

Italian service equipment manufacturer Corghi builds presence in Australia

Corghi, the world's largest Italian manufacturer of tyre service equipment, is setting its sights on Australia.

After a number of years in the doldrums, the Corghi brand is to play a major role in the Australian tyre market again, bringing the latest technology wheel balancers, tyre changers and wheel alignment machines to workshops around the country.

Under newly-appointed General Manager **Jonathan Gant**, based in Melbourne, Corghi is looking to replicate the success it has enjoyed in New Zealand, where its Italian-made high performance wheel balancers and tyre changers enjoy more than 60% market share.

Assistance from New Zealand

Corghi Equipment (Aust) Pty Ltd has been set up with the assistance of the New Zealand Corghi distributor George Stock & Company Ltd (known locally as STOCKS), whose expertise in sales and service support will provide valuable input to drive the success of the Italian brand in Australia.

Mr Gant says, "Twenty years ago Corghi was well known in Australia, but for a variety of reasons - which have nothing to do with the products - it has not fulfilled its potential.

"This was obviously very frustrating for the people at Corghi, who are not just the world leaders in tyre and wheel service equipment, but virtually invented this sector 50 years ago.

"Now we are doing something about it. We have put a team together to bring a full line-up of Corghi products to all the Australian states and ensure that we have the right service and parts back-up to support this exceptional equipment."

Nationwide distribution network

Mr Gant says considerable effort has gone into establishing a strong and effective nationwide distribution network.

- **In Melbourne**, Corghi Equipment will provide the sales and service for the whole of Victoria through **Jonair Services** of Geelong, which is owned and operated by Mr Gant. He is well known in the tyre and wheel service industry, having been an importer and distributor for other brands of equipment in the past. He is supported by Victorian Corghi Equipment Specialist **Bruce Fraser** and **Josh Maxwell** in Customer Services & Administration.
- **In New South Wales**, Corghi Equipment has set up its own branch in Sydney, under **John Hodson** as State Manager and **Andrew Cornwell** as Sales Manager. John has owned and managed a wholesale equipment company in recent years and Andrew has joined from Snap-on Tools.
- Corghi Equipment has also established a wholly-owned branch in Adelaide to service **South Australia**, under Don McEvoy, who previously worked with the Flap agency.
- Corghi sales and service in Queensland is being handled by Greentech Select, based in **Brisbane**. This company was recently set up by **Tim Green**, who was previously the area rep for another service equipment company and is well known to many in the industry in the sunshine state.

- Customers in **Canberra** will also find a familiar face still supplying and supporting Corghi throughout ACT. **David Betts**, owner operator of KB Balco (who have represented Balco balancing equipment as well as Corghi machines in the past), has become part of the Australian Corghi team.
- Negotiations are still continuing to find a suitable representative for the **Northern Territory** in Darwin.

Welcomed by tyre manufacturers

The arrival of Corghi has been welcomed by the major tyre companies, as well as many others around Australia, according to Mr Gant.

"They are all aware of the high reputation of Corghi and now that we have built a team to support it, they are very enthusiastic," he says.

For those who are a little sketchy about Corghi, the company was founded in 1960 in Correggio in northern Italy by the Corghi family, who designed and built the world's first Italian-style mechanical tyre changer. Corghi has dominated the tyre and wheel service equipment industry through innovation, working with the world's leading tyre manufacturers and by building very reliable products. Today the company is considerably larger than its next world competitor and many times the size of most of the other makers, and its factory employs more than 400 people.

"Mounting without damage"

Corghi has been among the leaders in the development of tyre changers that will remove and mount tyres on increasingly larger alloys wheels without inflicting any damage. All new Corghi tyre changers now being sold in Australia through the new network will be capable of taking 24" wheels. Truck tyre changers will also be part of the equipment line-up, as will Corghi wheel aligners.

To boost the knowledge and skills of Corghi people in Australia, the Corghi factory recently sent its senior training technician from Italy to ensure they meet the company's standards.

And the Australian Corghi team will then visit Italy in May to see the products being made in the factory and participate in their own Corghi conference and visit the Bologna show where Corghi is a major exhibitor. For further information: contact **Jonathan Gant, Corghi Equipment (Aust) Pty Ltd Phone (03) 5277 2244**.

