

RAMA S.P.A.

COMPANY PROFILE

RAMA

EN



Index

4	INTRODUCTION
6	ABOUT US
8	VALUES
10	VISION AND MISSION
11	HISTORY
12	DIVISIONS



Intro ducti on





A

About Us

Guided by a concrete and pragmatic vision and a corporate culture founded on the highest ethical principles, **RAMA S.p.A.** works daily to be a **trustworthy and dependable** partner for its customers and the markets it serves.

We are a group that works both nationally and internationally, and despite our size, we firmly believe in fostering **inclusiveness** and cultivating a sense of belonging based on mutual respect, loyalty and reliability. To uphold this belief, we ensure that each brand in the group maintains a distinct identity and plays a well-defined and recognised role.

COMPETENCE



SOLIDITY



RELIABILITY

As dedicated professionals, we are guided by **thoughtful creativity** in our continual pursuit of new partnerships and in the exploration of innovative applications, ensuring we remain at the forefront of our industry and uphold the superior quality of our products. Our work is guided by transparent and shared principles and values, as outlined in our Code of Ethics, which governs our conduct both internally and externally.



Our Values

Traditionally, we have always focused on building solid and long-lasting relationships. We collaborate closely with our customers, serving as attentive consultants to support the development of projects and deliver customised services.



SPECIALISATION

Driven by our pursuit of excellence, we persistently enhance technical and human capabilities to lay the groundwork for an innovative approach that is both managerial and "youthful", enabling agile and dynamic decision-making.



RESPECT

When engaging with others, we know that we can always learn. Therefore, we hold deep respect for those with whom we establish relationships based on trust and fairness, fostering collaboration within an environment characterised by professionalism, transparency and respect for rules and regulations.



LISTENING

Listening to all the needs of our interlocutors, customers and stakeholders, in order to provide better and better products and services, while at the same time enhancing our preparation and professionalism.



HERITAGE

A consolidated entrepreneurial heritage supports our ability to navigate diverse markets, building enduring relationships that remain strong even through generational shifts, embodying values to be cherished and handed down over time.

MM



Vision

Mission

VISION

To promote sustainable technological advancement and team development.

MISSION

To provide high-quality functional products and services for the gardening, off-highway and marine sectors, prioritising customer needs and safeguarding the greater good.

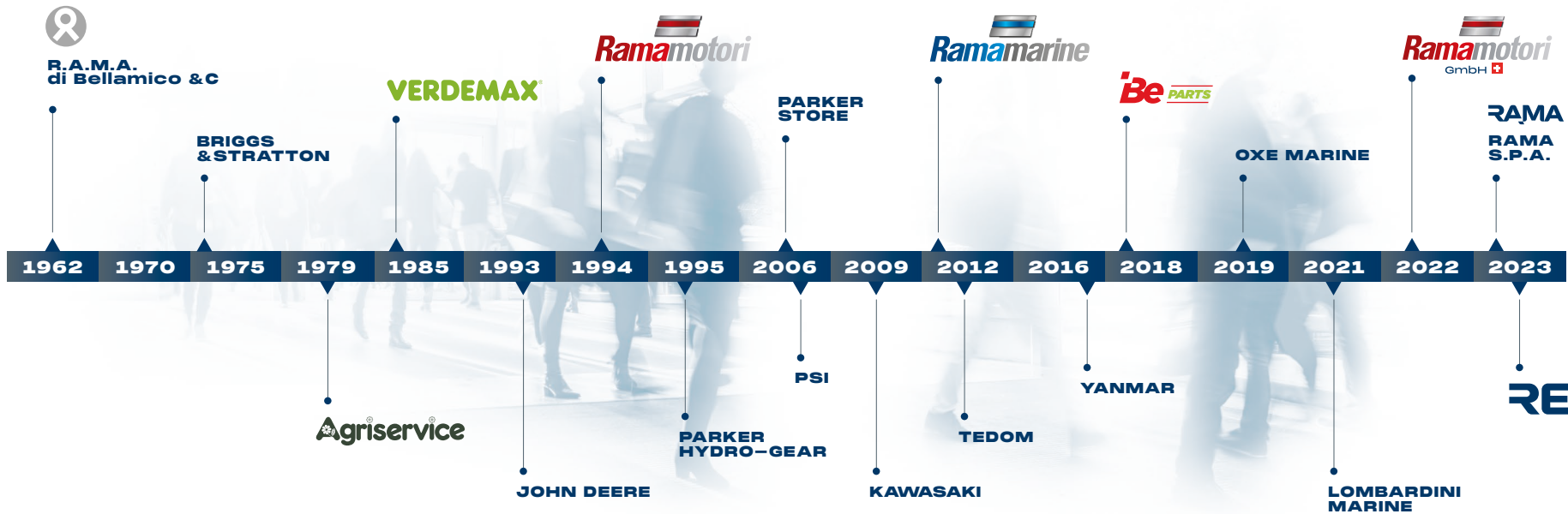
H History

In the late 1950s, Romano Bellamico began working in a small manufacturing company of agricultural machinery and motor mowers. A few years later, at only 27 years of age, he decided to start his

own business, opening an agricultural spare parts store on the outskirts of Reggio Emilia. In 1972, after siblings Anna and Dante joined, he founded

"R.A.M.A. di Bellamico & C", specializing in spare parts and accessories for agricultural machinery and in 1975 he became the Italian agent and distributor of Briggs & Stratton, a well-known American brand of gasoline engines. In the 1980s, the gardening industry experienced a true upswing and the agricultural part business was entrusted to Agriservice, setting it aside from the company's engine vocation. In 1993, RAMA obtained the exclusive agency of the John Deere brand for diesel engines and became Rama Motori S.p.A. Meanwhile, the Verdemax

brand was established as one of the first companies in importing garden maintenance and decoration items from the United States. Today the company operates through various divisions joined under the corporate name of RAMA S.p.A., a business counting, among employees and collaborators, a staff of about one hundred people and, despite being a group specializing in different businesses, it always maintains its "core" on OEM engines and accessories, spare parts and gardening items.



>47 €m



Company turnover

≈ 100



Employees

>30 Countries



Export



D Divisions

The company is divided into various operational divisions, each focusing on a specific business area:



Rama Motori

specialises in the **distribution** and **customisation** of endothermic engines for original equipment manufacturers (**OEMs**), for off-road machinery in various sectors (**agricultural, construction, road, stationary and others**).

The offer includes **Diesel, Gas, Petrol** and **Electric engines**, **spare parts** and **pre- and after-sales technical service**.



Rama Motori

is the subsidiary, based in Wängi (canton of Thurgau), distributing **John Deere** and **Kubota** engines in Switzerland and Liechtenstein.



Rama Marine

distributes **John Deere marine engines**, **OXE Diesel** (outboard engines) and **Lombardini Marine by Kohler Engines** (inboard engines).





Be Parts

is dedicated to the nationwide distribution of engines, **spare parts** and **accessories** of **leading** brands in the **gardening** and **industrial machinery** market. It offers solutions for dealers and repair shops.



Verdemax

manufactures and distributes, in Italy and abroad, **products for garden care, decoration, protection and maintenance** for hobbyists and professionals.



Agriservice

is a point of reference for lovers of green areas, specialising in the **sale, repair, assistance and rental of gardening machinery and equipment**.

With extensive experience, it offers a wide range of products showcased in its spacious 600-square-metre showroom.

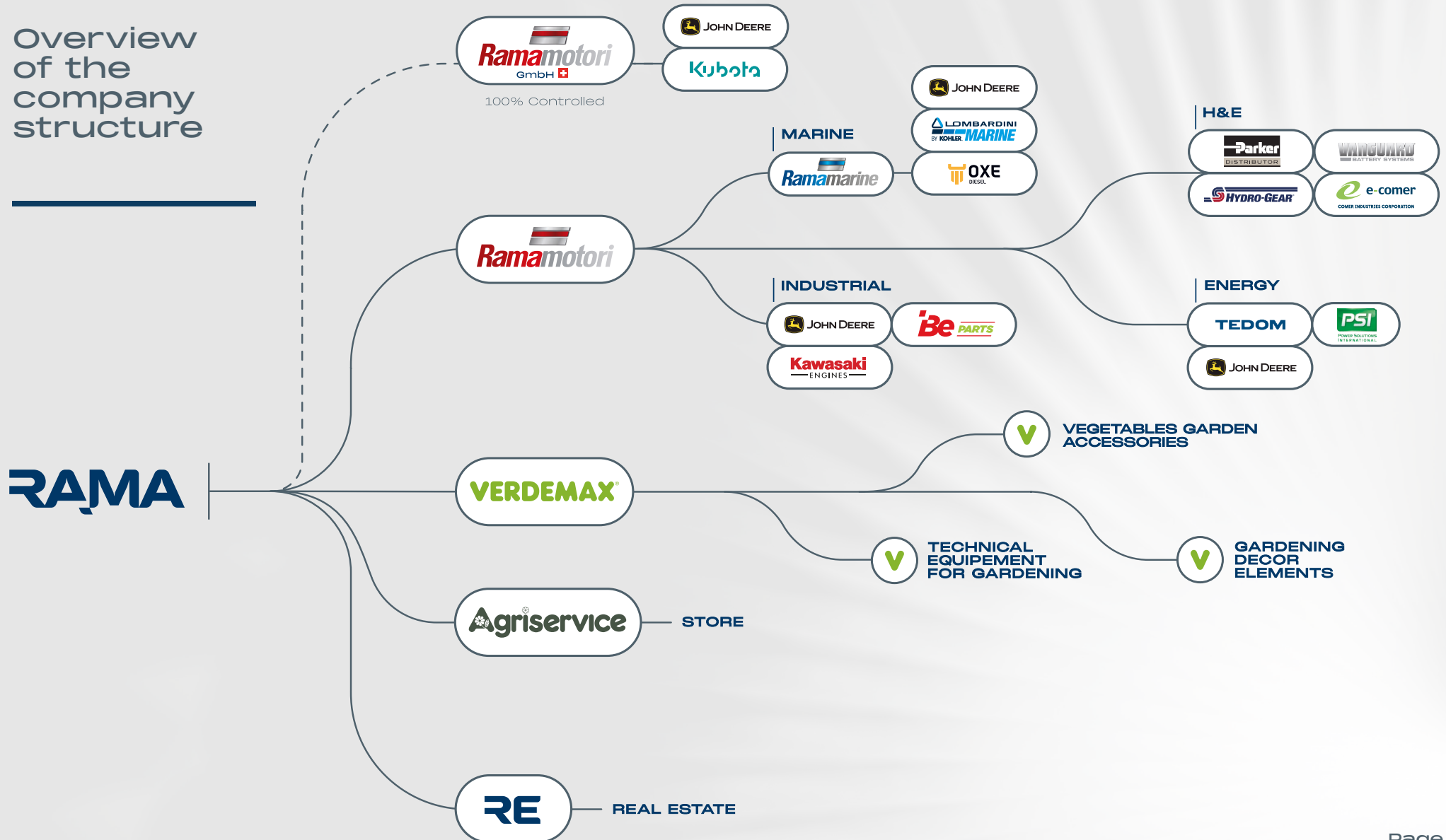


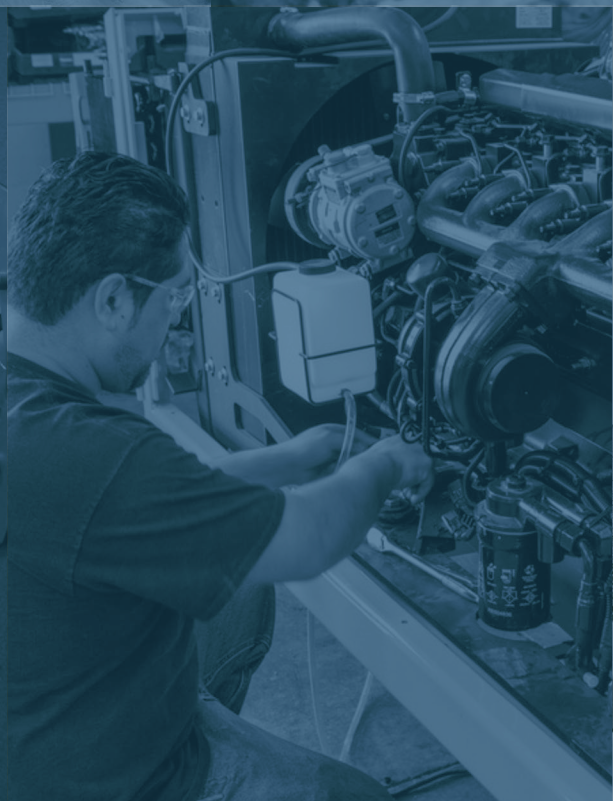
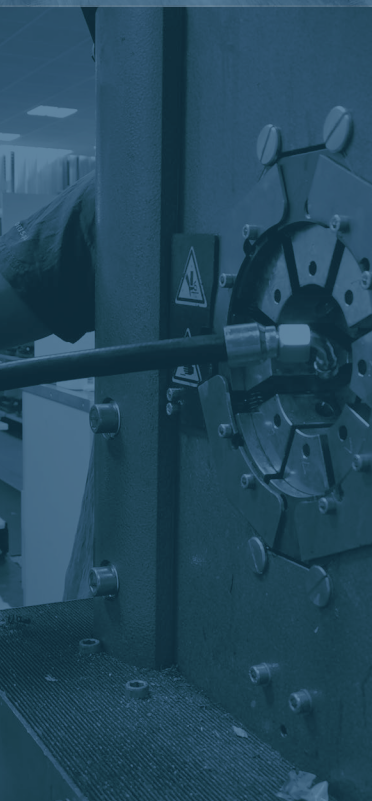
RE

stands for Real Estate. This Division oversees all the company's **real estate and property-related activities**.



Overview of the company structure





RAMA

Via Agnoletti, 8
42124 Reggio Emilia (ITALY)
Tel. +39 0522 930711
VAT IT01566180350

info@rama.it
rama.it