



**EICMA-MILANO**  
**66°International motorcycle exhibition**

**MTECH PRESENTS THE NEW 2009 COLLECTION**  
**PAD 18 BOOTH C75.**

At the EICMA exhibition held in Milan-Rho, November 4-9, 2008, **MTECH Spa**, the technical motorcycle apparel division of the Mastrotto Group, presents the 2009 collection of its motorcycle protective clothing.

The 2008 represents for the Italian firm, located in Arzignano (VI), a year of complete change starting with the new leading management working to strategically position the brand among the first three manufacturers of this industry in the Italian market.

The brand restyling with the related image, including the web site, is directly connected to the revolutionary evolution of the product, developed by a creative touch.

The 2009 leather collection takes advantage of the origin of MTECH, one of the main company's strengths, to satisfy RACING enthusiasts, (the Mastrotto Group – with over 50 years of experience in the tannery industry – provides a know how in terms of quality leather and state-of-the-art technology), it is with the same technology that **MTECH** communicates the new brand image focused on the **Touring** and sportive target audience.

Using outstanding quality raw materials, high safety standards and functionality for the best comfort, modern and stylish design made in Italy.

These are the elements that distinguish the 2009 collection able to satisfy not only the needs of 2 wheel "experts" but also enthusiasts who put attention to detail, tailoring cut and excellent fit first.

The **tailoring** is highlighted especially on the **Ladies range**, where the innovative stylish lines follow the female body by providing comfort, competitive look and incontestably feminine elegance

The 2009 collection is addressed to those searching for excellence and living the "bike" as a unique experience.

**Move to emotion**", this is the exclusive attitude of MTECH: a "multi sensory" journey, a collection of colours, images and emotions.

MTECH'S top of the range garments feature high-tech fabrics such as Schoeller's C\_Change, and By-cast pre-formed pads to give that sophisticated look.

The 2009 collection can be viewed at: [www.m-tech.it](http://www.m-tech.it)