



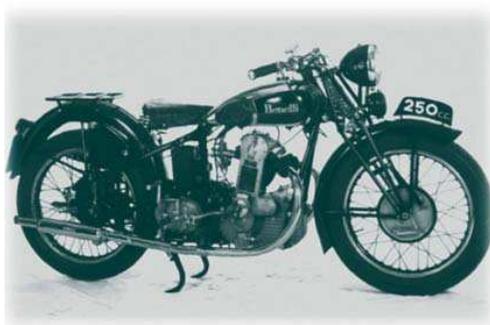
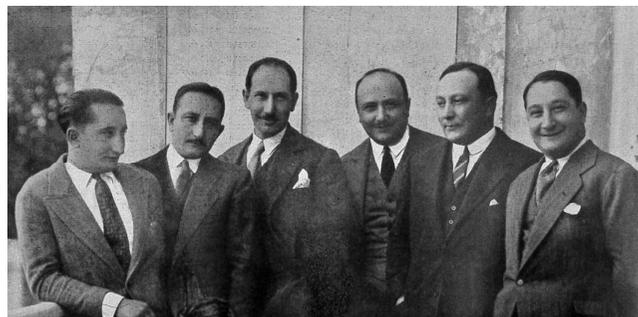
Urbino, 24 Novembre 2017
CONFINDUSTRIA

 Benelli



 Benelli

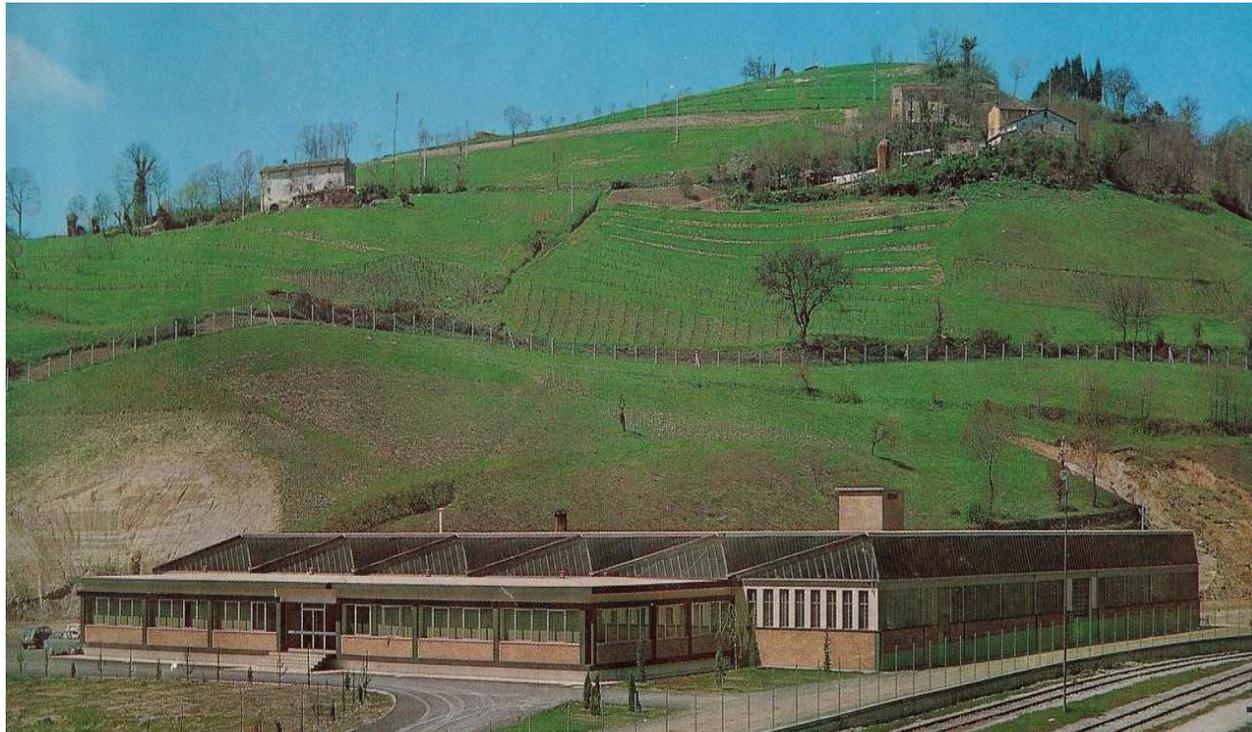
DALLE MOTO... ALLE ARMI



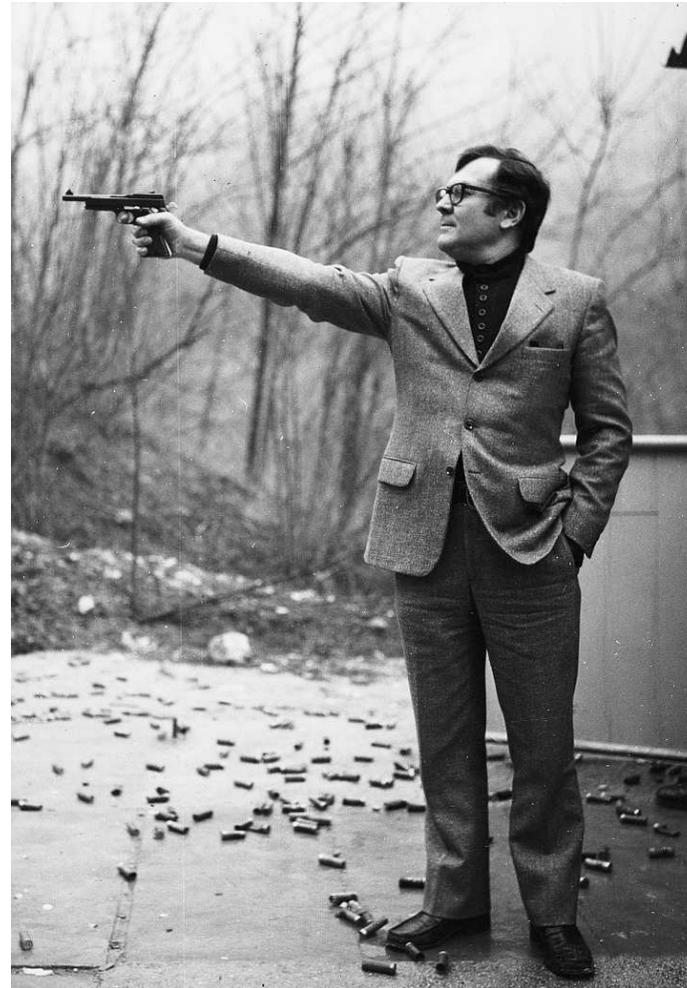
BENELLI MOTO 1911

BENELLI ARMI

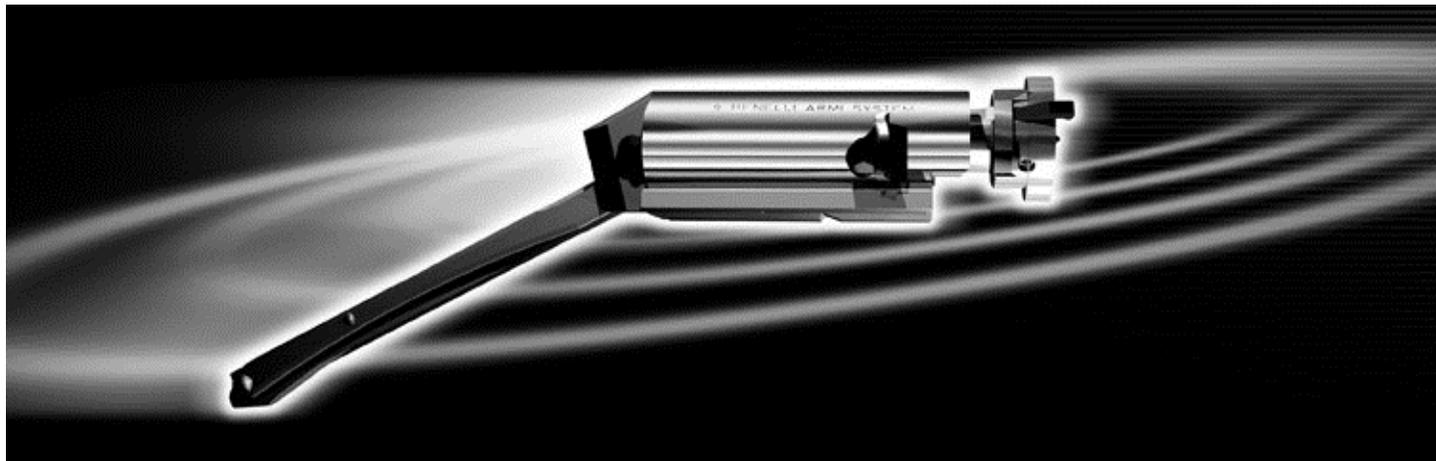
1967 anno di fondazione



THE INVENTOR:
Bruno Ciolani



THE CORE COMPONENT:
Inertia System



FABBRICA D'ARMI PIETRO BERETTA
1983 anno di acquisizione della Benelli



1868

FONDATA DALLA FAMIGLIA FRANCHI *Brescia*

1995



ACQUISIZIONE DI FRANCHI

2008

FRANCHI VIENE ACCORPATA A BENELLI *Brescia → Urbino*

2011

RE-BRANDING

F

FRANCHI HISTORY

- LOGO&CLAIM



→ **FRANCHI**
FEELS RIGHT



FEELS RIGHT:
UNA PERFETTA
ESPERIENZA DI CACCIA

- TARGET

- AMANTE DELLE ATTIVITA' OUTDOOR
- ALLA MODA
- RISPETTOSO DELLA NATURA
- MASCHIO O FEMMINA
- OPEN MINDED
- GIOVANE ... NON SOLO D'ETA'

- COMUNICAZIONE



30% OFF-LINE
70% ON-LINE

- MERCATO FASCIA MEDIA

- PRODOTTO SEMPLICE E FUNZIONALE



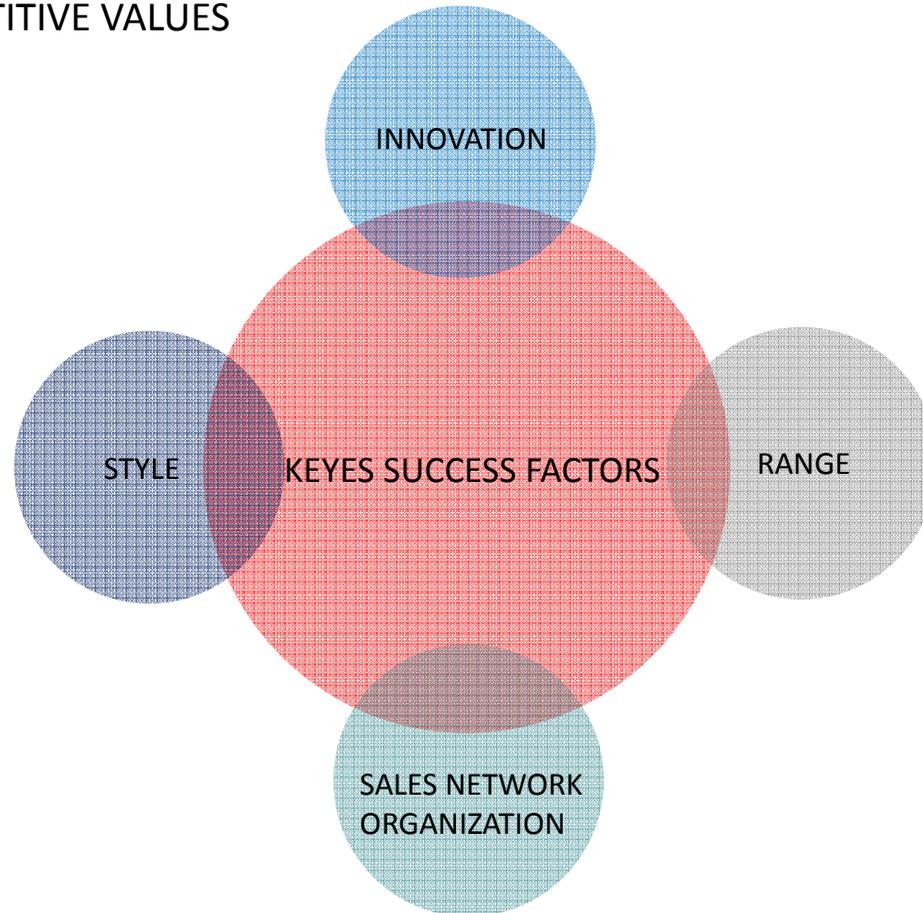
FRANCHI RE-BRANDING

FRANCHI VENDE QUESTO... FEELS RIGHT ... E SPEDISCE QUESTO



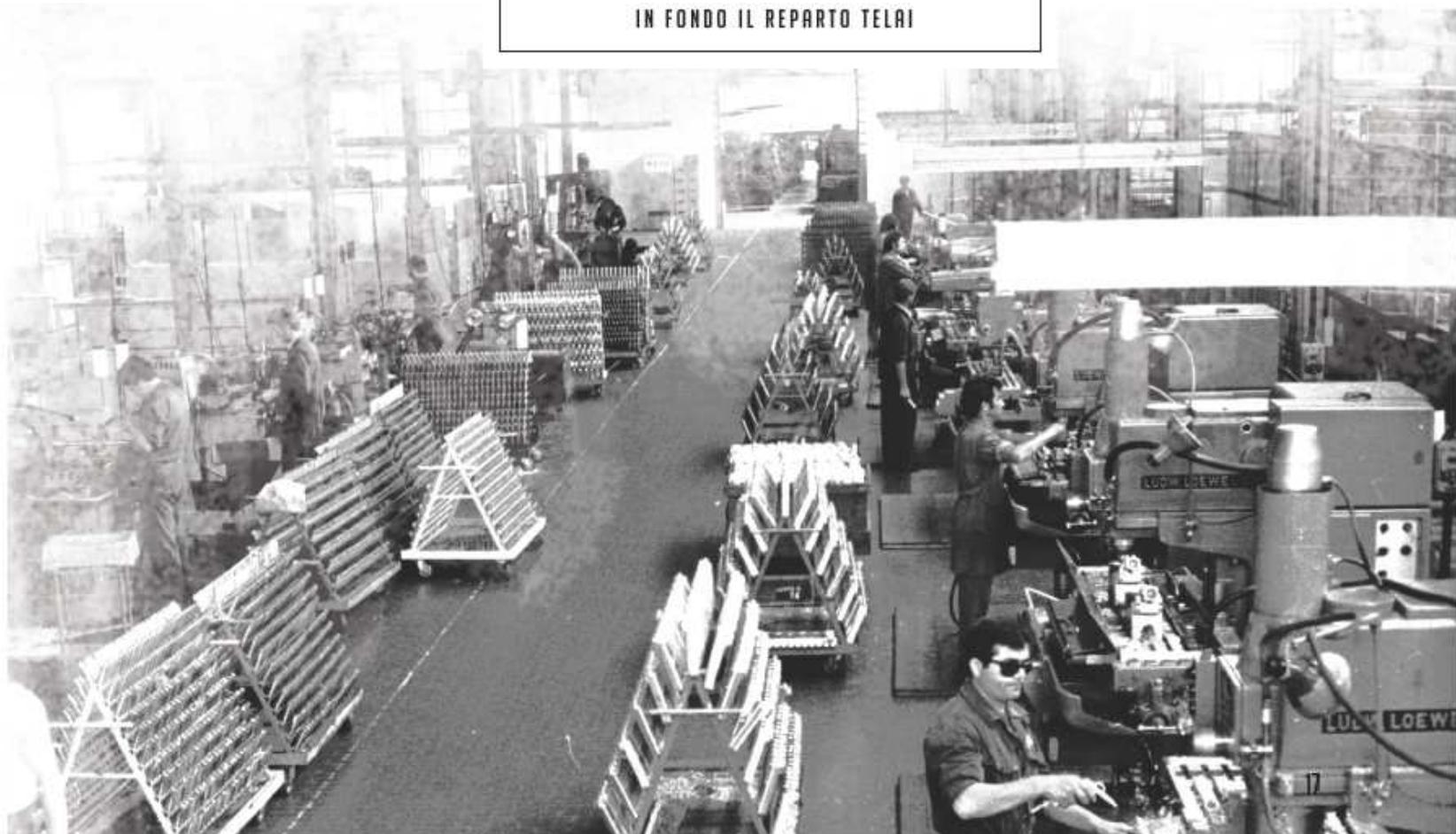
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GLOBAL COMPETITIVE VALUES

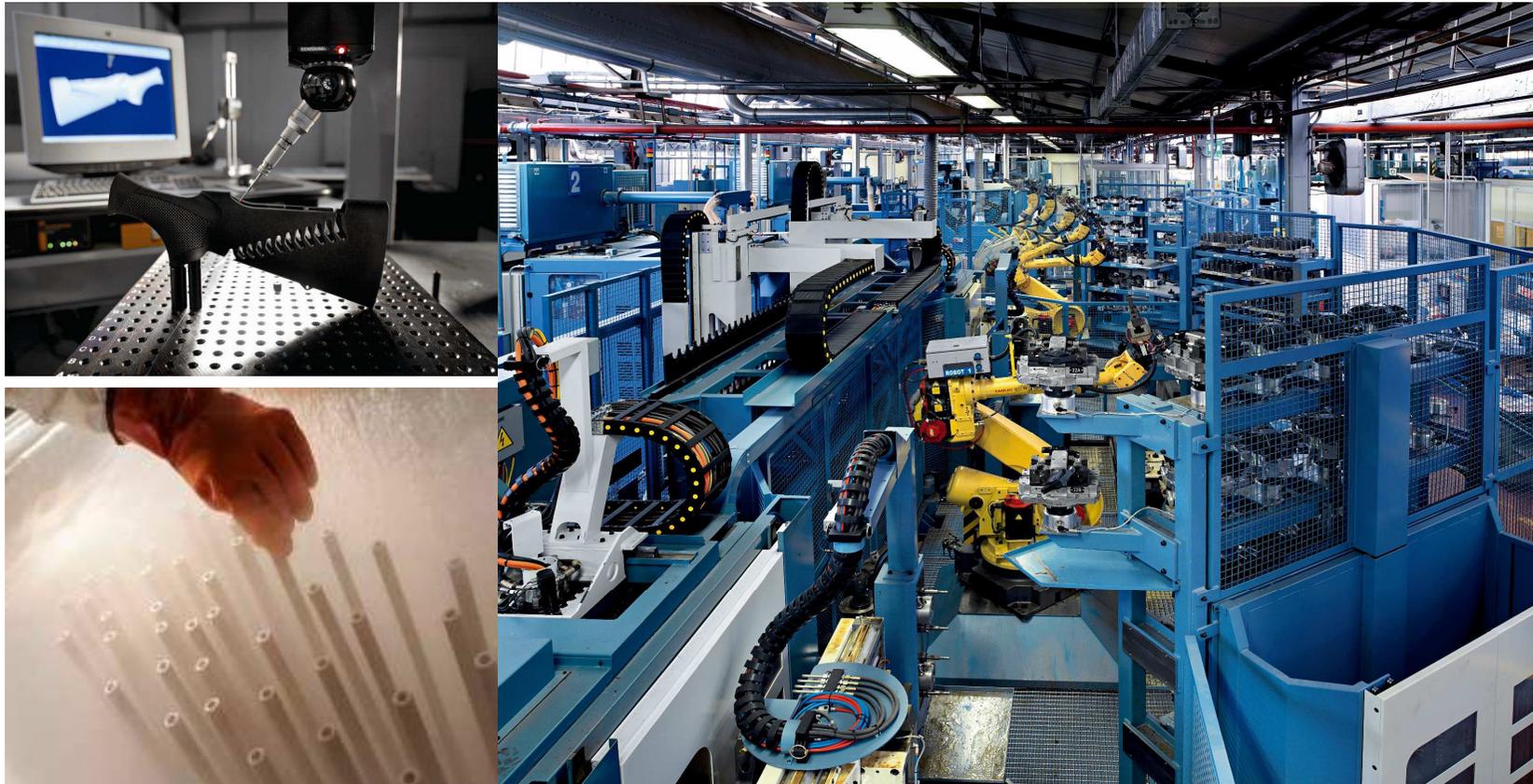


OFFICINA PRIMI ANNI '70

IN FONDO IL REPARTO TELAI



INNOVATION
Industry 4.0
20 Brevetti Internazionali



RANGE
Oltre 700 diverse configurazioni

Raffaello
Elegance Class
12 GAUGE 12.75" (318.75mm) 12 GAUGE 13" (330mm) 12 GAUGE 13.5" (342.75mm) 12 GAUGE 14" (355mm) 12 GAUGE 14.5" (367.5mm) 12 GAUGE 15" (380mm) 12 GAUGE 15.5" (392.5mm) 12 GAUGE 16" (405mm) 12 GAUGE 16.5" (417.5mm) 12 GAUGE 17" (430mm) 12 GAUGE 17.5" (442.5mm) 12 GAUGE 18" (455mm) 12 GAUGE 18.5" (467.5mm) 12 GAUGE 19" (480mm) 12 GAUGE 19.5" (492.5mm) 12 GAUGE 20" (505mm) 12 GAUGE 20.5" (517.5mm) 12 GAUGE 21" (530mm) 12 GAUGE 21.5" (542.5mm) 12 GAUGE 22" (555mm) 12 GAUGE 22.5" (567.5mm) 12 GAUGE 23" (580mm) 12 GAUGE 23.5" (592.5mm) 12 GAUGE 24" (605mm) 12 GAUGE 24.5" (617.5mm) 12 GAUGE 25" (630mm) 12 GAUGE 25.5" (642.5mm) 12 GAUGE 26" (655mm) 12 GAUGE 26.5" (667.5mm) 12 GAUGE 27" (680mm) 12 GAUGE 27.5" (692.5mm) 12 GAUGE 28" (705mm) 12 GAUGE 28.5" (717.5mm) 12 GAUGE 29" (730mm) 12 GAUGE 29.5" (742.5mm) 12 GAUGE 30" (755mm) 12 GAUGE 30.5" (767.5mm) 12 GAUGE 31" (780mm) 12 GAUGE 31.5" (792.5mm) 12 GAUGE 32" (805mm) 12 GAUGE 32.5" (817.5mm) 12 GAUGE 33" (830mm) 12 GAUGE 33.5" (842.5mm) 12 GAUGE 34" (855mm) 12 GAUGE 34.5" (867.5mm) 12 GAUGE 35" (880mm) 12 GAUGE 35.5" (892.5mm) 12 GAUGE 36" (905mm) 12 GAUGE 36.5" (917.5mm) 12 GAUGE 37" (930mm) 12 GAUGE 37.5" (942.5mm) 12 GAUGE 38" (955mm) 12 GAUGE 38.5" (967.5mm) 12 GAUGE 39" (980mm) 12 GAUGE 39.5" (992.5mm) 12 GAUGE 40" (1005mm) 12 GAUGE 40.5" (1017.5mm) 12 GAUGE 41" (1030mm) 12 GAUGE 41.5" (1042.5mm) 12 GAUGE 42" (1055mm) 12 GAUGE 42.5" (1067.5mm) 12 GAUGE 43" (1080mm) 12 GAUGE 43.5" (1092.5mm) 12 GAUGE 44" (1105mm) 12 GAUGE 44.5" (1117.5mm) 12 GAUGE 45" (1130mm) 12 GAUGE 45.5" (1142.5mm) 12 GAUGE 46" (1155mm) 12 GAUGE 46.5" (1167.5mm) 12 GAUGE 47" (1180mm) 12 GAUGE 47.5" (1192.5mm) 12 GAUGE 48" (1205mm) 12 GAUGE 48.5" (1217.5mm) 12 GAUGE 49" (1230mm) 12 GAUGE 49.5" (1242.5mm) 12 GAUGE 50" (1255mm) 12 GAUGE 50.5" (1267.5mm) 12 GAUGE 51" (1280mm) 12 GAUGE 51.5" (1292.5mm) 12 GAUGE 52" (1305mm) 12 GAUGE 52.5" (1317.5mm) 12 GAUGE 53" (1330mm) 12 GAUGE 53.5" (1342.5mm) 12 GAUGE 54" (1355mm) 12 GAUGE 54.5" (1367.5mm) 12 GAUGE 55" (1380mm) 12 GAUGE 55.5" (1392.5mm) 12 GAUGE 56" (1405mm) 12 GAUGE 56.5" (1417.5mm) 12 GAUGE 57" (1430mm) 12 GAUGE 57.5" (1442.5mm) 12 GAUGE 58" (1455mm) 12 GAUGE 58.5" (1467.5mm) 12 GAUGE 59" (1480mm) 12 GAUGE 59.5" (1492.5mm) 12 GAUGE 60" (1505mm) 12 GAUGE 60.5" (1517.5mm) 12 GAUGE 61" (1530mm) 12 GAUGE 61.5" (1542.5mm) 12 GAUGE 62" (1555mm) 12 GAUGE 62.5" (1567.5mm) 12 GAUGE 63" (1580mm) 12 GAUGE 63.5" (1592.5mm) 12 GAUGE 64" (1605mm) 12 GAUGE 64.5" (1617.5mm) 12 GAUGE 65" (1630mm) 12 GAUGE 65.5" (1642.5mm) 12 GAUGE 66" (1655mm) 12 GAUGE 66.5" (1667.5mm) 12 GAUGE 67" (1680mm) 12 GAUGE 67.5" (1692.5mm) 12 GAUGE 68" (1705mm) 12 GAUGE 68.5" (1717.5mm) 12 GAUGE 69" (1730mm) 12 GAUGE 69.5" (1742.5mm) 12 GAUGE 70" (1755mm) 12 GAUGE 70.5" (1767.5mm) 12 GAUGE 71" (1780mm) 12 GAUGE 71.5" (1792.5mm) 12 GAUGE 72" (1805mm) 12 GAUGE 72.5" (1817.5mm) 12 GAUGE 73" (1830mm) 12 GAUGE 73.5" (1842.5mm) 12 GAUGE 74" (1855mm) 12 GAUGE 74.5" (1867.5mm) 12 GAUGE 75" (1880mm) 12 GAUGE 75.5" (1892.5mm) 12 GAUGE 76" (1905mm) 12 GAUGE 76.5" (1917.5mm) 12 GAUGE 77" (1930mm) 12 GAUGE 77.5" (1942.5mm) 12 GAUGE 78" (1955mm) 12 GAUGE 78.5" (1967.5mm) 12 GAUGE 79" (1980mm) 12 GAUGE 79.5" (1992.5mm) 12 GAUGE 80" (2005mm) 12 GAUGE 80.5" (2017.5mm) 12 GAUGE 81" (2030mm) 12 GAUGE 81.5" (2042.5mm) 12 GAUGE 82" (2055mm) 12 GAUGE 82.5" (2067.5mm) 12 GAUGE 83" (2080mm) 12 GAUGE 83.5" (2092.5mm) 12 GAUGE 84" (2105mm) 12 GAUGE 84.5" (2117.5mm) 12 GAUGE 85" (2130mm) 12 GAUGE 85.5" (2142.5mm) 12 GAUGE 86" (2155mm) 12 GAUGE 86.5" (2167.5mm) 12 GAUGE 87" (2180mm) 12 GAUGE 87.5" (2192.5mm) 12 GAUGE 88" (2205mm) 12 GAUGE 88.5" (2217.5mm) 12 GAUGE 89" (2230mm) 12 GAUGE 89.5" (2242.5mm) 12 GAUGE 90" (2255mm) 12 GAUGE 90.5" (2267.5mm) 12 GAUGE 91" (2280mm) 12 GAUGE 91.5" (2292.5mm) 12 GAUGE 92" (2305mm) 12 GAUGE 92.5" (2317.5mm) 12 GAUGE 93" (2330mm) 12 GAUGE 93.5" (2342.5mm) 12 GAUGE 94" (2355mm) 12 GAUGE 94.5" (2367.5mm) 12 GAUGE 95" (2380mm) 12 GAUGE 95.5" (2392.5mm) 12 GAUGE 96" (2405mm) 12 GAUGE 96.5" (2417.5mm) 12 GAUGE 97" (2430mm) 12 GAUGE 97.5" (2442.5mm) 12 GAUGE 98" (2455mm) 12 GAUGE 98.5" (2467.5mm) 12 GAUGE 99" (2480mm) 12 GAUGE 99.5" (2492.5mm) 12 GAUGE 100" (2505mm) 12 GAUGE 100.5" (2517.5mm) 12 GAUGE 101" (2530mm) 12 GAUGE 101.5" (2542.5mm) 12 GAUGE 102" (2555mm) 12 GAUGE 102.5" (2567.5mm) 12 GAUGE 103" (2580mm) 12 GAUGE 103.5" (2592.5mm) 12 GAUGE 104" (2605mm) 12 GAUGE 104.5" (2617.5mm) 12 GAUGE 105" (2630mm) 12 GAUGE 105.5" (2642.5mm) 12 GAUGE 106" (2655mm) 12 GAUGE 106.5" (2667.5mm) 12 GAUGE 107" (2680mm) 12 GAUGE 107.5" (2692.5mm) 12 GAUGE 108" (2705mm) 12 GAUGE 108.5" (2717.5mm) 12 GAUGE 109" (2730mm) 12 GAUGE 109.5" (2742.5mm) 12 GAUGE 110" (2755mm) 12 GAUGE 110.5" (2767.5mm) 12 GAUGE 111" (2780mm) 12 GAUGE 111.5" (2792.5mm) 12 GAUGE 112" (2805mm) 12 GAUGE 112.5" (2817.5mm) 12 GAUGE 113" (2830mm) 12 GAUGE 113.5" (2842.5mm) 12 GAUGE 114" (2855mm) 12 GAUGE 114.5" (2867.5mm) 12 GAUGE 115" (2880mm) 12 GAUGE 115.5" (2892.5mm) 12 GAUGE 116" (2905mm) 12 GAUGE 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236.5" (5917.5mm) 12 GAUGE 237" (5930mm) 12 GAUGE 237.5" (5942.5mm) 12 GAUGE 238" (5955mm) 12 GAUGE 238.5" (5967.5mm) 12 GAUGE 239" (5980mm) 12 GAUGE 239.5" (5992.5mm) 12 GAUGE 240" (6005mm) 12 GAUGE 240.5" (6017.5mm) 12 GAUGE 241" (6030mm) 12 GAUGE 241.5" (6042.5mm) 12 GAUGE 242" (6055mm) 12 GAUGE 242.5" (6067.5mm) 12 GAUGE 243" (6080mm) 12 GAUGE 243.5" (6092.5mm) 12 GAUGE 244" (6105mm) 12 GAUGE 244.5" (6117.5mm) 12 GAUGE 245" (6130mm) 12 GAUGE 245.5" (6142.5mm) 12 GAUGE 246" (6155mm) 12 GAUGE 246.5" (6167.5mm) 12 GAUGE 247" (6180mm) 12 GAUGE 247.5" (6192.5mm) 12 GAUGE 248" (6205mm) 12 GAUGE 248.5" (6217.5mm) 12 GAUGE 249" (6230mm) 12 GAUGE 249.5" (6242.5mm) 12 GAUGE 250" (6255mm) 12 GAUGE 250.5" (6267.5mm) 12 GAUGE 251" (6280mm) 12 GAUGE 251.5" (6292.5mm) 12 GAUGE 252" (6305mm) 12 GAUGE 252.5" (6317.5mm) 12 GAUGE 253" (6330mm) 12 GAUGE 253.5" (6342.5mm) 12 GAUGE 254" (6355mm) 12 GAUGE 254.5" (6367.5mm) 12 GAUGE 255" (6380mm) 12 GAUGE 255.5" (6392.5mm) 12 GAUGE 256" (6405mm) 12 GAUGE 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316.5" (7917.5mm) 12 GAUGE 317" (7930mm) 12 GAUGE 317.5" (7942.5mm) 12 GAUGE 318" (7955mm) 12 GAUGE 318.5" (7967.5mm) 12 GAUGE 319" (7980mm) 12 GAUGE 319.5" (7992.5mm) 12 GAUGE 320" (8005mm) 12 GAUGE 320.5" (8017.5mm) 12 GAUGE 321" (8030mm) 12 GAUGE 321.5" (8042.5mm) 12 GAUGE 322" (8055mm) 12 GAUGE 322.5" (8067.5mm) 12 GAUGE 323" (8080mm) 12 GAUGE 323.5" (8092.5mm) 12 GAUGE 324" (8105mm) 12 GAUGE 324.5" (8117.5mm) 12 GAUGE 325" (8130mm) 12 GAUGE 325.5" (8142.5mm) 12 GAUGE 326" (8155mm) 12 GAUGE 326.5" (8167.5mm) 12 GAUGE 327" (8180mm) 12 GAUGE 327.5" (8192.5mm) 12 GAUGE 328" (8205mm) 12 GAUGE 328.5" (8217.5mm) 12 GAUGE 329" (8230mm) 12 GAUGE 329.5" (8242.5mm) 12 GAUGE 330" (8255mm) 12 GAUGE 330.5" (8267.5mm) 12 GAUGE 331" (8280mm) 12 GAUGE 331.5" (8292.5mm) 12 GAUGE 332" (8305mm) 12 GAUGE 332.5" (8317.5mm) 12 GAUGE 333" (8330mm) 12 GAUGE 333.5" (8342.5mm) 12 GAUGE 334" (8355mm) 12 GAUGE 334.5" (8367.5mm) 12 GAUGE 335" (8380mm) 12 GAUGE 335.5" (

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Grazie per l'attenzione
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