

FICOSA reinforces its presence in social media with Twitter and Google+

These channels add to the already existing Facebook, Flickr and LinkedIn

Viladecavalls (Barcelona), 21st February, 2012.- Spanish multinational FICOSA reinforces its official presence in social media with Twitter and Google+. These tools complement the profiles in Facebook, YouTube, Flickr and LinkedIn launched in mid 2011.

FICOSA pages in Facebook and Google+ and the profiles in Twitter and LinkedIn will regularly post innovations and news about the group to its followers, people interested in the automotive sector, the new technologies in the field of vision and energy efficiency.

As a complement, YouTube and Flickr channels will host the audiovisual material related with the company through the media appearance of the management staff, its most innovating products and its facilities.

According to FICOSA's CEO, Xavier Pujol, *"social media are a very important communication channel to spread the innovation that is being developed in our company, our international focus and the present diversification process."*



About FICOSA

FICOSA is an industrial group based in Spain and a global leader in research, development, production and marketing of automotive systems and parts. Founded in 1949, the company, with headquarters in Barcelona (Spain), holds a team close to 8,000 employees and manufacturing plants, technological centres and offices located throughout 19 countries in Europe, North America, South America and Asia.

The Group invests 4% of its income in R&D, and operates one of the top technology development centres in Spain addressed to the automotive, electronics, energy and communications industries. FICOSA has positioned itself for the future as a world leader in electronic systems with a global and more diversified business agenda and an expanded added value product line.

More information

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