



## 14th - NEWSLETTER MOTORSPORT EXPOTECH 30th of September 2009

<http://www.motorsportexpotech.com/>

*Iscriviti all'unica Community professionale per  
incontrarsi e confrontarsi sul Motorsport*

### EXHIBITING COMPANIES



**MTA corse** MTA, an historical company manufacturing electrical and electronic components for the automotive market, will premiere its new MTA Corse division at MotorSport Expo Tech 2009. The recent acquisition of Digitek by MTA, in short, means that the Codogno-based group now boasts major expertise in the racing field - a heritage that MTA Corse today exploits in the development of new instrumentation dedicated to the motorsport world and racing enthusiasts at all levels. Today, MTA Corse is a reality capable of developing and producing complete data acquisition, display and download systems ensuring extraordinary performance and reliability. The varied and modular offering includes: acquisition devices; displays and dashboards (stand alone or integrated into the steering wheel); expansion modules for the acquisition of parameters such as temperatures, lateral accelerations, speed and RPM; vehicle CAN network interface modules; GPS modules, used to reconstruct the route taken by vehicles on the track. Modena will also see the absolute premiere of three products - Visus, Eagle and Phoenix. The first - unique of its kind on the market - is a data acquisition system with integrated simultaneous video recording that can use up to a maximum of 4 cameras. Eagle and Phoenix, on the other hand, are two competition dashboards with integrated acquisition that can also be installed on the steering wheel.



**ZEISS** Carl Zeiss S.p.A. was founded in 1948 as the Italian branch of the Zeiss Group. Currently, the company has nominal share capital of 4 million euro. The company is responsible for sales all over Italy of optical, precision engineering and electronic products, supported by a valid consulting and pre- and post-sale assistance service. Today, the company - with registered head offices in Corso Magenta 46, Milan - is located in a modern building in Viale delle Industrie in Arese, just outside Milan. It can rely directly and indirectly on more than 150 collaborators and generates total annual revenues of about 36 million euro. The company is arranged in three business units: the Electro-medical Division, the Microscopy Division and the Industrial Metrology Division. The Industrial Metrology Division focuses on effective collaboration with industry in order to offer clients the technically and economically most appropriate solutions to meet even the most complex daily measurement requirements.



**RÖSLER** Rösler Italiana it a producer company operating in the following fields:  
- VIBRO-FINISHING  
Plant and abrasive products for deburring, honing and super-finishing metals (even precious metals!), radiusing, smoothing, production cycle cost control systems with PC/PLC and special high-centrifuge plant to reduce work times.

#### - SHOT PROCESSING

Conventional pressurised or turbine shot systems, completely automated shot peening plant, wet shot systems and consumables.

#### - WASTE WATER TREATMENT

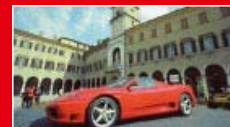
Automatic plant and depuration products for treatment and recirculation of solutions from tumbling, washing, super-finishing, transfer systems and machining centres.

### MOTORSPORT EXPOTECH IN THE FOREFRONT DURING "ITALY DAY" IN BIRMINGHAM

Monday 14 September: The MIA - Motorsport Industry Association organised a workshop attended by about thirty delegates from British motorsport companies already signed up for the Modena exhibition and was the occasion for a number of Italian



#### Hospitality in Modena



#### Evento collaterale



#### MIA Member



companies to establish video-conference contacts with attendees to offer thoughts and ideas about the Italian market and UK-Italy business opportunities with a view to the autumn mission to Modena.



Italy Day saw the involvement from Italy of the President of Dallara Automobili, Gian Paolo Dallara, the sales and marketing director of CRP Technology, Livia Cevolini, Keyvan Sangelaji, manager of Magneti Marelli Racing and Damiano Lo Goudice, director of Gieffe Racing Parts.

"I see trust and significant signs of recovery for the motorsport sector," said Gian Paolo Dallara in his conference call report, "in particular from the United States." He then emphasised how competition is beneficial for the motorsport industry and in general for the entire automotive sector.

Livia Cevolini of CRP Technology on the other hand summed up: "Italy has seen the development of very interesting allied business associated with motorsport thanks to traditions, passion and culture. There is significant know-how capable of becoming an international landmark and a model for the success of Made-in-Italy."

The by now consolidated partnership between The MIA and Motorsport ExpoTech this year has seen the creation of the International Business Lounge: the halls of ModenaFiere will host a new area dedicated entirely to b2b meetings reserved exclusively to exhibitors and accredited buyers.

Here, companies in the sector not only from England but also Germany, Austria, France, Sweden, Russia, Korea and the United States will be able to meet and exchange commercial agreements.

Among others, Italy Day in Birmingham was attended by Delta Composites L.L.C., the leading producer in the glass fibre sector, Langstone Engineering Ltd, specialising in prototype development and precision engineering design, Interex Motorsport, distributor and exporter of a complete range of components, equipment and accessories for the motorsport sector and Smiths High Performance, an international leader in the production of high-strength nickel alloys, steels, non-ferrous metals and plastics.

The workshop was also the occasion for attendees to learn about wine and food products, tourism packages and other specialities from Modena, the "land of engines" par excellence.

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## **AERODYNAMICS AT MOTORSPORT EXPOTECH coordinated by Assomotoracing**

Once again this year, Aerodynamics will have the space it deserves in a setting focusing on motorsport **16:00-18:00 on 15 October**.

The formula (as already last year but now even more so) focuses on debate without pre-packaged presentations.

Discussion will highlight "downforce" not only with specialist designers but also with track engineers who certainly exploit it to "set" vehicles and, lastly, with the drivers who "have to cope with it".

Suppliers of the instruments needed to design aerodynamics (CFD calculation and wind tunnels) will also be involved to provide an overall picture and answer questions posed by attendees. As of today, this initiative will be attended by Ing. Dialma Zinelli ("Chief Aerodynamicist" of Dallara), Dr. Anthony Massobrio ("Senior Account Manager" for Italy of CD-adapco), GianMaria Gabbiani, Thomas Biaggi (drivers) and Prof. Giovanni Lombardi (University of Pisa).

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## **MOTORSPORT INDUSTRY ASSOCIATION**

The MIA is the global trade association serving motorsport's high performance engineering, tuning and services industry, with over 350 corporate members transacting over £5 billion of motorsport-related business worldwide.

This is the MIA's third Motorsport Business Development Visit to Modena where we are delighted to bring a trade mission of 20 UK companies to the Motorsport Expotech Show, along with a number of UK exhibitors.

LIST THE COMPANIES HERE...

Please visit us at the Show, Hall A Stand M4 to meet the UK delegation and find out more about joining the MIA.

As an international member of the MIA you can benefit from:

- Information, assistance and encouragement all aspects of business development, particularly in export sales and investment opportunities.
- Business support and advice to companies in the motorsport industry in order to promote and protect their interests.

- Quick and proficient response to business needs and long-term satisfaction, service and value.
- Promotion of achievements to the industry, both through the general media and to businesses direct, MIA membership includes a comprehensive package of benefits designed to help your business gain a competitive advantage over your competitors.

Networking Events: meet new business contacts: valuable networking opportunities and events such as the Summer Industry Reception at the House of Lords, Awards Dinner at Autosport International and Cleaner Racing Conferences.

Email Newsletter: keep up-to-date with the latest industry news and events. Produced fortnightly, the MIA email newsletter keeps members up-to-date with the latest relevant business news and information, as well as being a useful promotional tool for business development with fellow members.

Market research to aid your business. The MIA is committed to carrying out research for the benefit of the motorsport industry and its members and has its own website [www.motorsportresearch.com](http://www.motorsportresearch.com) providing access to a wealth of valuable research reports.

Technology Transfer and Conferences: knowledge of the latest developments. The MIA arranges technology conferences in conjunction with leading high-technology organisations to provide members with information on the latest technological developments and opportunities to network with other high performance industries.

Exclusive Members' Area: contains additional member-only benefits. This is a one stop area containing a range of useful items including research reports and MIA information which is only available to our members.

To discuss how you can benefit from membership of this international trade association speak to MIA staff at the Show – Hall A M4

## **SMITHS HIGH PERFORMANCE**

Smiths High Performance is a leading stockholder and supplier of high performance engineering materials to high technology industries such as motor sport and aerospace. Choose from a wide variety of commercial and speciality alloys and benefit from complete supply solutions including full inventory and logistics management. When you purchase high performance materials from Smiths High Performance you will be joining some of the biggest and best world class engineering companies from civil aviation, through to marine and Formula 1 motorsport.

Select your materials from an extensive, ex-stock, range of materials that meet your needs for technically advanced application requirements.

Whether you are considering a motorsport application that requires magnesium or an aerospace application that requires titanium, Smiths High Performance can supply you with the material specification to meet your needs. Selecting from our range of special steels, nickel alloys, high strength alloys or commercial non-ferrous metals and engineering plastics means almost any material requirement can be delivered to you and with very short lead times. Requests for alternative or new materials are also achievable and many of the materials can be supplied with full certification.

Material quality remains at the heart of our sourcing policy and we work with all of our suppliers to ensure very high standards of material quality are met and maintained. Repeatable, high performance is our objective in everything we do.

### **Supply Solutions**

Smiths High Performance is much more than a distributor of commercial and special alloys. We offer a complete range of supply services starting with a simple "one order at a time" scenario right through to full "Supplier Managed Inventory" (SMI). All of our customers are different and we know that what is right for one isn't necessarily right for another. Flexibility is, of course, key to supplying our customers in the way that is right for them.

Most of our customers start of buying from us "one order at a time" and indeed many continue to buy from us in this way every day. This method of supply is the simplest, you contact us, ask us for a price and delivery quotation and we then supply as agreed. For many smaller, niche, customers this is all that they need and the main benefit they get is access to our ex-stock range of materials and services. However, some customers need more from us.

The biggest problem with "one order at a time" supply is that even we don't have an infinite amount of stock. Many materials, particularly special alloys, can only be efficiently stocked against known customer demand. We use complex planning algorithms to predict demand and ensure we have enough material in stock (and on order with our suppliers) to cover most

eventualities, but we can only use known demand patterns to do this.

Some customers have unique material requirements. These can be unique special alloys or unique consumption patterns (or both). In these cases, to ensure ongoing supply, we have to set up supply contracts that guarantee certain levels of supply. But for some customers we go even further.

Using our state-of-the-art computer system we are able to install a system into a customer's premises that moves responsibility for raw material inventory management over to us. This Supplier Managed Inventory (SMI) system dramatically improves supply chain efficiency and can lead to huge cost savings for a customer. Importantly, the customer still retains control of the stocking parameters but all other functions (even including the physical location of the stock if required) are moved over to us.

**PARTNER 2009**

**MIA MEMBER**



**PARTNER**



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**nuvolari**





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