



## Media information

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### Momo Returns To New Zealand

One of the world's most recognised racing and performance automotive brands is making a return to New Zealand.

Momo of Italy has signed with leading New Zealand auto accessory experts Griffiths Equipment to exclusively distribute its exclusive product range in this market.

"It's a fantastic coupe for us – Momo is probably the best-known product brand in the automotive world," says Peter Griffiths, Managing Director of Griffiths Equipment Ltd.

"We are currently finalising the Momo range that we expect to carry in New Zealand as apt of our re-launch programme, but it will revolve around their most recognisable products, such as steering wheels, pedal kits, gear shift knobs, racing seats and racing suits.

"They will be divided into two distinct product groups: those targeting the race customers; and products aimed at performance and Fast Fours customers."

Mr Griffiths says talks are also being held with a number of retailers around the country and he expects the Momo range to be taken up a very select group of 15 stockists who will have to adhere to the strict criteria laid down for the exclusive brand.

Momo was established in Italy during the 1960s and its fortunes grew with the success of the Ferrari racing team, to which it supplied products. The company's very first product was a steering wheel, made for a friend of the owner, Giampiero Moretti, who raced his own cars – the wheel was smaller than standard wheels of the time and it featured a large handgrip that helped to make the car easier to handle.

The steering wheel attracted much attention from other racing drivers, including John Surtees who ordered one for his Formula One Ferrari. Surtees won the world championship that year and the fledgling steering wheel company found itself swamped with orders, leading to the setting up of a factory in Verona under the new brand name of Momo (from the initials of its owner Moretti and the famous Monza racing circuit). The first order from the new factory came from Ferrari, which fitted them to all its racing cars.

Almost five decades later, Momo steering wheels and other performance products are used by racing drivers around the world, from track to rally and its popularity has also spread to road-going cars.

Here in New Zealand, Momo has become a firm favourite with motorsport participants and performance car owners, in spite of distribution difficulties in recent years.

Mr Griffiths says his company is well established and has the expertise and back-up to be able to do the Momo brand justice in New Zealand.

"I think Momo has now found its true home in this country," he adds.

Details of New Zealand Momo stockists can be found on the [www.Momonz.co.nz](http://www.Momonz.co.nz) site.

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Photo Caption:

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