



Where **innovation** happens

<b>page 4</b>	About COBO
<b>page 6</b>	History
<b>page 10</b>	Key Figures
<b>page 12</b>	Global Presence
<b>page 16</b>	Vision, Mission, Values
<b>page 18</b>	Social Sustainability
<b>page 20</b>	Corporate Structure
<b>page 24</b>	Operations and Services
<b>page 26</b>	Markets
<b>page 32</b>	Sectors
<b>page 34</b>	Product Ranges
<b>page 38</b>	Competitive Advantages
<b>page 40</b>	Customer Portfolio
<b>page 44</b>	Certifications and Approvals
<b>page 46</b>	Awards and Partnerships

**We simply make  
machines more  
effective**

**COBO is the benchmark in the design, development, manufacture, and marketing of technological components and integrated solutions for specialized sectors such as agricultural, earthmoving, lifting, and construction machinery, vehicles for ecology, industrial applications, and the two-wheeler market, serving major global manufacturers in these and many other sectors.**

COBO goes beyond the role of supplier to become a reliable strategic partner that can handle the design complexity of the business on an ongoing basis. The synergy between COBO's expertise and its customers materialises in unique, sleek, and groundbreaking solutions that stand out in the market, as COBO services are not limited merely to supplying a product.

# Innovation has been our beacon for over **75 years**

**1940-50**

## **Ignite Innovation**

Two technicians, founders of the company, design and develop the first example of an electrical device for switching vehicle lights - the "Telecambioluce" - thus, pioneering current relays. Additionally, the first rear light is born, the first of COBO's extensive range of lighting devices.

Since then, dreams and especially ideas have never ceased to materialise into solutions that consistently promote new technologies.

**1960-70**

## **Looking Forward**

COBO envisages the new regulations on the type approval of vehicle fleet. It changes its corporate structure with the current ownership, and the management is reorganised. It focuses on four key markets: Industrial Trucks and Trailers, Agricultural Machinery Earthmoving Machinery, and Forklifts.

Specialisation in technologically challenging fields generates valuable and highly innovative know-how that can be applied across all market segments.

**1980-90**

## **Seeking New Competencies**

The strategic acquisition of companies to design and manufacture components, initially mechanical and then electronic parts, broadens the company's expertise. During these years, the signalling flasher was introduced, an iconic product for which COBO still holds a significant market share.

Deeply-rooted tradition and high technical expertise, combined with integral monitoring of the entire production cycle, are the elements that make COBO stand out and determine its success.

**2000-10**

## **Conquering International Markets**

COBO consolidates its growth by expanding its global presence. In addition to opening a production branch in the United States, branches in China, Romania, Australia, France, Germany, and Brazil follow. India will join them afterwards.

Being alongside customers in their target markets means providing a more timely and flexible service. In this way, we can also share future challenges as real partners and not just as simple suppliers.



# 20

## Aiming for the Future

COBO expands its offering with customizations and advanced services in vehicle architecture.

It adopts innovative technologies such as IoT, AI, machine learning, automation, and remote control in the mobility and agrifood 5.0 sectors. It stimulates the market with integrated expertise and systems, also in the field of digitalization.



## Products

**+70,000**

different codes of finished products offered

**32**

product ranges

**+80%**

export sales

The Value  
of our figures

## People

**+1,500**

employees

**+25%**

specialized engineers or technicians

**+20**

years average seniority

## Projects

(in the last 5 years)

**+500**

new development projects

**+10,000**

product customizations

**+4,000**

customers served

## Plants

**11**

production plants worldwide

**5**

technical/commercial branches

**+75**

nations served

**We are  
the landmark  
everywhere  
in the world**



## Italy

### HEADQUARTERS

C.O.B.O. SpA - Leno (BS)

### PLANTS

Bagnolo Mella (BS) / Ghedi (BS) / Castelletto Sopra Ticino (NO)  
Cadelbosco (RE) / Montecchio (RE) / Chieti Scalo (CH)

## France

Ecuisses

COBO France Sarl

## Germany

Moers

COBO Deutschland GmbH

## Romania

Braşov

COBO International East Europe Srl

## USA

West Burlington, Iowa

COBO USA Co

## Brazil

Joinville

COBO Components  
Agrícolas e Industrias Ltda

## Australia

Stapylton

COBO Oceania Ltd

## India

Faridabad

COBO India Branch Office

## China

Guangzhou

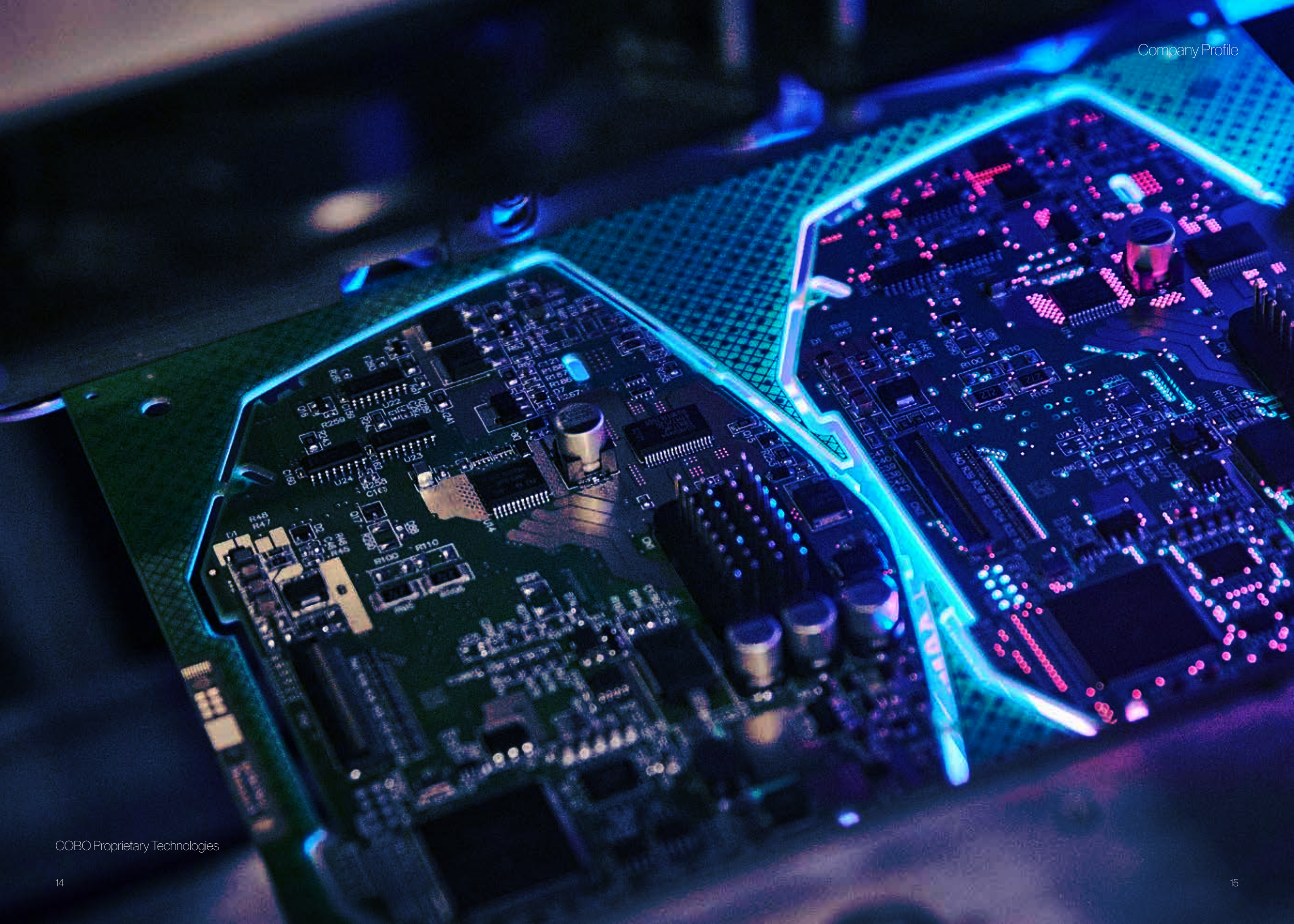
COBO (Guangzhou) Electronic  
Systems and Components Co Ltd

## South-East Asia

Hong Kong

COBO Asia Ltd









# VISION MISSION VALUES



## VISION

We aspire to a world where the interaction between technology and human beings in machines that provide support to work is made increasingly accessible and productive through our solutions.



## MISSION

We are a strategic partner for our customer throughout the entire product life cycle, as we professionally provide a dedicated service and specialized turnkey offerings.



## VALUES

We believe in innovation while respecting tradition, striving for excellence to add value to people, companies, and the environment. Trust and professional growth are central to our human relationships.



# Social and economic sustainability at the service of human well-being

COBO integrates the concept of quality of life into its projects, thus linking technology to the well-being of users. We are committed to promoting the health, well-being, and acquisition of new skills of our collaborators. The Code of Ethics we embrace supports values for long-term growth and positive impacts on the communities in which we operate.

COBO has initiated a sustainability journey to measure, monitor, and report the ESG (Environment, Social, Governance) impacts generated by the company.



# Every person plays their part to bring innovation to life

COBO is internally organized to integrate technical and production knowledge, and ensure reliability. The vertical organization of departments has optimized processes in terms of capacity, speed, and flexibility.

Investments in intellectual property and constant interaction with customers and the market ensure high-performing results that anticipate market trends.

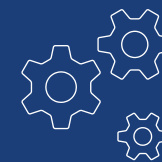
## Key business departments



Advanced Engineering  
**(AE Dept)**



Research and Development  
**(R&D Dept)**



Process Engineering  
**(PE Dept)**



Test Laboratories  
**(LAB Dept)**



Logistics and Production  
**(LGS & PP Dept)**



Quality and After-Sales  
**(QM Dept)**



Marketing, Sales and  
Communication  
**(MKT & SD Dept)**



Human Resources, Health,  
Safety and Environment  
**(HR & HSE Dept)**

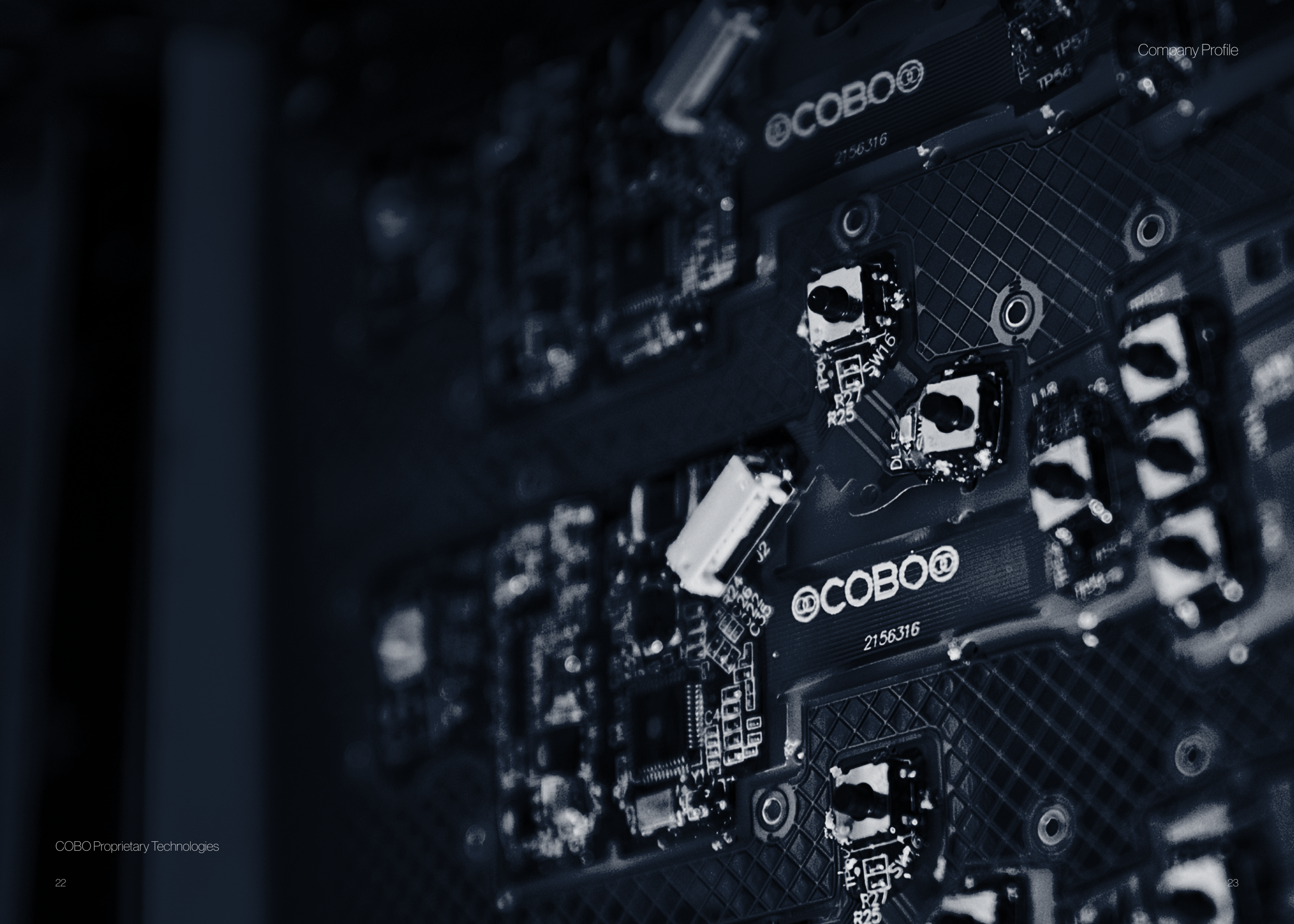


Environment, Social,  
Governance  
**(ESG Dept)**



ICT &  
Systems and Processes  
**(ICT and S&P Dept)**









**We bring  
innovation in  
every machine**

**COBO becomes one with our customers' technical structures, and offers consultancy and comprehensive support at every stage of the project: Proposal, Conception, Development, Engineering, Production, and After-Sales.**

It offers a wide range of products and services by making the most out of the latest frontiers, from Artificial Intelligence to Digital Twin.

COBO carefully plans investments, including long-term ones, and consolidates partnerships with some of the most prestigious research institutions.





**The  
innovator**  
that every industry  
requires

## Global OEMs



We research and apply the most innovative technologies so that you can create the best possible machines.

### COBO for Global OEMs Worldwide



Expertise and specialization to turn every request into a unique solution.

COBO creates customized solutions for global vehicle manufacturers by working closely with clients to ensure high performance through its development centres.

**The  
expert**  
that every industry  
requires

# Specialized OEMs



We have been recognized as a strategic partner for over 75 years.

## COBO for Specialized OEMs Worldwide



The partner that integrates technology and practicality in machines and processes.

COBO, a specialist in mechatronics, hardware, and software, helps vehicle manufacturers to introduce advanced technological innovations, even when they do not internally possess all the necessary specialist skills.





**The  
updater**  
that every industry  
requires

## Aftermarket & Distribution



We breathe new life into machinery with solutions and components ready to meet customers' needs.

### COBO for Aftermarket & Distribution



Extensive range, strong brand, and widespread market presence.

COBO offers retro-fit systems for upgrading a vehicle fleet with more advanced technologies, also available through the e-commerce channel. It provides connectivity services for remote monitoring and reporting.



# The right expertise in every sector

Over time, COBO has transformed sector needs into cross-functional solutions, spreading its knowledge across different industries to tackle present and future challenges.

## Main application sectors



**Automotive**



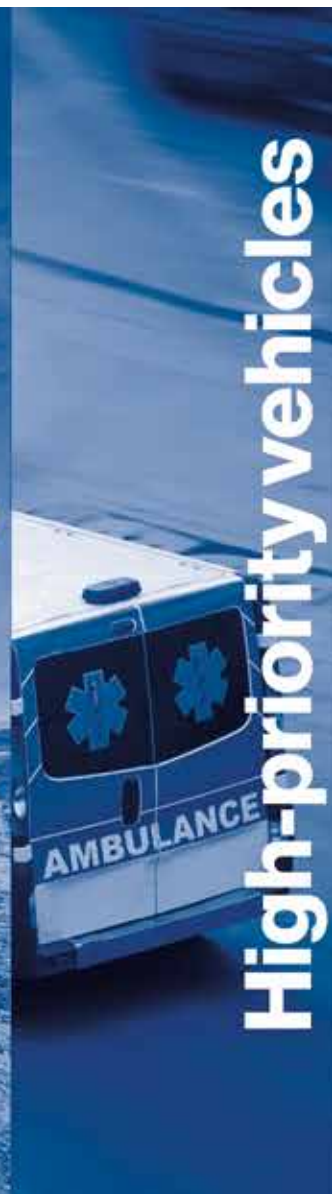
**Agriculture**



**Industrial**



**Earthmoving**



**High-priority vehicles**

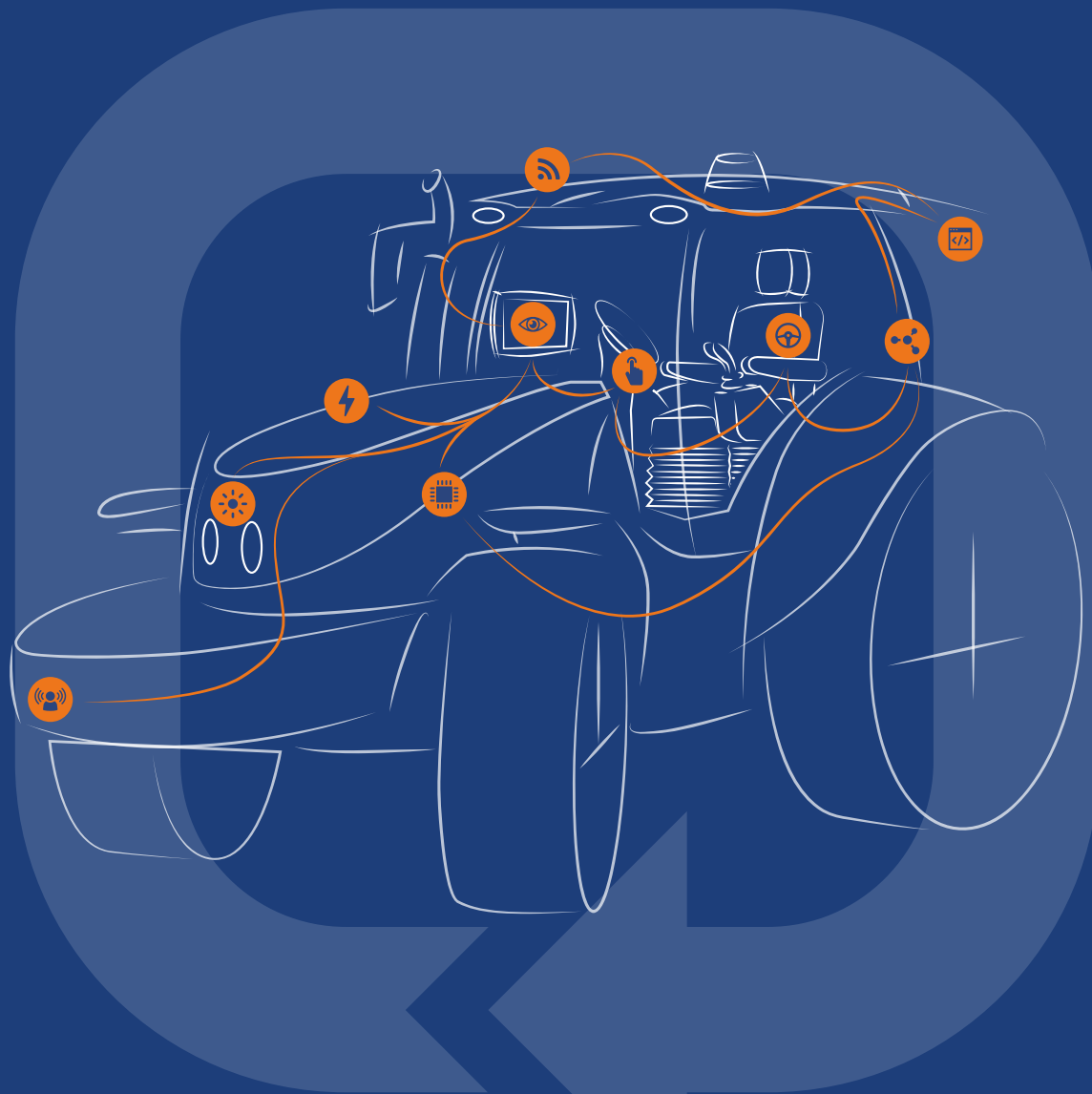


**Vehicles for ecology**



**Marine**





**The comprehensive  
system for every  
application**

Our products



## Main product ranges



Wiring



Coding



Sensing



Processing



Driving



Controlling



Informing



Lighting



Powering



Monitoring









# COBO

## distinctive factors

### Reliability

Financial robustness as a decision-making accelerator.

### Fast and flexible processes

Small and large numbers thanks to the control of the entire development and production chain.

### Customer intimacy

Winning lever for a competitive and successful partnership.

# Each customer, a relationship of trust

AGCO GROUP/ ANTONIO CARRARO SPA/ ARAG/ ARGO TRACTORS SPA/ CARRARO SPA/ CLAAS TRACTOR SAS/ CNH INDUSTRIAL/ ENERGREEN SPA/ ESCORTS KUBOTA LIMITED/ ETESIA/ GUARESI SPA/ JOHN DEERE GROUP/ KUBOTA BAUMASCHINEN GMBH/ M.T.S. SRL/ MASCHIO GASPARD SPA/ MAZZOTTI SRL/ PRINOTH/ SAME DEUTZ-FAHR ITALIA SPA/ SENNEBOGEN/ STIGA/ BARIN SRL/ BRIEDA / CELA SRL/ CTE SPA/ DIASTECA SRL/ HAULOTTE GROUP/ HINOWA SPA/ ISOLI SPA/ LGMG/ LINGONG HEAVY MACHINERY CO. LTD/ MANITEX VALLA SRL/ MULTITEL PAGLIERO SPA/ PLATFORM BASKET SRL/ ROSENBAUER / AJAX ENGINEERING PVT LTD/ AMMANN/ ATLAS COPCO AB/ AVANT TECNO OY/ BAUMANN SRL/ CATERPILLAR/ CNH INDUSTRIAL/ FAYAT GROUP/ HITACHI/ HYUNDAI DOOSAN INFRACORE/ ISEKI/ ITALCAB SPA/ JCB/ KOMATSU/ LIEBHERR/ MECALAC/ SAMPIERANA SPA/ SCHAEFFER MASCHINENFABRIK GMBH/ TENNANT/ VOLVO CONSTRUCTION EQUIPMENT/ WACKER/ WIRTGEN/ YANMAR/ AUSA CENTER SLU/ CARMO SRL/ DAIMLER TRUCK AG/ DIECI SRL/ FASSI GRU SPA/ HYVA / JEKKO SRL/ JMG CRANES SPA/ KONECRANES/ LOCATELLI CRANE SRL/ MAGNI TELESCOPIC HANDLERS SRL/ MANITOU GROUP/ MERLO SPA / OFFICINE MINELLI SRL/ SCANRECOFABER SRL/ TOBROCO MACHINES BV/ ATA SRL/ AVIOGEI AIRPORT EQUIPMENT SRL/ EINSA - EQUIPOS INDUSTRIALES DE/ GOLDHOFER AIRPORT TECHNOLOGY GMBH/ SIMAI SPA/ TLD / IVECO/ NISARG ENGINEERING PRIVATE LIMITED/ RAMPINI CARLO SPA/ SCATTOLINI SPA/ VOLKSWAGEN/ DOTTO SRL/ DUCATI MOTORHOLDING SPA/ KTM/ MAHINDRA & MAHINDRA/ ME GROUP SRL/ OPACMARE SRL/ PIAGGIO GROUP/ POLARIS/ TRIUMPH MOTORCYCLES/ CARGOTEC/ COMBILIFT LTD/ CVS FERRARI SPA/ GODREJ & BOYCE MFG. CO LTD/ HYSTER-YALE/ JLG/ KION GROUP/ MAFI TRANSPORT-SYSTEME GMBH/ MARTINI E DURANTI SRL/ MONTINI & C. SNC/ MORA SPA/ NACCO/ PEDOL F.LLI SPA / TERBERG BENSCHOP BV/ TEREX GROUP/ TOYOTA/ ARQUUS/ GENERAL DYNAMIC EUROPEAN LANDS./ NEXTER SYSTEMS/ NIMR AUTOMOTIVE LLC/ TEKNE SRL/ URO VEHICULOS ESPECIALES SA/ AEBISCHMIDT/ BAIBRESCIA ANTINCENDI/ BERGMANN MASCHINENBAU GMBH & CO KG/ BITIMEC SRL/ BUCHER MUNICIPAL SIA/ BUSI GROUP/ COMAC SPA/ DULEVO INTERNATIONAL SPA/ EUREKA SPA/ FAE GROUP/ HAKO GMBH/ ING. O. FIORENTINI SPA/ IP CLEANING SRL/ KAERCHER/ NILFISK/ P.M.E. ELETTROTECNICA SRL/ RCM SPA/ TECNOINDUSTRIE MERLO SPA/ TIMAN AS/ MORO ARATRI SRL/ AGCO GROUP/ CELA SRL





# We pursue the highest standards

## CERTIFICATIONS AND APPROVALS

Customer satisfaction is COBO's priority. That is why it designs, develops, and manufactures its products and services in full compliance with applicable international regulations and standards.



COBO PRODUCTION SYSTEM

## QUALITY SYSTEM

**WCM**

World Class Manufacturing

**ISO 9001**

Quality Management System

**ISO 14001**

Environmental Management System

**ISO 45001**

Health & Safety Management System

**IATF 16949**

Automotive Quality Management System





# Awards and Partnerships



## MAIN AWARDS AND RECOGNITIONS

- Enovitis Technology Innovation Award 2023
- Eima International Technical Innovation Award 2022
- Recognition for "Technological Innovation" 2021 by Coldiretti
- Recognition for "Highest Commercial Reliability" 2020 by Cribis
- China Awards 2016
- Italian Mechatronics Award 2015



## MAIN PARTNERSHIPS

- University of Brescia
- UNIMORE - University of Modena and Reggio Emilia
- Polytechnic University of Milan
- University of Parma
- CNR - National Research Council
- INAIL - National Institute for Insurance against Accidents at Work



## MAIN ASSOCIATIONS

- FederUnacoma - National Federation of Agricultural Machinery Manufacturers
- AEF - Agricultural Industry Electronic Fundation
- UNACEA - National Union of Construction Equipment & Attachments Companies
- IDEAgri - Network for the Digital Evolution of Farming Machinery
- ANFIA - National Association of the Automotive Industry Chain
- Tecnopolo Reggio Emilia - High Technology Network of Emilia Romagna





The **future** in the **tradition**

[www.cobogroup.net](http://www.cobogroup.net)

[info@cobogroup.net](mailto:info@cobogroup.net)

Concept & Production: Vittoria Comunica



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**C.O.B.O. SpA**

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