



TERRANUOVA BRACCIOLINI, ITALY, MAY 29<sup>TH</sup> 2025

**FIMER, WITH MCLAREN APPLIED, CONTINUES ITS RELAUNCH JOURNEY WITH STRATEGIC INVESTMENTS AND NEW INITIATIVES**

**Several actions driving the brand's relaunch: product investments, new certifications, enhanced after-sales service and engaging events with partners who keep believing in us**

Following the acquisition by the McLaren Applied group earlier this year and its recent participation in Intersolar 2025, **FIMER** is moving forward with determination on its relaunch plan, strengthening the brand through a series of concrete initiatives that support both business goals and the trust of its Partners.

Among recent developments, FIMER has officially joined the Italian **ANIE Federation**. Within the Confindustria system, ANIE represents over 1,100 high and medium-high technology companies active in the electrical engineering and electronics supply chains and industrial general contractors. Through this membership, FIMER becomes part of a network of strategic players that make cutting-edge technologies available to Building, Energy, Industry and Infrastructure markets - a significant step forward in the company's mission to promote innovation and drive the energy transition.

The company is also investing in product innovation, new certifications, service enhancements, and activities to engage with its commercial network.

**Technology and Sustainability are at the Core of our Offering**

FIMER continues to focus on technologically advanced solutions: high-efficiency inverters, scalable storage systems and intelligent digital platforms, designed to ensure excellent performance, flexibility and sustainability in residential, commercial-industrial and large-scale applications.

Special focus on the **Power Platform** for residential applications, including **PowerUNO** (single-phase), **PowerTRIO** (three-phase) inverters and the modular storage system **PowerX**: perfectly integrated solutions to offer the Customer greater autonomy, savings, and control.

**PowerUNO** and **Power TRIO**: the inverters are designed for both new installations and retrofits. Compact, elegant, and scalable, they are available in different power ratings (2.0–6.0 kW PowerUNO, 4-10,0 kW PowerTRIO), easy to install (Plug&Play connections) and equipped with smart connectivity (Wi-Fi, Ethernet, App, Aurora Vision® portal). They feature built-in AFCI (arc fault detection) for enhanced safety.

**PowerX**: with a total capacity of up to 30 kWh, expandable any time according to the user's needs, it is the storage system designed to maximize the self-consumption of any kind of home.

In particular, **PowerUNO** and **PowerX** are **available to be ordered** and have obtained the **TÜV Rheinland certification**, a widely recognized symbol of quality and safety.



## Enhanced Services and Local Presence

Alongside the relaunch of its product portfolio, FIMER has strengthened its after-sales service. A new dedicated call center has recently been launched in **Germany** thanks to a strategic partnership with a local Service Partner. The same model will soon be replicated in the **United Kingdom**, aiming to provide an increasingly widespread and timely technical support

## A Strategic Focus on Partners, Local Footprint, and Market Proximity

Finally, the dialogue with Partners continues through the participation in events organized by leading Italian distributors and by opening the Terranuova Bracciolini manufacturing plant to technical visits. An opportunity to show our industrial processes, technological innovation and strong commitment to quality and sustainability.

With these actions, FIMER reaffirms its commitment to rebuilding trust, generating value for all stakeholders, and concretely contributing to the energy transition.

## About FIMER

**FIMER** is a brand owned by **MA Solar Italy**, affiliated of the **McLaren Applied group** and one of the main global manufacturers of renewable energy solutions. The Company, specializing in the production of solar inverters, offers a wide range of solutions for any application. With local training centers and two production sites, one in Italy and one in India, FIMER is close to its customers in the ever-evolving dynamics of the energy sector. For further details visit our website [www.fimer.com](http://www.fimer.com) and follow us on our social media channels:



### For more information:

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## About McLaren Applied

Over three decades in F1 and other cutting-edge motorsport has given **McLaren Applied** world-leading expertise in electrification, connectivity, control and analytics. This expertise is applied to the motorsport, automotive, transport and mining sectors, delivering technologies with real-world benefits at scale. Our peoples' expertise coupled with our technology and agility is pioneering a more sustainable, intelligent and connected future. Learn more at [www.mclarenapplied.com](http://www.mclarenapplied.com)