

MODENA FIERE  
**2012**  
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**4<sup>th</sup>**  
**Motor Sport**  
 EXPOTECH  
 INTERNATIONAL

VEHICLES & HIGH PERFORMANCE MOTORS

INNOVATIVE MATERIALS, TECHNOLOGIES, PRODUCTS AND SERVICES FOR RACING AND HIGH PERFORMANCE VEHICLES AND ENGINES FOR AUTOMOBILES, MOTORCYCLES, GO-KARTS, BOATS AND PLANES

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**MODENA MOTORSPORT EXPOTECH**  
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Motorsport Expotech is the professional trade Exhibition devoted to motorsports which gathers the most renowned companies in the racing sector to showcase and disclose their latest innovations, learn their know-how and arrange B2B meetings.

**2012 EXHIBITOR - CLOSE-UP**

**WHAT THE COMPANIES HAVE TO SAY: DINO PAOLI Srl**

Interview with *Intervista a Francesca Paoli - Amministratore Delegato*



**Dino Paoli S.r.l.**, a leading Italian maker of pneumatic impact wrenches and accessories, was founded in Reggio Emilia in 1968 and rose to success in the automotive industry, auto repairs, various fields of industry and motorsports. The company supplies all the teams participating in the F1, GP2, DTM, World Series by Renault, A1GP, IRL, F.Nippon and V8-Supercar championships and almost all the teams in the ENDURANCE, GT, F3000, and ALMS series.

**Dino Paoli S.r.l.**'s sales are 40% in Italy and 60% abroad (in Europe, Australia, Russia, Japan and the United States). 2011 saw two important milestones for the company: participation in the Brazilian Stock Car championship with its DP 2000 S impact wrench and the Nascar Formula with its Red Devil® impact wrench. At the same time, the company continues to work on development of mechatronics products.

The Emilia-based company recently consolidated a fruitful partnership with **PolyResearch AG (PRAG)**, a German company which patents and produces sensors using the most advanced technologies.

The result is a new range of **Paoli Pit Stop® impact wrenches with fully integrated torque sensors** and digital signal processors for monitoring torque energy in real time. Compact design and outstanding performance make these new impact wrenches perfect for training and quality control in pit-stop operations. They improve safety if used during competitions.

**In view of what your company does, what do you expect to see from a racing trade fair?**

I see it as an opportunity to create new synergies with other exhibitors and make contact with other producers, teams and buyers in the racing sector.

**This year's Expo includes some important new partnerships and content. What do you think of this, as a returning exhibitor?**

This is a positive development allowing us to capitalise on Autopromotec's experience. There are a lot of companies like ours that not only serve the automotive industry but develop products for the racing segment too, and this event offers them an opportunity to get to know a privileged selection of dealers in the sector and present their products to them.

Conventions, workshops and collaboration with the institutions are essential tools that help improve the quality of the fair, promoting interaction between operators and attracting interest in motor sports.

## CLOSE-UP

### WHAT THE PROFESSIONALS HAVE TO SAY: AGOSTINI ORIANO



AGOSTINI ORIANO, born in Pesaro, now lives in Rimini.

He was a Rally driver from 1982 to 2000.

He now focuses on Snow & Ice competitions: he was Italian Champion in 2001 and 2003 and Ice Cup Champion in 2010/2011.

He has been an organiser since 1994. The principal competitions he has organised are: the Rally Adriatico (Cir), Rally Costa Romagnola, Rally Marche, Ronde Valtiberina (Raceday), Ronde Balcone delle Marche (Raceday). He managed a rally team (Trofeo Uno, Trofeo Seat Ibiza) and then a speed team (Trofeo Citroen Saxò, Alfa 147 Cup, Seat Leon Supercopa), winning a number of trophies, the most recent of which was the 2010 Seat Leon. He has worked as a partner and logistics manager for Aci Sport for the CIVM since 2010.

#### What do you expect to see at a racing event?

What I expect from Motorsport ExpoTech is an all-round overview of everything having to do with motorsports, from simple materials for making cars to special parts which are hard to find on the market. I also expect an event which can help us understand and discuss issues in racing.

#### What do you expect to see coming out of the latest changes and new partnerships, above all with ACI CSAI?

What I expect to see come out of Motorsport ExpoTech's partnership with ACI-CSAI is, as I said before, a broad overview of everything to do with motor sports, not just the technical aspects, but everything revolving around them.

### ASSORACE – Drivers' and Trainers' Association – Interview with Chairman Vincenzo Molinari



Assorace was established in 1999, originally to represent practically all the participants and teams in the historic CIVT, an Italian championship that saw more than 100 drivers compete in 6 categories.

Established as a trade association for drivers and trainers, Assorace soon began to concern itself with promotion and visibility of its members and therefore indirectly of all the championships in which they raced.

The association's magazine, which has been distributed free of charge for more than a decade, is now the most authoritative source of racing information. Assorace now has members in about 12 racing categories in Italy and abroad and is the only association operating in all competitions in the country.

#### What do you expect to see at a racing event?

First of all, just the fact that an event of this kind exists today is good news; a country with an important racing history like Italy shouldn't have to send its drivers abroad to go to meetings every year!

In response to your question, an important event of this kind needs to see the participation of all sectors, from the industry itself to the trainers, drivers and, certainly, the great race cars. The dates chosen for the 2012 fair will allow many people to take a couple of days off from the workshop to take advantage of this important opportunity to get together.

We don't agree that the summer is the best time to prepare for the next season; it's better to start getting ready before the championships. In the experience of our association, once the championships are underway it is hard to get everyone together around a table to talk, especially the active components of the movement. The beginning of February could be the perfect time, as many of our racetracks become unusable due to poor weather conditions. We don't believe the real problems in re-launching the industry are creation of new models and a new single-brand event, or even innovations in materials capable of offering new benefits for racing. As in any industry, the numbers will grow only in the presence of overall growth in the movement as a whole. The issues lie in the foundations. A lot of problems are due to failure of the parties to collaborate truly, an almost total lack of joint participation to solve problems, with decisions which are not necessarily made together, but only announced after the fact.

Modena could be a good place to discuss all these issues.

#### What do you expect to see coming out of the latest changes and new partnerships?

Personally, I am very happy to support this initiative, which has been increasing in popularity in Italy and abroad over the past four years, as Assorace. I hope that the national pride characterising countries such as Germany, France and England will begin to emerge here too, and that this will make us proud to have an important trade fair of our own. In other countries people are very interested in the Italian market, and so I hope that the Italian players in the industry are ready to address a market that no longer has any boundaries, where "presence and supply" must always be up to expectations.