



University of Connecticut
School of Business

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Spett.le Motorstars
Alla c.a. del Sig. Francesco Bini
Via Ripa Inferiore, 20
41013 Castelfranco Emilia (Modena)
Italia

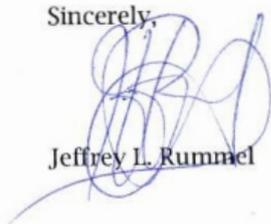
Dear Sig. Bini,

Thank you so much for organizing the tour for the students from the University of Connecticut and from Penn State University at Lamborghini and Ducati. They really enjoyed hearing from you about the history of the two companies and the chance to see the assembly lines in action.

I plan to bring another group of students to Florence next summer and hope that we can arrange another visit to Lamborghini and Ducati at that time. These two brands are so much a part of what the students know about Italy, and seeing the production and hearing about the challenges that these companies face in their markets made quite an impression on them. Students often assume that companies they have heard of are automatically successful without considering that making a company profitable is difficult even if it has a brand as strong as these two.

Again, thank you very much for helping to make this a successful learning experience for my class, and I know the students appreciate all you did to make the visits something they will remember for a long time.

Sincerely,



Jeffrey L. Rummel

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