

7th - NEWSLETTER MOTORSPORT EXPOTECH
6th of May 2010

<http://www.motorsportexpotech.com/>
Join the professional web community of Italian Motorsport

VIDEO INTERVIEWS WITH THE PROTAGONISTS AT MOTORSPORT EXPOTECH

Mr. Abdulla Abdul Aziz Lanjawi, Operations Manager National Liaison of Dubai Autodrome, attending Motorsport ExpoTech for the first time.

"...Motorsport ExpoTech is the ideal place for contacts between professionals and companies operating in the motorsport sector and gave me the chance to launch important collaborations with high quality partners. It is the ideal showcase for finding answers to the various requirements of my job..."

See the complete interview at <http://www.motorsportexpotech.it/>



Livia Cevolini - CRP Technology
"...a young event that is especially coming to the fore for its quality and effectiveness small but well focused so you don't waste time..."

See the complete interview at <http://www.motorsportexpotech.it/>

TAKING PART IN MOTORSPORT EXPOTECH IS EVEN MORE CONVENIENT TO THE FOLLOWING SERVICES

Business opportunities - B2B meetings

Motorsport ExpoTech relies on prestigious international collaborations intended to organise visits by delegations over the two days of the event.

Exhibitors will be provided, once operators are identified, with a detailed list with all profiles, as well as the possibility, for each exhibitor, to organise an agenda of appointments to be held during the event in the International Business Lounge.

This area, entirely dedicated to these meetings, will be set up with a specific office, free internet stations, a cafeteria and qualified personnel (hostesses and mother tongue translators/interpreters) available to exhibitors.

Delegations from the following countries have currently been confirmed: England, Germany, France, Sweden, Russia. Delegations from Poland, Czech Republic, Malaysia, Serbia, Ukraine, Dubai, Brazil and others are being defined.

MARKETING SERVICES - Company promotion through the Official Newsletter of the event to advertise company presentations and/or product innovation. The Newsletter is sent to a database of about 15,000 Italian and international contacts (all trade operators). After the newsletter is issued, information is included on the web site in the dedicated "Company News" section for a whole year.

Hospitality in Modena



Con il sostegno di



Promosso da



Organizzato da



In collaborazione con



Professional Community: every exhibitor will have the chance to enrol free of charge in the community dedicated to the professional motorsport world on a national and international scale. Participants (exclusively and strictly operators) will be able to dialogue directly with hundreds of motorsport professionals through the Viadeo networking platform.

<http://www.viadeo.com/join/motorsport>

Pre-furnished "turnkey" stands measuring 6 sq.m. and 12 sq.m. (and multiples of 12) including furnishing and a stand cleaning service for the entire duration of the event; connection, final testing of electrical plant and relative consumption up to 2 kW; Global insurance coverage (Civil Liability, Theft and Fire); publication of data on the Internet site and in the official catalogue of the event; Links; Exhibitor Badges; Free entrance to the International Business Lounge.

Unlimited number of entrance tickets in electronic format allowing your clients to receive a personalised pass by e-mail for direct access to the entrances without checking in at ticket offices.

Competitive participation costs thanks to the contribution of Modena Chamber of Commerce ensuring lower costs thanks to a discount of 25% for stands compared to 2009.

Easy payment terms: ModenaFiere has set up two different, simple and effective finance systems:

- UniCredit Banca minimum amount of finance equal to Euro 10,000.
- Banca Popolare Emilia Romagna minimum amount of finance equal to Euro 2,500 up to a maximum of Euro 5,000.00.

Hospitality in Modena: possibility of using the numerous services offered by the approved "ModenaTur" travel agent for hotel bookings, organisation of guided visits, etc.

ITALIAN INDUSTRIAL DISTRICTS AT MOTORSPORT EXPOTECH

An absolute innovation for the 2010 edition is attendance by **several Italian Industrial Districts**.

As the protagonists of **research** and **innovation** in Made in Italy, these Industrial Districts will involve companies interested in the numerous **workshops** and **B2B appointments** that will once again characterise this edition of Motor Sport Expotech.

Entrepreneurs will be able to establish contacts with new realities, make comparisons and develop new **business opportunities**.

CONVENTIONS

With just six months to go to the event in Modena with the promotion and organisation campaign in full swing, there is already major national and international interest among the main players in motorsport.

Important collaborations have been confirmed with the **Faculty of Engineering of Modena-Reggio Emilia University**, the main such faculty in the motoring field, and **DemoCenter-Sipe**, the Centre for Innovation and Technological Transfer. A series of highly specialised conventions is scheduled and the calendar will be published in coming weeks.

Here are some previews of the topics:

- Engine control systems and electrical and hybrid applications in the automotive sphere;
- The use of materials in motorsport and surfaces
- Sports cars from the engine to the frame
- Aerodynamics

Moreover, as a collateral event to Motorsport, the 3rd edition of **Composites Expo-Congress** is dedicated to composite material technologies in Automotive, Nautical and Aeronautic sectors.

EXHIBITORS 2010



MTA, through its Racing Division, offers the motorsport competition market at various levels a **huge range of systems** based on very powerful architectures exploiting "real time" operative software capable of managing very high flows of

information. Data/video/audio acquisition systems, telemetry, dashboard, GPS, sensors and optical sight detection systems are the main products offered by MTA in this sector and used in F1 for cars and MotoGP for motorbikes, through to minor competitions.

Precisely thanks to this expertise acquired in more than twenty years of design for the racing world, MTA was chosen by the **Lamborghini racing division** as **technical sponsor** for two of the main motorsport competitions in which it is involved: the Lamborghini Super Trophy, a single-marque Pan-European championship for all wheel drive vehicles, specifically the Lamborghini Gallardo Super Trophy, and the Italian GT Cup 2010 Championships, where Lamborghini cars fight it out side by side with the renowned competition.

The agreement with Lamborghini Racing envisages the supply of systems that MTA already produces for the competition sphere, obviously adapted and optimised for the cars involved in these important trophies; the products are developed by the Concordia division **specialising in high-tech electronic systems and cover all data acquisition**. They include: Phoenix - dashboard with GPS and built-in accelerometers, equipped with a data acquisition system; an optical sight; Visus - a module integrating acquisition of audio and video signals using connected cameras; wiring for readout of various sensors installed on the vehicle.

Yet collaboration does not only concern the development and supply of products but also extends to **trackside support**. In fact, the two trophies will see highly qualified MTA technicians with proven competition experience provide support to the various teams involved during race days, assisting them as regards the optimal use of the hardware and software for all products supplied.

Collaboration between MTA and Lamborghini Auto can by now be defined as "historical" and over the years has seen the development of exclusive products such as and above all the futuristic dashboard for the Lamborghini Reventon. Long-term and rewarding experience gained at the side of this important dream car builder has also culminated in the natural extension of the partnership to the racing world.

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