

**@oram<sup>®</sup>**

by **HPARTS**  
Automotive Solutions

QUALITY AND SERVICES FROM ANOTHER WORLD

a f t e r m a r k e t

**The awareness  
of always being up  
with the customer's  
expectations**



**is the  
stimulus  
and strength  
of the Company.**

Coram is a company specialized in the production of spare parts for cars and currently represents an international landmark for the sector.

In continuous growth, Coram is committed to satisfying the market demands by offering high-quality products and working for innovation and technological development.

Headquartered in Cavour, in the province of Turin, the current structure of the Company reaches a total area of 6000 m<sup>2</sup>.



# Company





coram

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# HPARTS

Automotive Solutions

company profile

# HPARTS

Automotive Solutions

Holding Parts, a large company operating in the Automotive Aftermarket that concentrates successful companies with a great international focus, has recently acquired Coram; a new challenge that will lead to the Company's growth and the improvement of production logistics, commercial, and distribution modality already consolidated.

**Coram**® "AIR TOP ITALIA" 

140000 m<sup>2</sup>

A cutting-edge structure for the design, production, and storage of products allows Coram the necessary dynamism to meet customers' different requirements, even of the most demanding ones.

Automated vertical warehouses make it possible to speed up goods' preparation, effectively optimizing order delivery times.



# History

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Alessandro Rosso founds the Coram and starts the production of stub axles repair sets.

In accordance with the market demands, Coram starts the production of clutch release bearings.

New types of items are introduced in its range: wheel bearings, hubs, belt tensioners, universal and tripod joints.

Coram begins to use, as components of its own clutch release bearings, bearings produced and designed in-house instead of industrial bearings.

The Company obtains the UNI EN ISO 9001 quality management system certification issued by Det Norske Veritas (DNV).

Structural expansion: new storage area of 1000 square meters, for a total floor area of 4000 m<sup>2</sup>.

Installation of automatic vertical warehouses in order to improve the services provided to customers.

New Partnership with Inforicambi. The database is always updated useful to cross-share the corresponding original spare parts and/or Aftermarket. Every information is completed through technical and visual details.


Coram celebrates 40 years in business with a new corporate image: a new logo, a new packaging, and a new style.

Acquisition by the HPARTS group.

# Products

Clutch release bearings, belt tensioners, pulleys, distribution and auxiliary transmission kits, wheel bearings and hubs, a wide assortment of universal joints, tripod joints and shock absorber bearings: Coram's product range becomes progressively richer and covers 95% of the circulating fleet in Europe.





The wide range of Coram products is in continuous diffusion and its demand is increasingly significant because they represent a reliable and qualitatively excellent spare parts alternative. This is due to the high quality of its production and to the meticulous attention that the Company dedicates to every single type of product.

**In particular:**



# 1

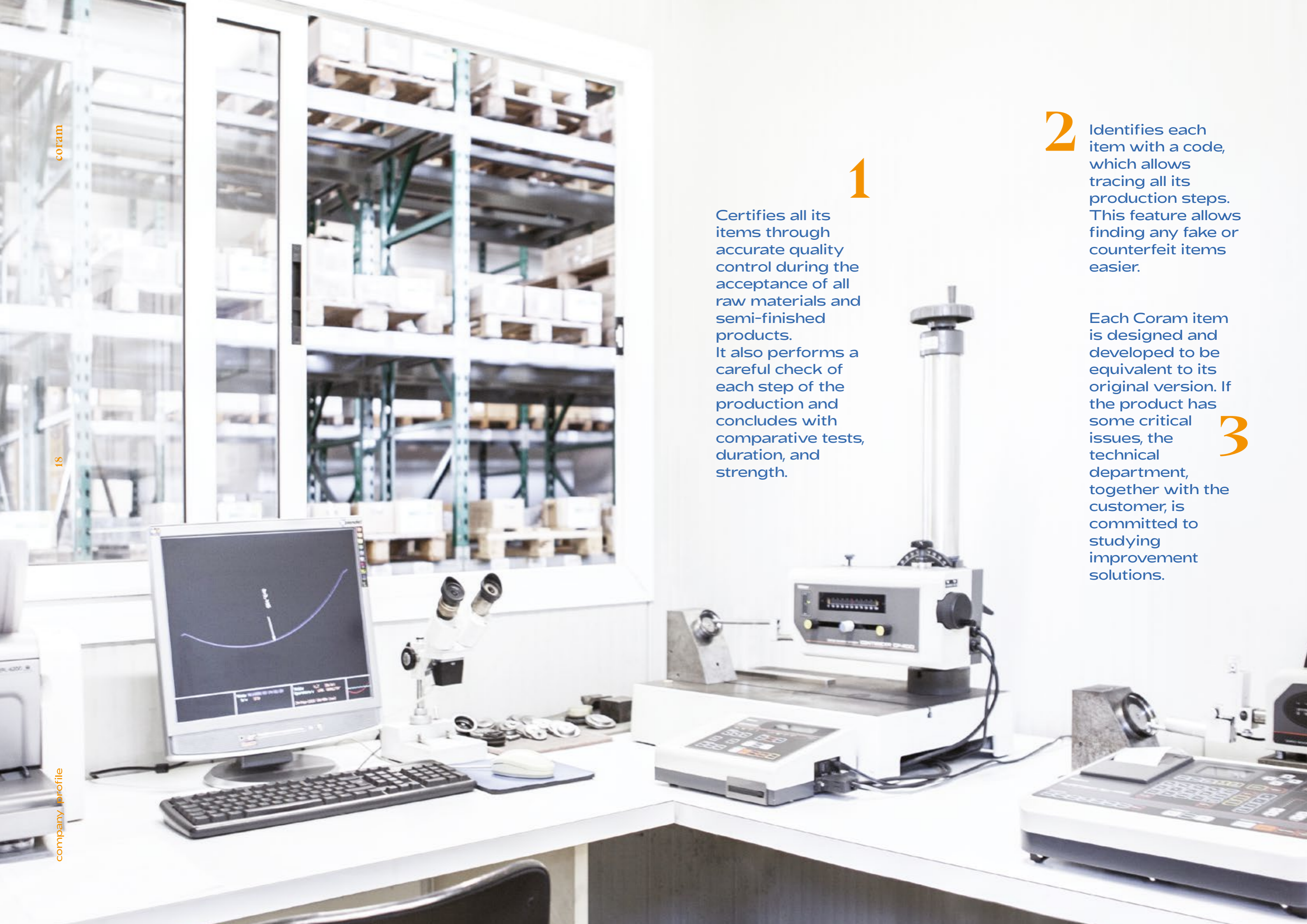
Certifies all its items through accurate quality control during the acceptance of all raw materials and semi-finished products. It also performs a careful check of each step of the production and concludes with comparative tests, duration, and strength.

# 2

Identifies each item with a code, which allows tracing all its production steps. This feature allows finding any fake or counterfeit items easier.

# 3

Each Coram item is designed and developed to be equivalent to its original version. If the product has some critical issues, the technical department, together with the customer, is committed to studying improvement solutions.



Thanks to the experience and much feedback received from partners, Coram offers its customers alternative, reliable, and specific solutions suitable for any need.



A wide range of excellent quality products is combined with a fair relationship with the price: Coram's goal is to provide 360-degree customer satisfaction.

In the process of developing new items, Coram uses cutting-edge software and design programs such as Solid Works 3D, which allow rapid analysis and identification of possible critical issues.

Since 1996, Coram began using its bearings instead of industrial bearings as a clutch release bearings component. Thanks to its high-quality products, it supplies its clutch release bearings to the most important European clutch manufacturers.

Coram distributes its clutch release bearings for cars, trucks, and tractors to leading European manufacturers carrying out numerous quality tests.

Coram's belt tensioners kits, consisting of belt tightener, pulley and belt, offer an ideal alternative for the integral replacement of all distribution components.

Quality and aesthetics merge to create a unique and 100% reliable piece: the Coram wheel bearing available in different variations meets all customer needs and requirements.

Coram's wheel hub range is a viable alternative for the most popular car models worldwide. Coram's silent shock absorber bearings guarantee improved driving quality and comfort.

A wide range of universal joints and tripod joints meets European and Asian car brands' needs.

Recently added to the Coram's production, the pilot bearings guarantee a high level of performance thanks to the numerous tests they are subjected to.

**Coram**  
is the  
supplier  
of the  
most  
prestigious  
companies  
in the  
industry  
worldwide.

coram

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company profile

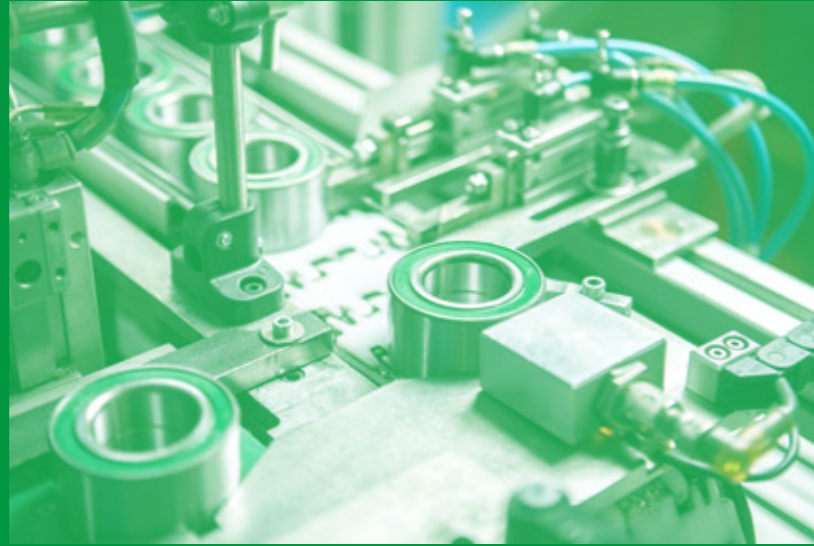
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- Pakistan
- Peru
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- Poland
- Portugal
- Czech Republic
- Republic of South Africa
- Togolese Republic
- Romania
- Russia
- Serbia
- Slovenia
- Spain
- United States of America
- Sweden
- Switzerland
- Tunisia
- Turkey
- Uae
- Hungary
- Uruguay
- Venezuela

# Values

## CONTINUOUS SEARCH FOR A SUPERIOR QUALITY

The products' quality is subject to numerous and strict tests already starting from the acquisition phase of raw materials, semi-finished products, components, or finished products. All production and assembly stages are guaranteed through accurate checks thanks to precision instruments up to the final testing on the latest generation test benches.





## TRANSPARENCY

Thanks to the clarity and transparency of its operating procedures, Coram is able to create a trustful relationship with its customers and to converse with them to fully satisfy them.

For over forty years, Coram has been offering its customers professionalism, availability, competence, and seriousness. Because of these peculiarities, the leading European and worldwide brands of the sector have decided to collaborate with the Company.

## EXPERIENCE



## DYNAMISM

With lessons dictated by experience and consolidated professionalism over time, Coram looks towards the future, always keeping up with the times and offering its customers cutting-edge solutions. Coram thus pursues a production growth strategy based on the combination of innovation and quality.



# Fields of application

AUTOMOBILES  
AND  
COMMERCIAL  
VEHICLES  
*AGRICULTURAL  
AND EARTH  
MOVING  
EQUIPMENT*



280 CAR CLUTCH RELEASE BEARINGS COVER MORE THAN 3,000 APPLICATIONS, WITH AN ANNUAL PRODUCTION OF MORE THAN 1,000,000 PIECES.



# AUTOMOBILES AND COMMERCIAL VEHICLES

500 DISTRIBUTION AND AUXILIARY TRANSMISSION BELT TENSIONERS FOR MORE THAN 10,000 APPLICATIONS, MORE THAN 600,000 PIECES PRODUCED, DISTRIBUTED, AND MARKETED. NOW AVAILABLE ALSO IN KIT WITH DAYCO BELT.

400 BEARINGS AND WHEEL HUBS COVERING 90% OF THE CIRCULATING CAR FLEET, ITEMS ALSO AVAILABLE IN COMPLETE KITS WITH ACCESSORIES.



Wheel Bearing Kit



Distribution and Auxiliary Transmission Belt Tensioners



Timing Belt Kit

CLUTCH RELEASE BEARINGS AND JOINTS  
DESIGNED WITH THE LEADING ITALIAN  
MANUFACTURERS OF AGRICULTURAL  
MACHINERY. RELIABLE TO THE POINT OF  
HAVING A RETURN RATE EQUAL TO 0 (PPM).

# AGRICULTURE AND EARTH MOVING MACHINERY



### Universal Joints



### Tripod Joints



Tractor Clutch  
Release  
Bearings

## ONLINE CATALOG

It is possible to consult the wide range of Coram products directly on the continuously updated online catalog.

## WIDE RANGE

Coram offers a complete selection of products for all major automotive worldwide brands.

# Services

## ASSISTANCE

Coram is committed in meeting the demand of the Original Equipment and it is present in the Italian and international Aftermarket as well. Customer service remains a fundamental prerogative of the Company, following its partners step-by-step, proposing customized solutions.

## CUSTOMIZING

Reaching minimum production batches, Coram offers the possibility to customize all items with the customers' brands.



## SHIPPING

100% of the order is delivered within ten business days.



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company profile

