

The campaign on digital and social channels involves Aprilia Racing and started in conjunction with the MotoGP Italian Grand Prix

## **INNOVATION, TEAM SPIRIT AND MADE IN ITALY: CAME AND APRILIA RACING "RUNNING" TOGETHER TO RECOUNT CONNECTED AND SMART AUTOMATION**

**Italianness, reliability, innovation, team spirit:** these are the values that unite **CAME** and **Aprilia Racing**, the racing department of the Noale-based company that holds 54 world titles. Values that have become intertwined in a partnership designed to tell, in a practical and accessible manner, how CAME technology is improving everyday life with its **increasingly connected and smart automation systems**.

The partnership started out with the aim of increasing CAME's visibility and in particular, that of Connect, the Cloud platform for remote control, that improves user experience and opens up new business opportunities for installers. Among the multiple options, Connect enables the remote control of gate, garage and smart home automations, including through apps or smart speakers, with an intuitive and customizable interface. A system developed to meet the real needs of customers seeking safety, comfort and efficiency in their homes or workspaces.

In a market increasingly oriented towards smart automation, CAME has chosen to communicate in a direct, contemporary language, using the world of motorsports, which has embodied the synthesis of innovation, speed and precision since it began. The participation of Marco Bezzecchi, a great Italian talent capable of combining determination, authenticity and communication skills, is a choice in line with the company's wish to also address younger and more digital audiences, while keeping its identity firmly in place.

The campaign, which kicked off in conjunction with the **MotoGP Italian Grand Prix**, is developed mainly on digital and social channels, with video content that tells the story of the integration between CAME technologies and everyday life. The footage, filmed thanks in part to the collaboration with Aprilia Racing's media team, shows real scenarios of use, with a focus on automatic gate opening from smartphones, which can also be implemented with voice-assisted commands, and interaction with the home environment.

This communication project confirms CAME's intention to consolidate its position in the advanced automation sector, addressing an increasingly wider and aware audience, providing a highly technological and competitive tool to the installer, as well as the end consumer. At CAME, innovation is not a theoretical exercise, but a practical design choice to make people's lives simpler, safer and smarter, every day.

### **CAME**

CAME is a leading global brand for high-quality technological solutions and products for automation, smart homes, access control and security and parking systems that can improve the lives of the people who use them and the work of professionals. With more than 50 years of history behind it, and even longer experience thanks to the companies that now belong to it, the Group founded by Paolo Menuzzo, now President of the holding company, is headquartered in Dosson di Casier, in the province of Treviso, and owns 10 manufacturing sites in Italy, France, Spain, UK, Turkey, and Brazil. Andrea Menuzzo, son of the founder, is the Chairman and CEO of CAME S.p.A. The company has over 2500 employees, serves the market with more than 25 branches and 40 warehouses around the world, and operates in over 110 countries worldwide through partners and distributors with an integrated and global vision. In 2024 it generated a turnover of 341 million euros.

Follow CAME on its website [www.came.com](http://www.came.com) and through its [LinkedIn](#), [Facebook](#), [Instagram](#) and [WhatsApp](#) accounts.

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