



# Company profile.



**Your key partner  
for quality aftermarket solutions**







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## Our identity Tradition, Expertise, Innovation.

Dubhe is **one of Europe's leading players in the production and distribution of aftermarket** spare parts, with established expertise in commercial and industrial vehicles, including heavy trucks vehicles.

In Italy, Dubhe is the benchmark for spare parts dealers and repairers in the distribution of spare parts, with well-established expertise in **the engine, gearbox and differential segments**.

### “ A story of reliability and vision: growing alongside the aftermarket sector

Dubhe is the result of the merger of **Mec-Diesel S.r.l., C.E.I. “Costruzione Emiliana Ingranaggi” S.p.A.** and **Lema S.r.l.**, three long-standing companies that have been operating in the aftermarket sector for over 50 years.

With a dynamic approach and strategic vision, Dubhe plays a key role in the expansion of the European aftermarket, having successfully completed four acquisitions in the last four years.

Thanks to a business model strongly focused on internationalization, Dubhe has developed a widespread presence in the main emerging markets, both in Europe and globally.

**€160**

Million in turnover.

**50+**

Years of experience.

**250+**

Employees.

**dubhe**



Mec-Diesel S.r.l  
foundation

**1983** ●

Acquisition of  
Centro Rotazione  
Diesel S.r.l

**2015** ●

Acquisition of  
Mec-Diesel South  
East Europe

First Sicily  
branch opening

**2016** ●

Acquisition of  
Mec-Diesel  
Bulgaria

**2017** ●

**2002** ●

**2018** ●

**1996** ●

Start of direct  
production of  
spare parts

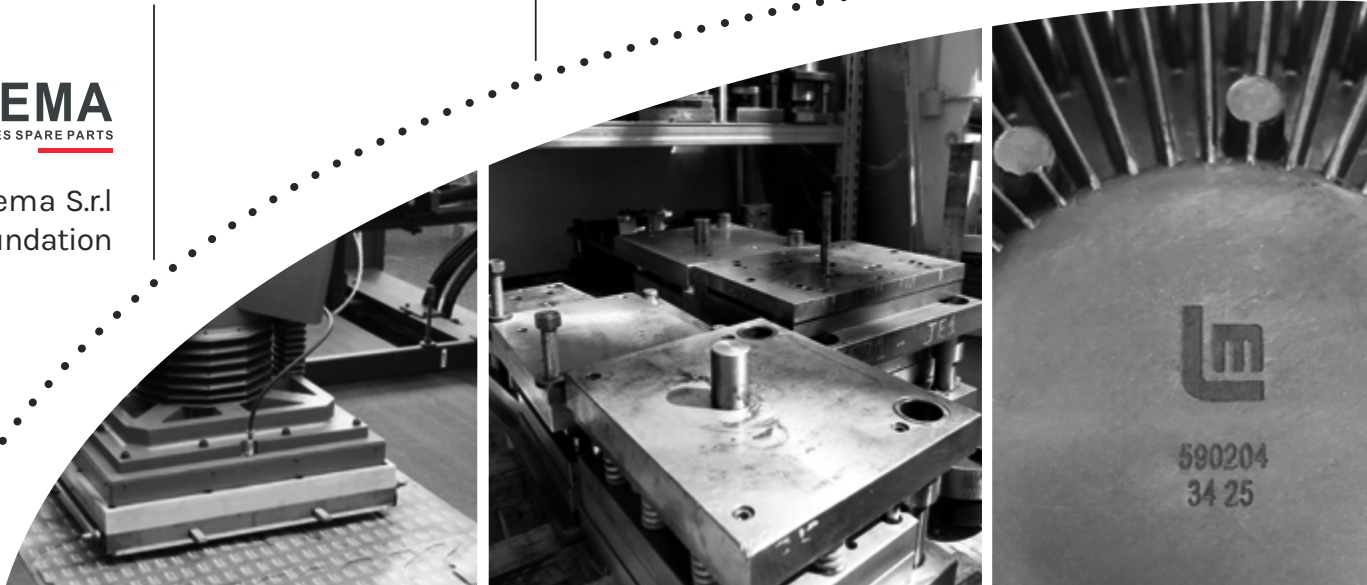
Inauguration of  
new headquarters

Expansion of  
production plant

**1969** ●



Lema S.r.l  
foundation





# dubhe

Partnership between  
CEI S.p.A. and  
Mec-Diesel S.r.l.

**2023** ●

**2021** ●

Partnership  
between CEI S.p.A.  
and Lema S.r.l.

● **2024** —

● **2025** .....

Dubhe S.r.l.  
foundation

Merger of Lema  
into Dubhe S.r.l.

Acquisition of  
Orvip S.r.l.

Roma branch  
opening



>> Dubhe owes its name to a star, one of the brightest in the sky and a symbol of a strong ambition to become a safe and reliable guide for customers towards aftermarket solutions with high quality standards.

## Mission, Vision and Values: guided by excellence.



**We build trust** every day with a specialised team.



Serving customers with **tailor-made** solutions.



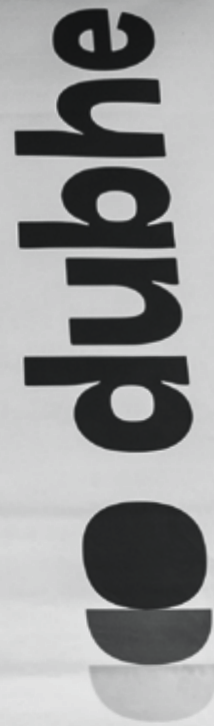
**50 years of experience** in identifying the right spare part.



**Immediate product availability** is our priority.



We **constantly innovate**, aiming for ever higher quality standards.

The image shows a white banner with the 'dubhe' logo printed on it. The logo consists of a stylized 'd' followed by the word 'ubhe' in a lowercase, sans-serif font. The banner is hanging from a metal structure, possibly a truck or a display stand, and is set against a dark background.

## Mission



Providing a **wide range of products**, ensuring **high stock availability** and **fast delivery times**, with the aim of responding efficiently to customer needs and strengthening market presence.

## Vision



To become the **leading European partner** for the repair of trucks and commercial vehicles, offering reliable, high-quality solutions equivalent to the original, with comprehensive coverage of the spare parts range for the entire fleet of commercial vehicles in Europe.

# Our offering for an evolving sector.

**60K**

References

**3**

Historic Italian  
aftermarket brands

**3**

Business Unit

The Group's offering is divided into **three business units**:



## Powertrain

Engines and  
components for  
maintenance and repair.



## Driveline

Transmission and torque  
transfer components.



## Chassis

Quality spare parts  
for suspension,  
transmission support  
and steering systems.

# Our brands

With the aim of offering a valid alternative to the original, our private brands guarantee high quality standards equal to those of original equipment products.



Engine specialisation  
Wide range of vehicles



Gaskets and rubber-metal parts  
High-performance materials



Gearbox, differential and chassis  
OE interchangeability



Belts, tensioners, pulleys  
OE standard

# Product overview: our solutions for the Aftermarket.

In order to respond specifically to the needs of aftermarket professionals, Dubhe has organised its commercial offering into three Business Units. This structure allows it to offer a wide-ranging, specialised and constantly updated catalogue.

## Powertrain

- Engine overhauling
- Engine Components
- Gaskets
- Assembled Engines
- Cooling
- Oil Pumps and Lubrication
- Turbochargers
- Clutches and Flywheels
- Distribution and Auxiliaries
- Intake and Exhaust
- Rotating Machine
- Fuel System
- Electrical system and Sensors
- Filters



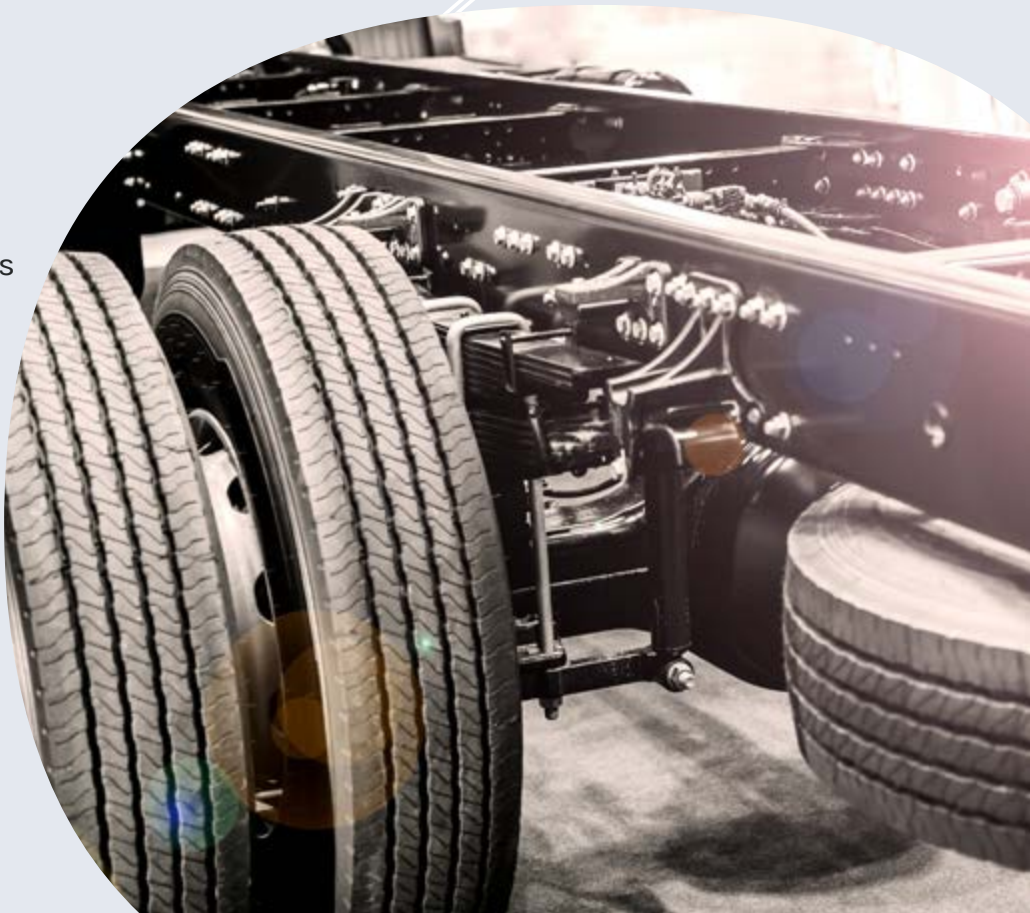
## Driveline

- Drive Shafts
- Complet
- Gearboxes
- Gearbox
- Components
- Differential



## Chassis

- Bodywork
- Wheel hubs and bearings
- Discs, pads and sensors
- Suspension
- Air brake system
- Steering
- Rubber-metal parts
- Lighting
- Tie rods
- Caps
- Equipment



## Guaranteed quality, by Dubhe.

Every shipment we make is synonymous with excellence: inside Dubhe packaging, customers will find products from our own brand or from third parties.

Dubhe is the corporate brand that identifies an organisation, a structure and a vision. Choosing us means relying on a **single point of contact** to access quality brands, with efficient logistics services and professional support.



# Official distributors of:



## A changing sector, a leading company.

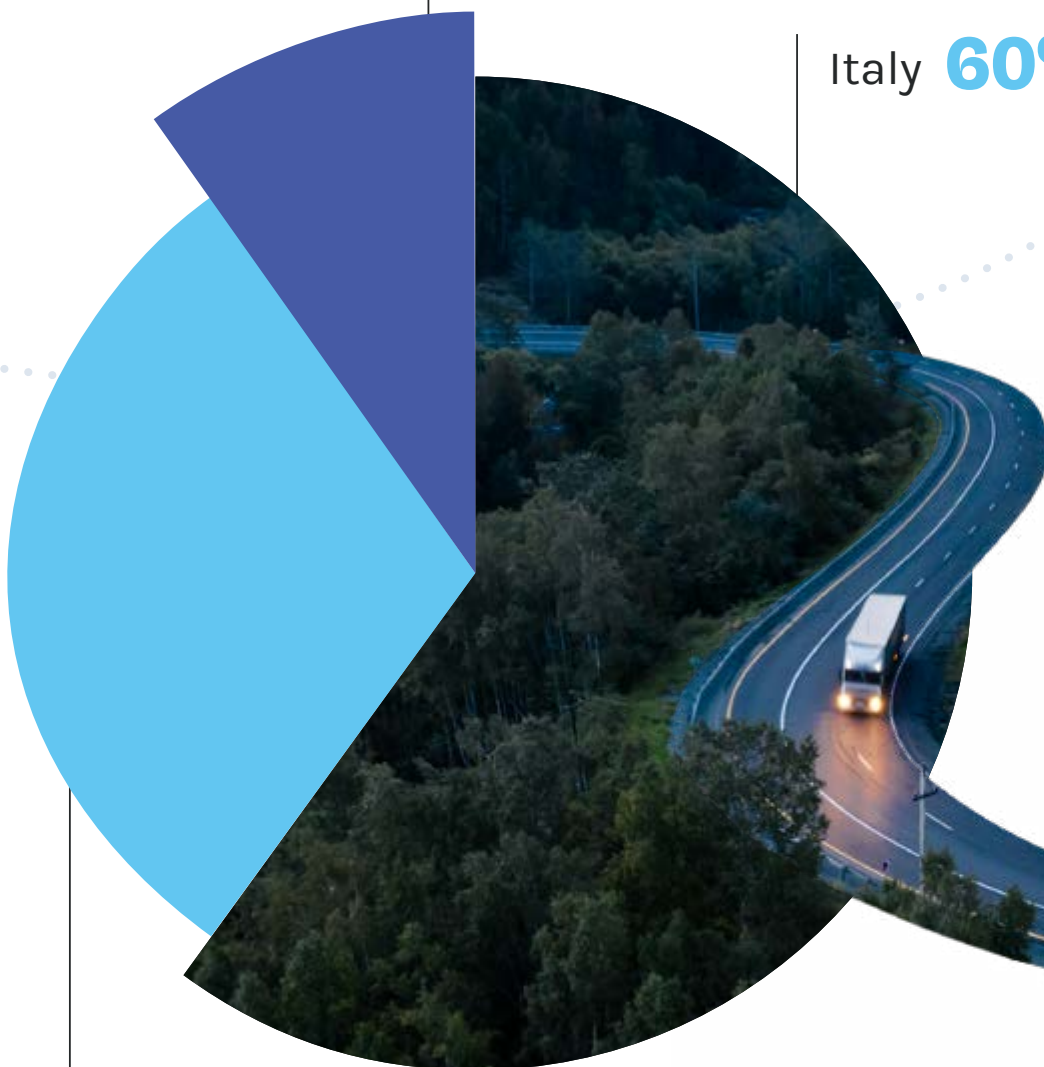
Dubhe stands out for its **comprehensive and diversified offering**, both in terms of product range and geographical presence, ensuring coverage of all major European industrial vehicle manufacturers.

Outside EU **10%**

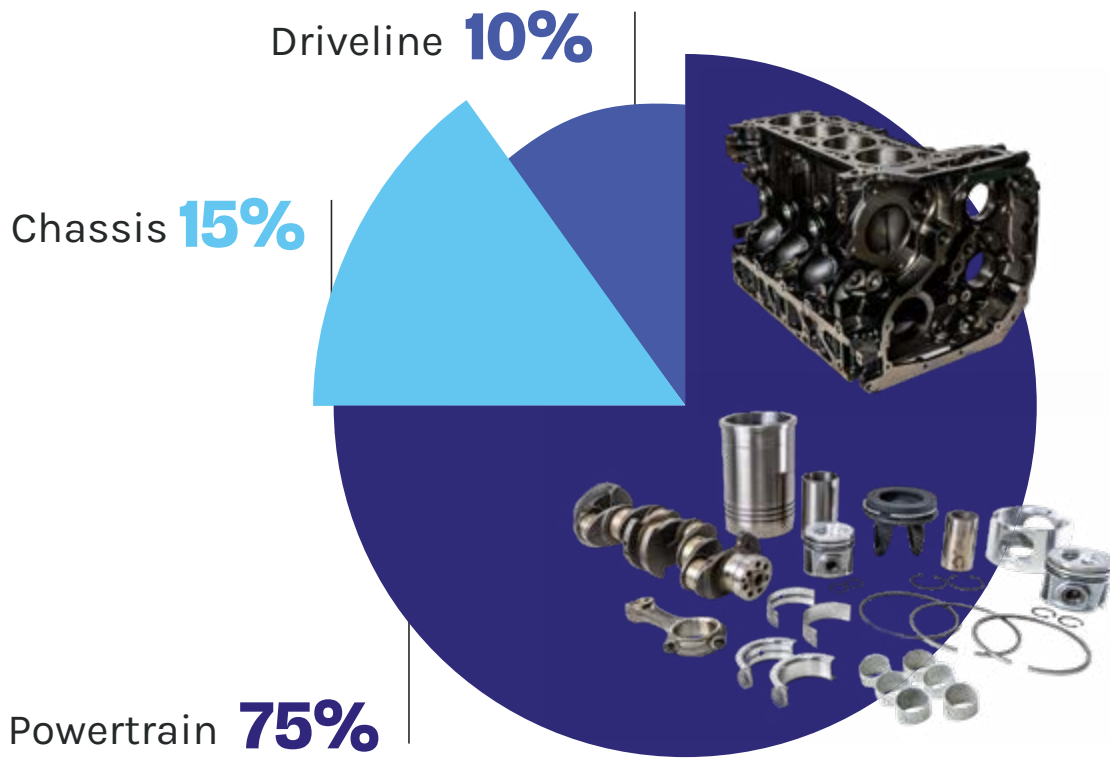
**Target markets**

Italy **60%**

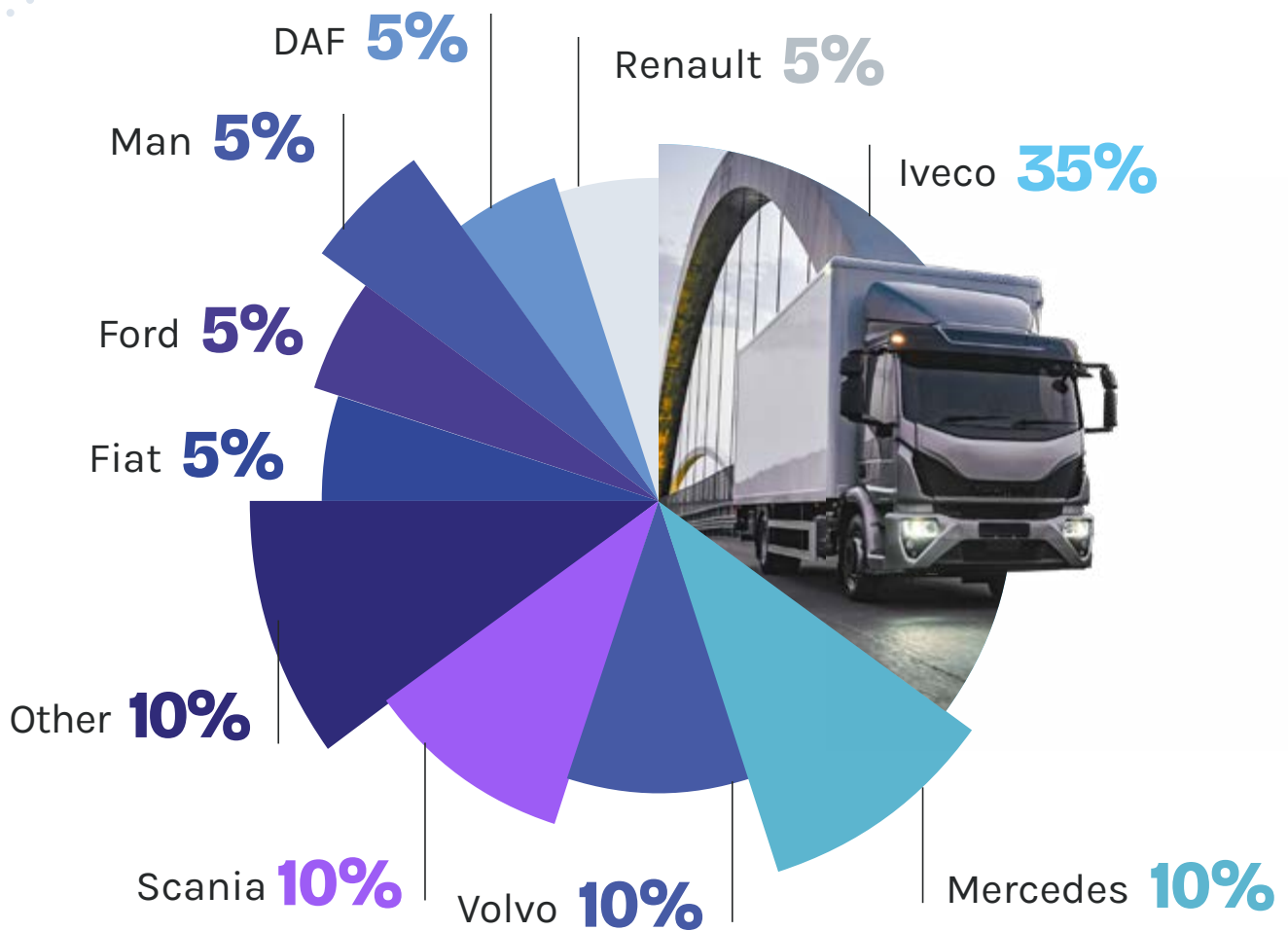
Europe **30%**



## Product category



## Application brand



## A dynamic logistics system, designed to grow.

With an operational area of **over 45,000 square metres**, our logistics organisation is one of the company's strategic strengths in the aftermarket sector. Every metre is designed to ensure **maximum efficiency in the storage, preparation and distribution** of spare parts, guaranteeing customers a fast, accurate and reliable service.

Carmagnola	1.500 m <sup>2</sup>
Branches and warehouses	8.000 m <sup>2</sup>
Torino	11.000 m <sup>2</sup>
Bologna	11.500 m <sup>2</sup>
External logistics	15.000 m <sup>2</sup>



**Total**  
**+45.000 m<sup>2</sup>**



### Torino

Headquarters

Logistics, R&D, engines division and Mec-Diesel spare parts



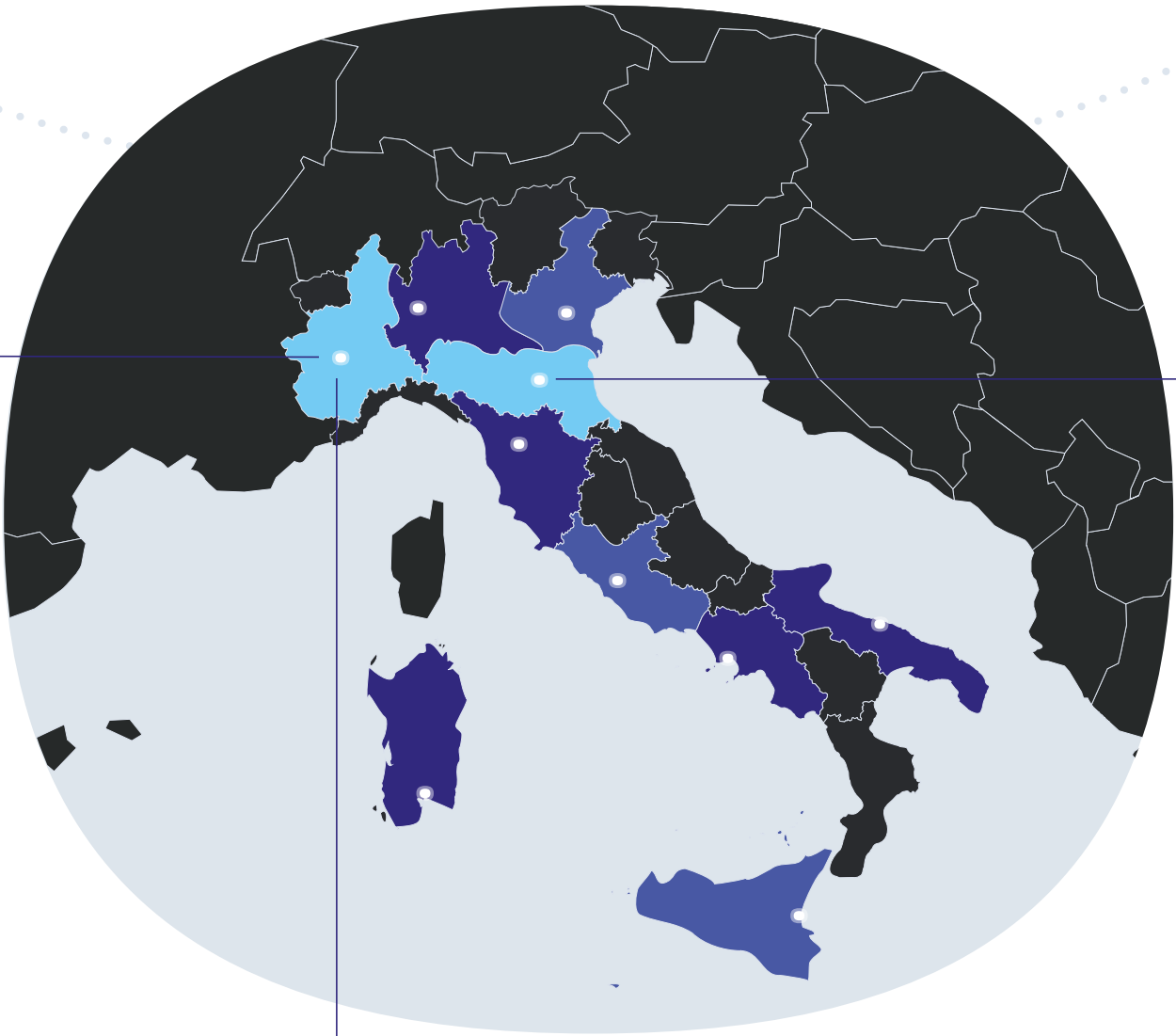
## Branches and warehouses

10 in Italy

**Candiolo, Bologna**  
Headquarters and warehouses at CEI and Lema

**Vinci (FI), Cagliari, Casoria (Na), Bari, Pero (Mi)**  
Warehouses

**Roma, Catania, Padova**  
Branches



## Carmagnola

Factory

Assembly of new engines



## Bologna

Factory

Production of Lema gaskets

## Digitalisation of aftermarket processes.

Dubhe has developed advanced digital solutions to make aftermarket process management more efficient.

The dedicated **e-commerce platform** allows customers to place orders independently, **quickly and easily**, with access to updated catalogues, real-time availability and order tracking.

The aim is to optimise procurement times, reduce errors and improve operational efficiency, offering an increasingly **responsive and customer-oriented service**.

### Advanced search tools

To facilitate the identification of spare parts, Dubhe offers several search modes:



- **Code search** direct code entry for quick and accurate results.
- **Engine type search** filter products based on engine models.
- **Semantic search** use natural language to describe the component.
- **Search by VIN** precise identification using the chassis number.



Smart, customisable shopping cart



Always-visible stock



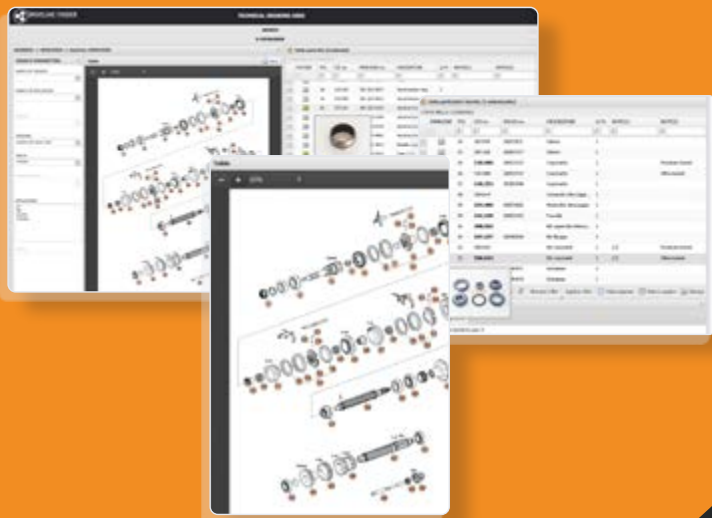
Dedicated personal area





## Turbo finder

Turbo Finder is a tool designed to quickly identify the correct turbocharger. It allows you to **search for the right product within the turbo division**, reducing the risk of error and ensuring compatibility and performance. Ideal for professionals and industry operators, it offers immediate technical support in product selection.



## CEI finder

CEI Finder is a utility dedicated to the CEI brand components searching. It allows you to quickly find the correct spare part based on the technical drawing of the product. Reliable and intuitive, it is designed for those who need a quick and **accurate selection of CEI products**.

## Product catalogues

Dubhe provides a **complete collection of catalogues** for the CEI, LEMA, MEC-DIESEL brands and the main brands distributed.

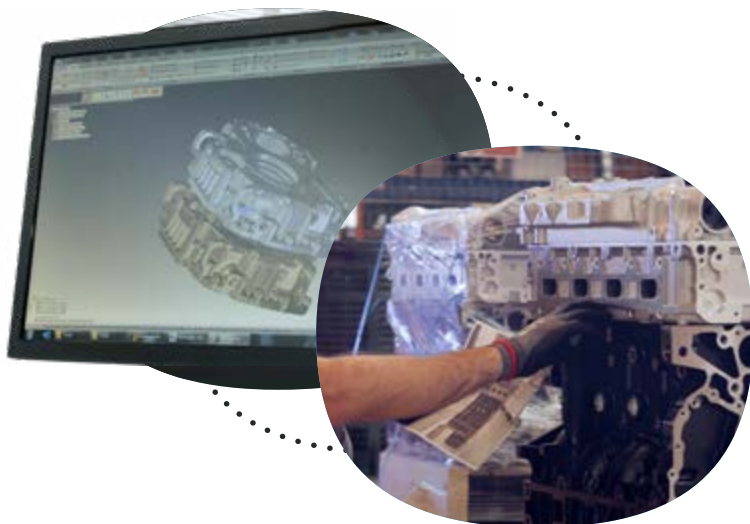
The catalogues are regularly updated and organised for a quick and targeted access to spare parts. The **Dubhe News** section, monthly updated, presents the latest range updates and new products introduced.



## The Benefits that make the Difference.



### Consolidated technical expertise



Thanks to decades of experience, Dubhe boasts in-depth, cross-cutting know-how on spare parts for light and heavy commercial vehicles.

- Highly specialised in engines
- In-house design and production of gearboxes
- Business units dedicated to turbochargers and injection systems

**+30** Sales specialists ready to assist customers

**+50** Years of experience in the aftermarket sector



### Tailor-made customer service



Dubhe places the customer at the centre of every activity, with a technical and commercial service focused on speed, expertise and flexibility.

- Fast response times and effective communication
- Qualified technical and commercial team with extensive product and application knowledge

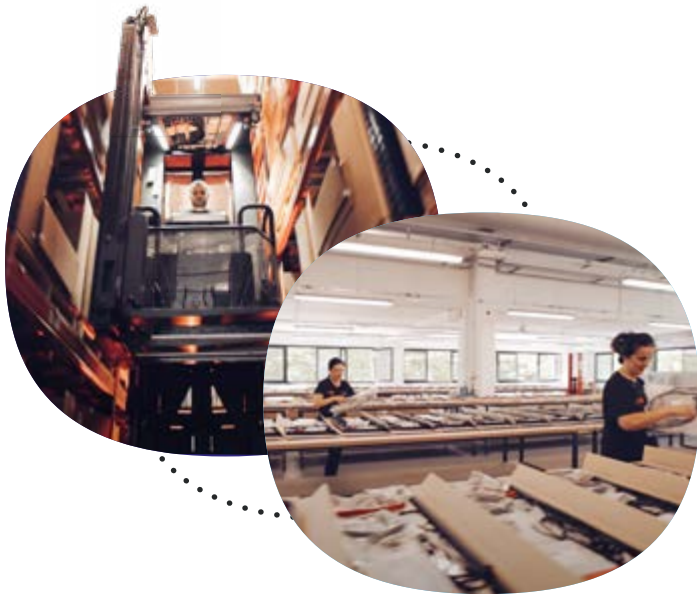
**+850** Customised offers/day

**+8** Spoken languages, including Russian, German and Portuguese

**+1500** Orders processed/day



## Efficient logistics and expanding network



Logistical efficiency is one of Dubhe's main strategic assets.

- Widespread presence throughout Italy and growing commercial network in foreign markets
- Immediate availability of main components in stock
- Same-day order fulfilment

**+40k** m<sup>2</sup>

**+70** Automatic vertical warehouses

**+400K** Shipments/year



## Highly developed e-commerce



Dubhe invests in digitalisation to offer a fast, autonomous and transparent shopping experience.

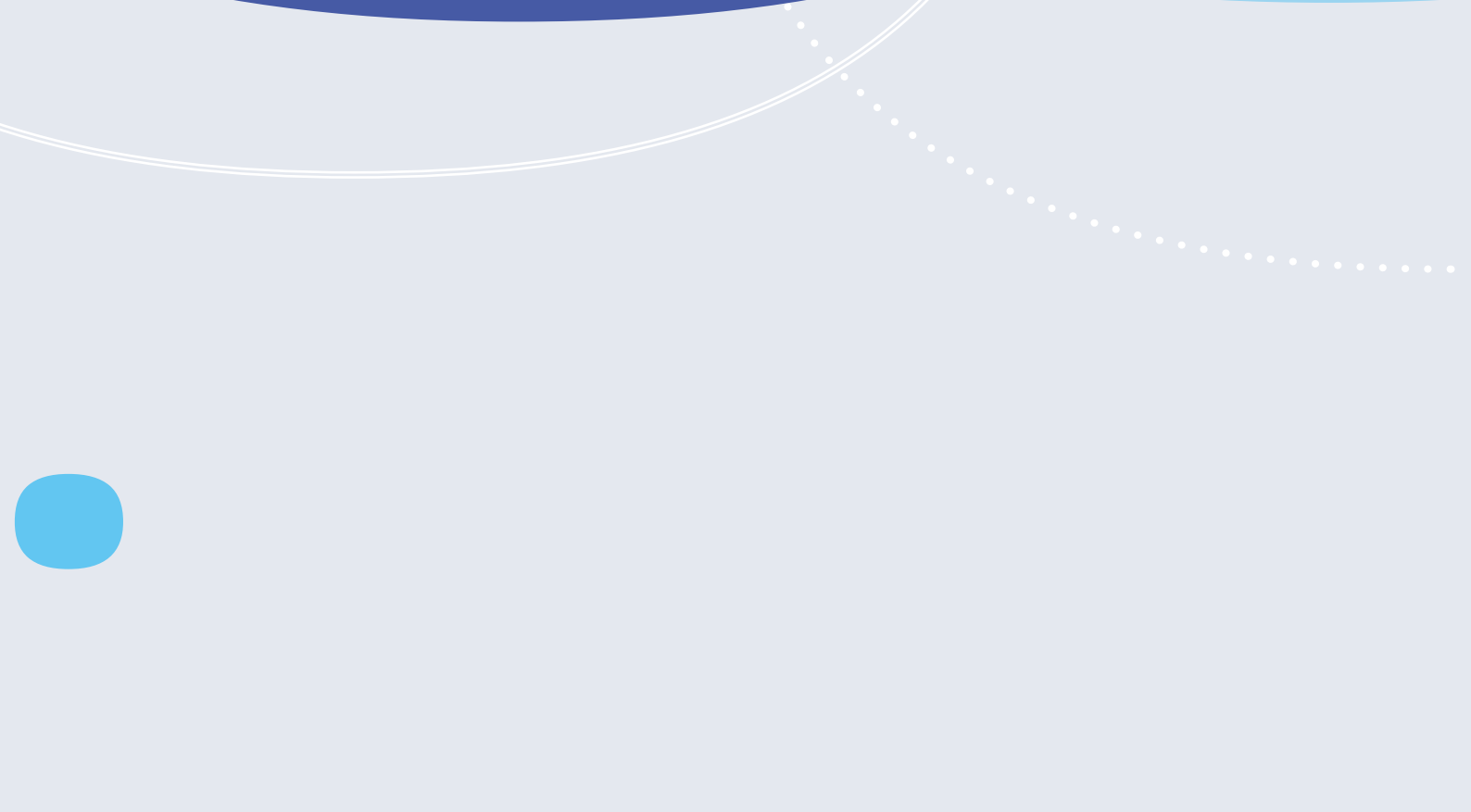
- Intuitive and accessible e-commerce portal with an advanced search system
- Complete online catalogue with technical data, cross references and compatibility information
- Autonomous management of orders, documents and confidential functions

**70,7%** Web orders

**34K** Daily web searches



# The group



# Group structure.

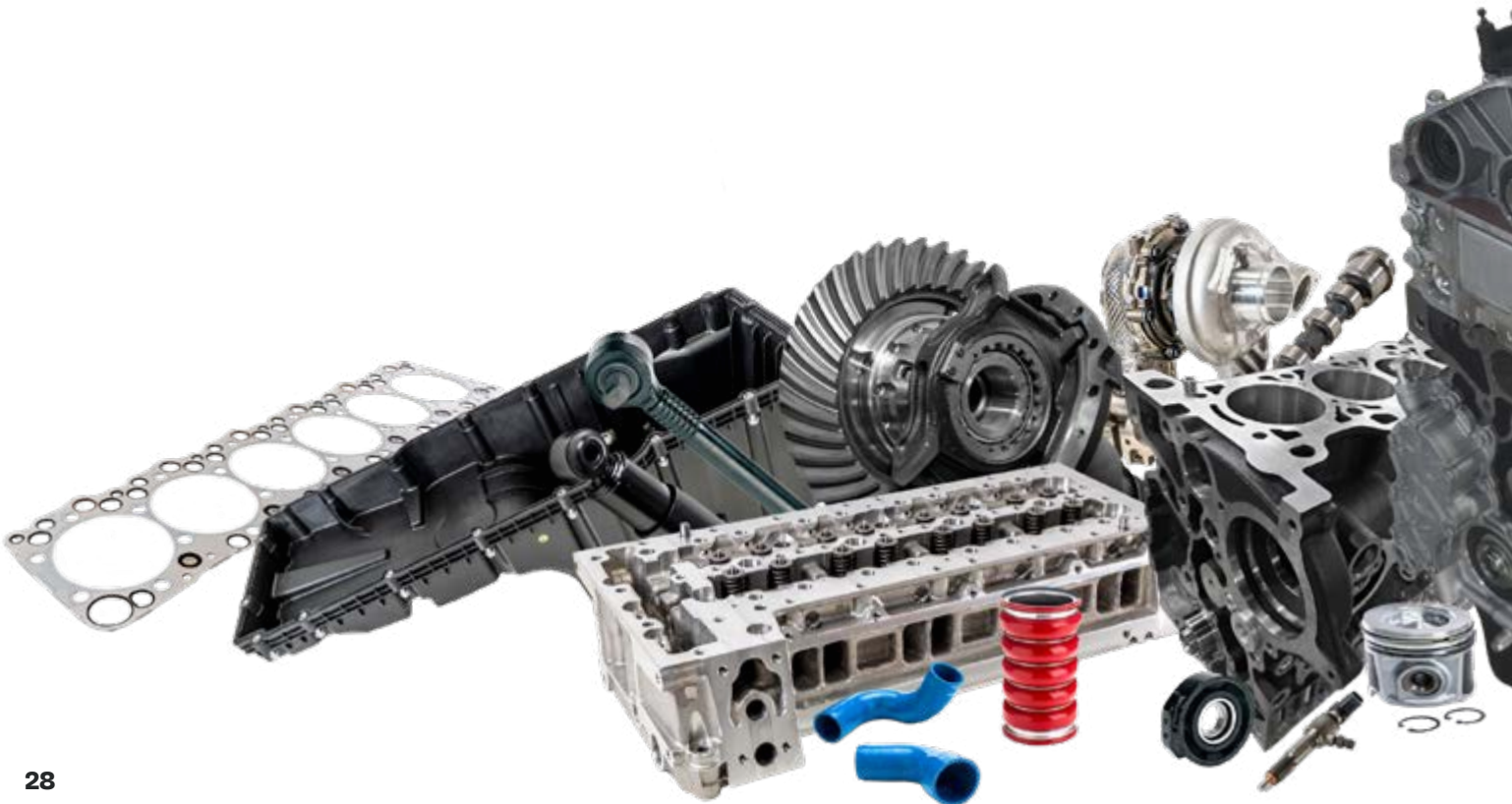


High-precision manufacturing



Logistics, Distribution and Regeneration

*Dubhe is the exclusive distributor of CEI products for the Italian market.*



**+250**

Million in turnover.

**+600**

Employees.

**4**

Countries.

**+88K**

References.

**+90K**

m<sup>2</sup>.



# Connections that matter: a global presence, a local service.

The Group adopts a **diversified distribution model: in Italy**, Dubhe exclusively manages the distribution of Mec-Diesel, CEI and Lema products, while in France, the group is present with CEI France as the exclusive distributor of CEI products.

In Europe, the Group operates as the exclusive distributor of Mec-Diesel and Lema products, while in **Romania** and **Bulgaria** it has a widespread network covering the entire territory, distributing both its own brands and those of third parties.

Outside Europe, official distribution is entrusted to a selected network of qualified distributors that varies according to the history of the partners and the brands distributed.

**37** Logistics centres

**90** Countries reached

## France offices

- Longjumeau
- Marsiglia

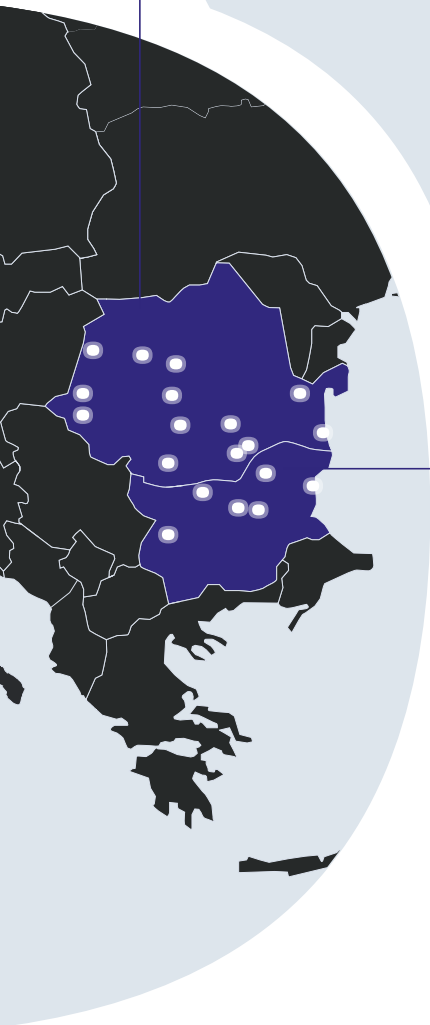
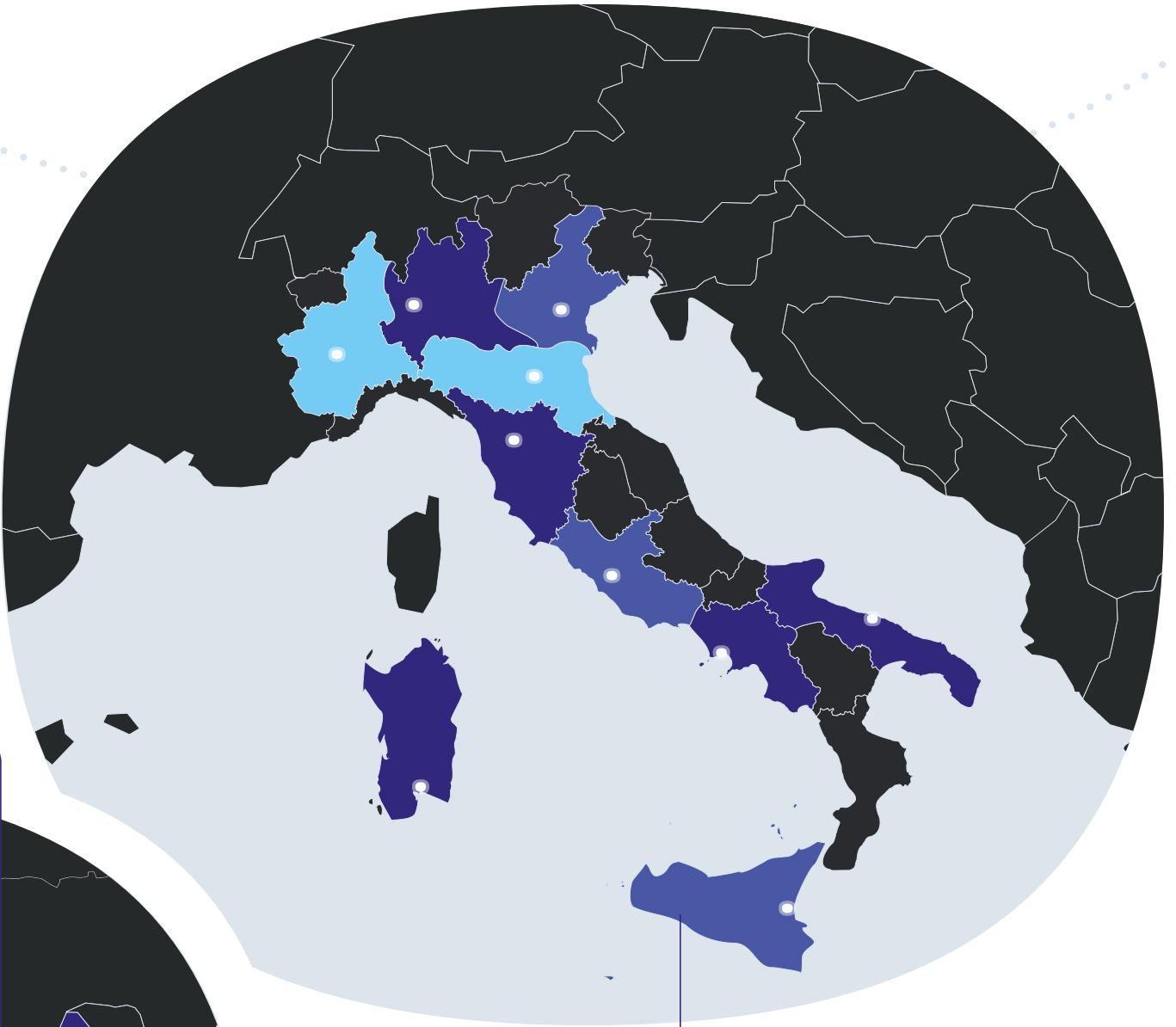
**1.700 m<sup>2</sup>**

## Romania offices

- Bucarest
- Braşov
- Cluj-Napoca
- Costante
- Craiova
- Galati
- Iaşi
- Oradea
- Piteşti
- Ploieşti
- Râmnicu Vâlcea
- Sibiu
- Târgu Mureş
- Timişoara
- Voluntari

**6.800 m<sup>2</sup>**





## Bulgaria offices

- Sofia
- Plovdiv
- Varna
- Burgas
- Blagoevgrad
- Veliko Tŕrnovo
- Pleven
- Ruse
- Stara Zagora



**1.300 m<sup>2</sup>**

## Italy offices

- Candiolo, Bologna  
Headquarters and warehouses at CEI and Lema
- Roma, Catania, Padova  
Branches
- Vinci (FI), Cagliari, Casoria (Na), Bari, Pero (Mi)  
Warehouses



**8.000 m<sup>2</sup>**

# Production department: efficiency, technology and quality made in Italy.

Dubhe constantly invests in **process innovation and industrial automation** to respond quickly and effectively to the needs of a constantly evolving market. The interconnection between departments and cross-functional technical know-how guarantee **reliability, quality and competitiveness**.

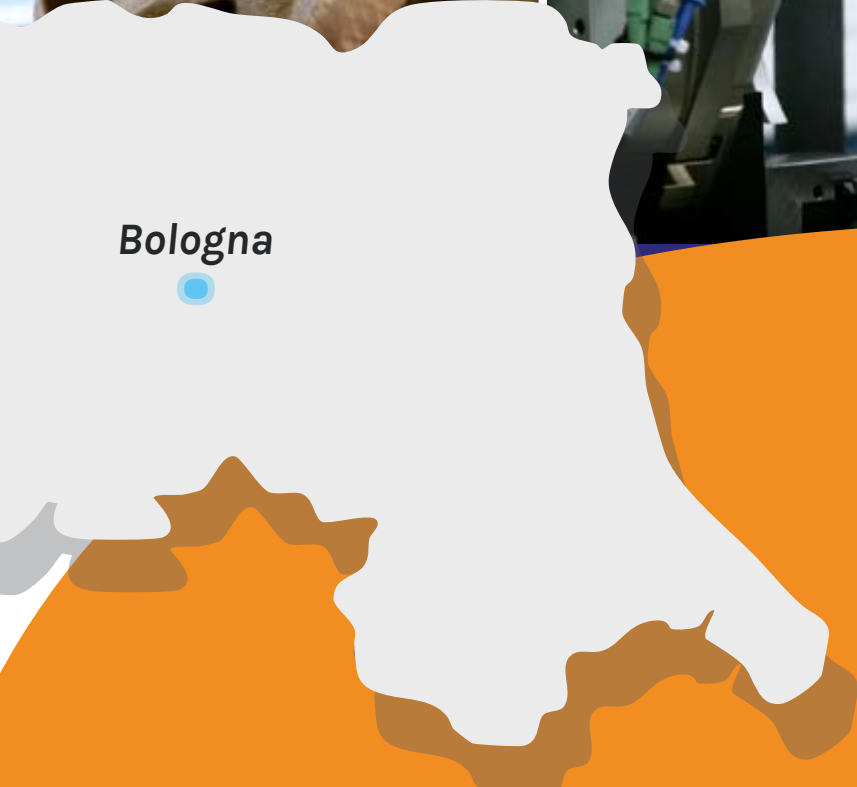
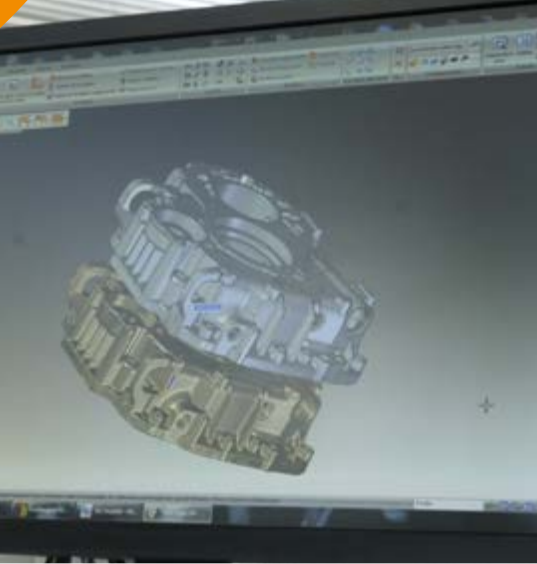


## **Expansion, innovation, performance: the new dimension of CEI production**

The production plant, currently covering 4,500 m<sup>2</sup>, is undergoing a major expansion that will bring the surface area to 7,600 m<sup>2</sup>. This strategic investment will increase production capacity by 24%. Specialising in the manufacture of spare parts for gearboxes and differentials, the production centre integrates advanced automation and specialist skills: **anthropomorphic robots** work alongside technicians to ensure efficiency, repeatability and reliability of processes. The main machining operations include **gear cutting, broaching, grinding, turning, 5-axis milling and surface treatments**. To support production, the design department uses the latest generation of measuring **instruments for reverse engineering** activities, such as dimensional surveys, material analysis and tool and equipment design, ensuring that the components are perfectly compatible with the original.

“

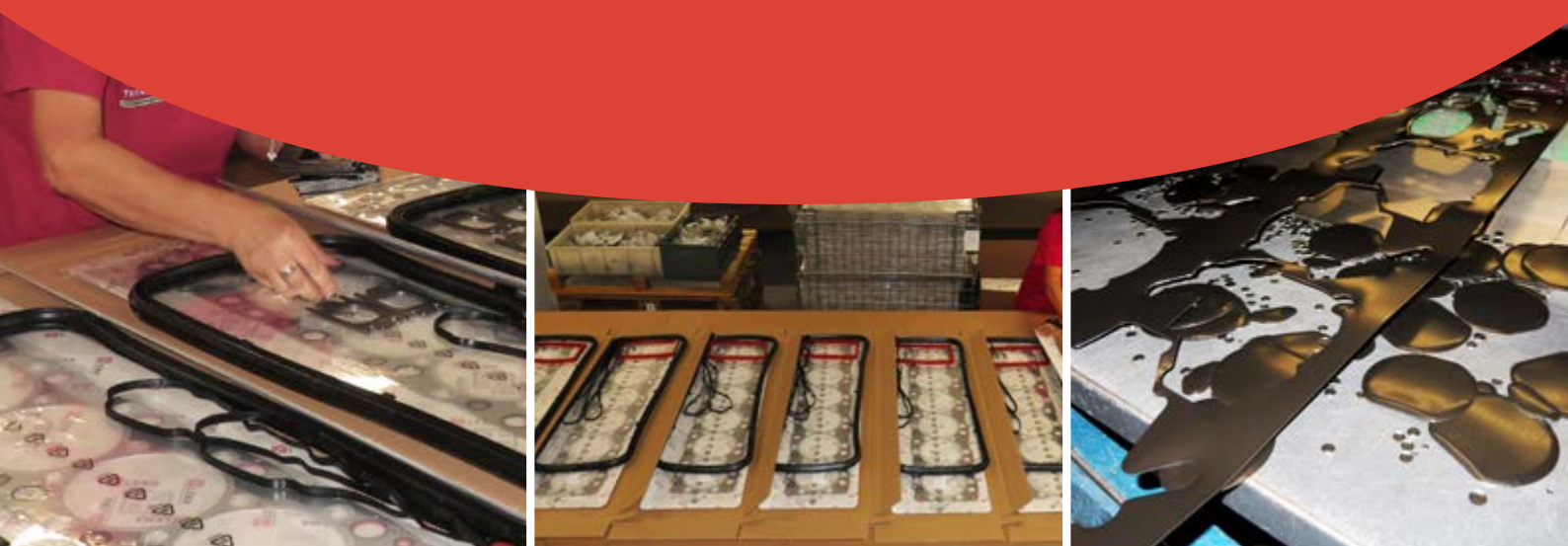
*Dubhe: where technology, precision and industrial vision come together.*



Bologna

# Production department: efficiency, technology and made in Italy quality.

## Production areas



### Lema : from production to assembly

Lema brand gaskets are manufactured within the Divisione Industria production line, using advanced technologies such as **die-cutting machines, shearing machines and plotter cutting systems**. The materials used are approved by leading manufacturers and are suitable for various applications: cylinder heads, tappet covers, intake and exhaust systems, supercharging, cooling, lubrication and other engine parts.

In a dedicated area of approximately 600 square metres, **complete sets of gaskets** for engine overhaul are also assembled, offering a reliable, precise and ready to install product.



### **Divisione Industria: flexible, multi-sector production**

Centre of excellence for the production of **flat gaskets**, covering an area of over 3,000 m<sup>2</sup> equipped with **presses, CNC machinery, die-cutting machines and precision cutting systems**. The entire cycle is supported by temperature controlled warehouses and a certified quality system.

The proposed solutions are suitable for a wide range of sectors, including metalworking, automotive, hydraulic and air conditioning.

**Bologna**



# Production department: efficiency, technology and made in Italy quality.



## Centro Rotazione Diesel: excellence in regeneration

A 6,500 m<sup>2</sup> area dedicated to the regeneration of manual gearboxes and complete engines, with advanced test benches, high-precision machining and one of the most modern mass production lines in the industry. Each product is tested to ensure optimal performance and ready installation.



Torino



## Expanding our capacity: new engine assembly area

A new **1,500 m<sup>2</sup>** production facility where new engines for light and heavy commercial vehicles are assembled

- Average production capacity: 320 engines/month
- Highly organised and tracked process
- In-line assembly, with final marking certifying the identity and traceability of the engine
- Lightweight and semi-complete engines

# Evolving sustainably: our daily mission.

*Circular economy*

## **Repair and regeneration: a strategic choice for efficiency.**

Repair and regeneration: a strategic choice for efficiency. In collaboration with Centro Rotazione Diesel S.r.l., Dubhe promotes a vision of repair as a strategic lever for improving operational efficiency and promoting the sustainability of the vehicle fleet.

Thanks to a wide range of spare parts, the company supports timely and targeted interventions on vehicles in operation, contributing significantly to the **reduction of technical downtime and the extension of the useful life of components.**

In line with the principles of the circular economy, Dubhe actively invests in the development of solutions focused on **durability, reuse and regeneration of spare parts.** Reconditioned or remanufactured components – although not new – comply with strict technical specifications and ensure **performance equivalent to the original**, guaranteeing reliability and safety.

At the end of their life cycle or in the event of failure, the products undergo structured **industrial remanufacturing processes**, which enable their reuse and make a concrete contribution to reducing waste and the overall environmental impact.



## Sustainable innovation, concrete commitment.

Dubhe combines innovation and environmental sustainability. The 300 kW **photovoltaic system** and the use of **recyclable materials** represent a concrete contribution to protecting the planet. Every year, the company avoids cutting down trees, saves oil and reduces CO<sub>2</sub> emissions.



**9.600**

Trees not cut down



**30.300**

Litres of oil saved



**74.000**

Kg of CO<sub>2</sub> reduced

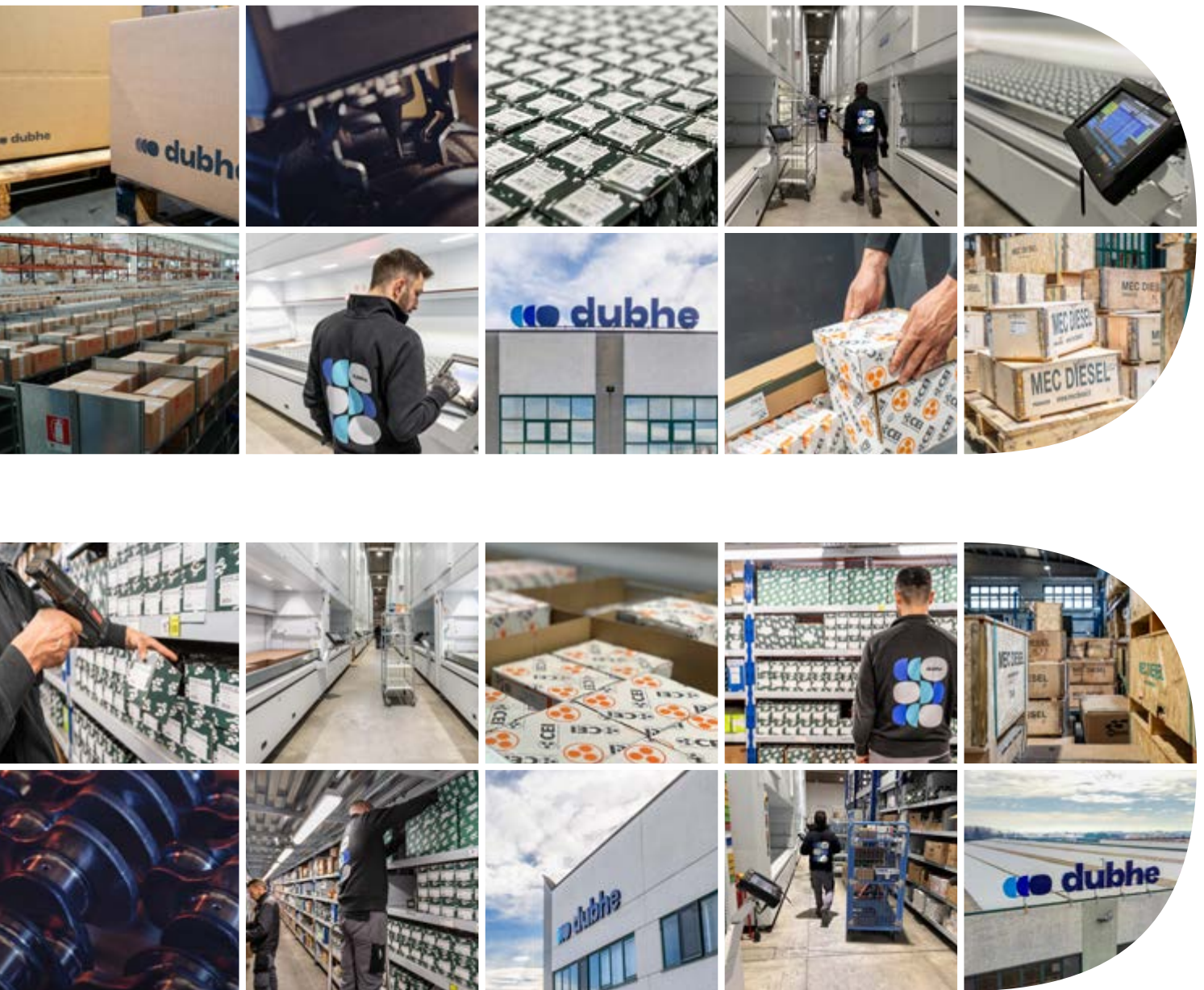
In order to promote a more sustainable and responsible business model, the company has introduced **targeted measures to reduce the environmental impact of packaging**, favouring recycled and easily recyclable materials without compromising the quality and safety of the packaging.

- Adhesive tape made from 85% recycled material
- Air bubbles for filling made from 50% recycled plastic
- 100% recycled packaging paper



# Certifications and quality: high standards, guaranteed results.

We are constantly striving for continuous improvement, with the aim of generating a positive impact through our activities. Dubhe has achieved **ISO 9001 certification**, guaranteeing an integrated management system focused on quality and process efficiency. This allows us to offer our customers high value-added solutions, in line with the highest international standards.





# MANAGEMENT SYSTEM CERTIFICATE

Certificate no.:  
50651-2009-AQ-ITA-SINCERT

Initial certification date:  
30 March 2009

Valid:  
31 March 2024 – 30 March 2027

This is to certify that the management system of  
**DUBHE S.r.l.**  
Via Sestriere, 3 - 10060 Candiolo (TO) - Italy  
and the sites as mentioned in the appendix accompanying this certificate

has been found to conform to the Quality Management System standard:  
**ISO 9001:2015**

This certificate is valid for the following scope:

**Sales of original engines for vehicles for transport of persons, goods and other. Sales of original spare parts and non original spare parts under own brand for engines for vehicles for transport of persons, goods and other. Manufacture and trade of trucks and buses spare parts (IAF 29, 22, 18)**

Place and date:  
Vimercate (MB), 03 April 2025



SGQ N° 003 A EMAS N° 002 P  
SGA N° 003 D PRD N° 003 B  
SGE N° 007 M PRS N° 004 C  
SCR N° 004 F SSI N° 002 G

Numero di MIA EA per gli schemi di accreditamento  
SGQ, SGA, PRD, PRS, ICF, GIG, LAB e LAT, di MIA IAF  
per gli schemi di accreditamento SGQ, SGA, SGE, FSM  
e PRD e di MIA ILAC per gli schemi di accreditamento  
LAB, MEO, LAF e ICF

For the issuing office:  
DNV - Business Assurance  
Via Energy Park, 14, - 20871 Vimercate (MB) - Italy

**Claudia Baroncini**  
Management Representative

Lack of fulfilment of conditions as set out in the Certification Agreement may render this Certificate invalid.

ACCREDITED UNIT: DNV Business Assurance Italy S.r.l., Via Energy Park, 14 - 20871 Vimercate (MB) - Italy - TEL: +39 039 68 99 905. www.dnv.it

# The group at your service: contacts for a tailor-made service.

## Italy.

### Dubhe S.r.l

ADDRESS  
Via Sestriere 3  
10060 Candiolo (TO)

E-MAIL  
sales@dubhegroup.com  
export@dubhegroup.com

TELEPHONE  
+39 0113972132

### Dubhe S.r.l

ADDRESS  
Via del Vetraio, 26  
40138 Bologna (BO)

E-MAIL  
sales@dubhegroup.com  
export@dubhegroup.com

TELEPHONE  
+39 051 6030181

### C.E.I. S.p.A.

ADDRESS  
Via Emilia 239  
40011, Anzola Emilia (BO)

E-MAIL  
cei@cei.it

TELEPHONE  
+39 051650 6200

### Centro Rotazione Diesel S.r.l

ADDRESS  
Via Industria Novanta 22  
10022, Carmagnola (TO)

E-MAIL  
info@centrorotazionediesel.it

TELEPHONE  
+ 39 011 9721522



[dubhegroup.com](http://dubhegroup.com)

[shop.dubhegroup.com](http://shop.dubhegroup.com)

## Romania.

### Dubhe Romania S.r.l

ADDRESS  
Aleea Maria-Laura 2-8  
Sat Dragomiresti Deal - Bucurest

E-MAIL  
sales.bucuresti@dubhegroup.ro

TELEPHONE  
+40 0755146750

## Bulgaria.

### Dubhe Bulgaria EOOD

ADDRESS  
ul. Amsterdam 23  
1528 Sofia - j.k. Drujba 1

E-MAIL  
export@dubhegroup.com  
drujba@dubhegroup.bg

TELEPHONE  
+359 884 881 430

## France.

### CEI France Sasu

ADDRESS  
6 rue Bossuet  
91160 - Longjumeau

E-MAIL  
commercial1.france@cei.it

TELEPHONE  
+33 01 69 09 48 68

Your sales representative.









Dubhe is a distributor specialised in spare parts for trucks and commercial vehicles, with a strong focus on engine, gearbox and differential parts. Dubhe owes its name to a star, one of the brightest in the sky and a symbol of its strong ambition to become a leading partner capable of safely and reliably guiding customers towards high-quality aftermarket solutions.

## Sales Department

Dubhe S.r.l.  
+39 011 397.21.32  
export@dubhegroup.com  
Via Sestriere, 3 - 10060 Candiolo (TO) - Italy



*CEI, Mec-Diesel, Lema and Heavybelt  
are brands distributed by Dubhe Srl*



**Dubhe S.r.l.**  
**E-commerce**