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TEXA'S NEW WEB SITE IS NOW AVAILABLE

The company is now on-line with a new web portal that further improves the usability of the services and integrates, in a single solution, various technologies in order to make it easier for customers and retailers to consult them.

Following its philosophy based on constant innovation and improvement, TEXA officially launched its **brand new web site** www.texa.com, an absolutely new feature that also includes a channel dedicated to **Youtube** with over **100,000 views a year** and a **Facebook** profile with more than **12,000 followers** at the moment.

The creation of this new tool derives from a careful study that brought to the implementation of innovative technologies and solutions, such as the Responsive Web Design, in order to make the **navigation experience very usable** and meaningful. In fact, this technique allows TEXA's web site to automatically adapt its graphics to the tool it is displayed on, being it a PC, a tablet or a smartphone.

TEXA wanted to offer a state-of-the-art solution to all the web surfers, full of contents and technical data. From this portal you can, for example, view all the **videos dedicated to TEXA products and software programs**, request their **demos**, download, print or simply read through the **brochures**, view a large **photo gallery** divided per tool, consult the extraordinary **diagnostic coverage** which is always updated and available for the five diagnostic environments (CAR, TRUCK, POWERSPORTS, OFF-HIGHWAY, MARINE), **book TEXAEDU training courses**, learn where the **closest TEXA training centre** is and much more. Another point of interest is the **Customer Services** section, thanks to which users can learn all the services that TEXA offers in order to efficiently support everyday workshop activities.

Other than the **Italian** and **English version**, TEXA's new website will also be implemented in **Spanish, French, German, Polish, Russian** and **Japanese**.

“For TEXA, the web has always been a benchmark, a way of thinking communication and information sharing that is complete” – **Bruno Vianello, President of TEXA** explains. “We were the first to introduce, in 1999, the possibility to update a diagnostic tool via Internet and in 2007 we also introduced the innovative Solved Errors function in collaboration with Google. The statistics that we gathered show that more than 90% of the mechanics navigate on a daily basis directly from the workshops in order to acquire useful information for their activities. On our new web site, by subscribing to our newsletter and following us on the social networks, they will always find new interesting features and more appropriate diagnostic solutions”.

TEXA Brand Communication & Events Manager

Claudio Pavanello, Tel. 0422 791311 – Cell. 3351047240 claudio.pavanello@texa.com;

TEXA Press Office

Alberto Rigato, Tel. 0422 791247 alberto.rigato@texa.com