori a major key player in today's energy business.

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### **About Frost & Sullivan**

Frost & Sullivan, the Growth Partnership Company, works in collaboration with clients to leverage visionary innovation that addresses the global challenges and related growth opportunities that will make or break today's market participants. For more than 50 years, we have been developing growth strategies for the global 1000, emerging businesses, the public sector and the investment community. [Contact us: Start the discussion.](#)

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