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**Iacobucci HF Group and BMW Group DesignworksUSA continue to redefine the premium on-board aviation experience with the introduction of innovative Iacobucci HF Galley Cart**

**March 27, 2012, Hamburg…**Continuing a successful collaborative partnership which has already resulted in the launch of the new Iacobucci HF VIP Seat, today Iacobucci HF Electronics S.p.A and DesignworksUSA revealed the Iacobucci HF Galley Cart which draws together structural optimization, a wide array of options for customization, and industry-leading weight saving attributes to deliver a superior passenger and user experience.

“Traditional galley carts used in the cabin resemble the rugged, battered cargo that’s loaded beneath the aircraft, and do little to create a welcoming station for passengers to choose their meals or perhaps shop for duty free,” says Laurenz Schaffer, President, BMW Group DesignworksUSA. “For the new Iacobucci HF Galley Cart, we’ve brought the style, fit and finish that customers expect to find in premium environments at home to enhance their on-board experience,” Schaffer continues.

“With DesignworksUSA, Iacobucci HF is introducing new products which build upon my company’s founding principles of integrity, commitment, innovation, and quality together with valuable insights, intelligence and future perspectives,” says Lucio Iacobucci President and CEO of Iacobucci HF. “I am very proud of the new Iacobucci HF Galley Cart, and am confident it meets the rigourous demands of weight saving, functionality and robustness to ensure its useful application aboard aircraft around the world for many years to come,” Iacobucci continues.

Iacobucci HF prides itself on solving the needs of customers, and through intelligent modular design, the Iacobucci HF Galley Cart offers an exceptional level of customization. The lightweight galley cart utilizes composite materials and an overall reduction of parts to radically reduce weight while providing a premium passenger experience on long-haul aircraft. The modular design permits customization for multiple specifications and sizes, individual corporate branding, and duty free shopping experiences.

From the perspective of the user, the Iacobucci HF Galley Cart is equally appealing as it delivers ease of use, good ergonomics, and workflow efficiency at all points of the supply chain. Together with its excellent agility and maneuverability, the Iacobucci Galley Cart enables the flight attendant to focus on the passenger, and to deliver the airline experience with good service and hospitality.

Quality is the backbone of Iacobucci HF’s identity, and this is reflected in the craftsmanship and build quality of the Iacobucci HF Galley Cart. Robust and dependable, the Iacobucci HF Galley Cart exudes the timeless ability to remain fresh and presentable throughout its lengthy anticipated life in service.

**About BMW Group DesignworksUSA**

DesignworksUSA is a creative consultancy that’s been driving innovation for forty years. Acquired by BMW Group in 1995, DesignworksUSA enables its parent company as well as internationally-renowned clients outside the automotive industry to grow their businesses through a portfolio of creative consulting services. With clients including Coca Cola, Dassault Aviation, Embraer, John Deere, HEAD, HP, Microsoft, Siemens, Intermarine, and Varian Medical Systems, DesignworksUSA is deeply immersed in a broad cross-section of industries. Combining cross-fertilized knowledge with strategic long-term perspectives and global context provided by studios in Los Angeles, Munich and Singapore, DesignworksUSA draws upon its unique and vibrant resources to create the future. Later in 2012, DesignworksUSA will celebrate the opening of a new studio in Shanghai, its first such facility in mainland China. [www.designworksusa.com](http://www.designworksusa.com)

**About IACOBUCCI HF Group**

IACOBUCCI HF is a worldwide leader, manufacturer and supplier of galley inserts. With over 30 years of experience and a focus on research, development, and a customer oriented approach, IACOBUCCI HF represent the excellence in innovation, engineering, certification, quality manufacturing and design for commercial and business aviation of Espresso Machines, Coffee Makers, Water Heaters, Trash compactors, trolleys and seats. With headquarters in Ferentino, Italy and industrial sites in Lecce and Patrica (Italy) and Elchingen (Germany), IACOBUCCI HF Group boasts experienced Catia industrial designers, highly skilled engineers, qualified craftsman who conceive and create state-of-the-art products achieving success as an industry supplier in the electrical area of the galley and beyond. As proof of recognition for its high end quality and reliability products and its top class customer support, makes it the favorite choice among elite Airlines and private jet customers throughout the world.

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