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San Donato Milanese, 6 November, 2018

Alpine Electronics, Inc. and Faital S.p.A., have reached an agreement for a capital and business alliance to strengthen their in-car entertainment and audio business.

Throughout its history Alpine, have been a premium solution provider to the Automotive Industry and a technological leader both through OEM projects and its own brand of unique in-vehicle audio and entertainment solutions for car manufacturers. Alpine strongly believes that “Sound” is and will continue to be an essential part of the in-car entertainment experience for consumers. This was the determining factor for their continued strategic investment in this business segment.

In its sixty years long history, the Faital Group has been able to establish itself as one of the European leaders in the design, manufacturing and sale of loudspeakers for the Automotive and Professional Audio Markets.

In keeping with their common vision, Faital and Alpine have decided to build a two-way strategic partnership through a capital and business alliance, with the combined goal of supplying their automotive customers’ base with attractive products dedicated to high-end and premium applications. The new partnership strengthens development and product integration abilities, fosters opportunities for product innovation and enables both partners to offer greater customer convenience.

In line with this strategy, Alpine acquired 19.9% of Faital share capital in October 2018. The two companies are currently collaborating as strategic partners to find and create new business opportunities and from now on both companies will work together to bring forward their business integration in order to pursue their common objectives in furthering their market share expansion.

Alpine have always driven mobile media innovation and Faital's own history reflects the Group's constant innovation and growth since it was established in 1958. This new business chapter is a very exciting time and an integral part of our long term vision.

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