Innovation and sustainability in RV wiring harness production

From the headquarters nestled in the Italian hills between Arezzo and Florence, CABLO-MOTIVE has laid the foundations to build a dominant position in the production of wiring harnesses for the motorhome world

Words and photo Enrico Bona

CABLO-MOTIVE is a leading manufacturer of electrical wiring harnesses and was founded in Castelfranco Piandiscò by Alfredo Ferrini in 2007.

"We originally specialised in wiring harnesses for the construction industry, including tippers and special vehicles and later expanded into the automotive sector," said Alfredo Ferrini. *"CABLO-MOTIVE entered the motorhome market about 10 years ago and this has become one of the company's leading sectors. More than 65% of the company's turnover is now in the motorhome sector, focusing on wiring harnesses for the accessories and main vehicle systems. "We have entered this sector with the wiring harnesses for the electric steps of Davide Nardini's Project 2000"*, Ferrini continued.

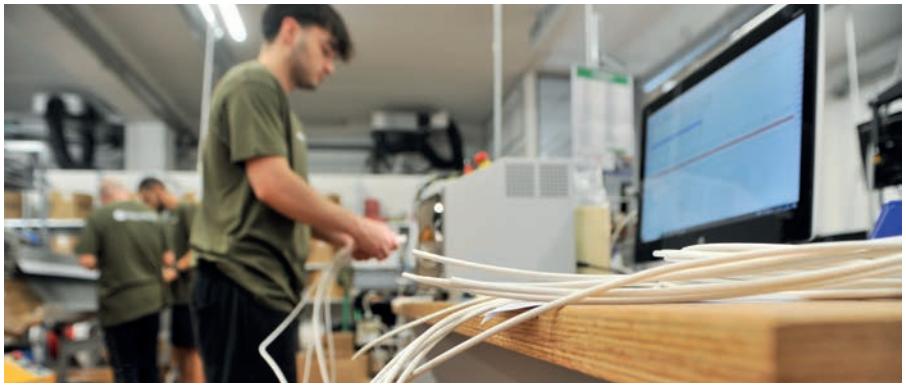
CABLO-MOTIVE is UNI EN ESO 9001:2008-certified and currently

Alfredo and Matteo Ferrini

maintains a significant presence in several areas. In addition to being a leader in the construction industry with original equipment wiring, the company is also active in the catering sector with industrial kitchens and special vehicle fittings.

Alfredo Ferrini

Innovation and customisation
CABLO-MOTIVE specialises in producing a wide range of essential wiring harnesses for recreational vehicles. The main products include battery wiring harnesses, headlight wiring harnesses, main floor and service systems, and wiring harnesses for third-party accessories. By diversifying production, CABLO-MOTIVE can meet each customer's specific needs with prototyping and testing services for all types of production. The company maintains a constantly updated and replenished stock of high-quality electrical components and cables, which allows it to provide timely solutions, reducing waiting times and ensuring maximum efficiency in the services offered to its customers.

Flexibility and quality as a competitive advantage
CABLO-MOTIVE stands out for production flexibility, capable of handling both small and large batches. With a highly specialised workforce of about 50 employees, the company can change production on the lines in less than 24 hours. This capability means that it can respond promptly to customer needs virtually in real-time. In the production process, CABLO-MOTIVE exclusively uses state-of-the-art machinery for cutting and crimping wires which can also perform quality checks directly on the material and apply ink-jet markings on the wirings themselves. After this step, the harnesses are assembled and tested one by one on test benches, ensuring high standards of quality and reliability of the finished products.

Continuous investment to ensure growth
In 2024, CABLO-MOTIVE took a further step in its growth with an investment of about 2 million Euros for purchasing new precision machinery and the acquisition of new production space.
"We now own about 2,000 square metres of working space. The refurbishment of both production and offices was an integral part of this process. In 2025, we have set ourselves the goal of becoming energy self-sufficient".
This goal is an important step towards corporate sustainability.
A key element for business continuity is the entry of Matteo Ferrini, Alfredo's son, who is gradually assuming a leading role in the company. Matteo brings with him an innovative vision and a strong commitment to sustainability, actively participating in decision-making and day-to-day operations. Alfredo Ferrini also emphasised the importance of being well-structured to take on future developments: *"To this end, CABLO-MOTIVE is organising a dedicated sales office to follow the international market outside the Italian borders"*.
In line with its commitment to sustainability, CABLO-MOTIVE is also working on solutions to reduce its environmental impact also using renewable energy and minimising waste: *"We have designed packaging systems that will allow us to reduce packaging waste by employing pallets and plastic packaging materials that will be reused again for shipments,"* said Alfredo Ferrini during the interview. Finally, CABLO-MOTIVE aims to strengthen its presence in European markets, expanding business opportunities and improving customer service to consolidate its position in the industry.