

Professional **MotorSport** WORLD EXPO 2008



SHOW REVIEW



Racing success in Cologne

Gala Dinner and Awards a triumph – find out more inside

www.pmw-expo.com

Knockout!

With just over 6,000 visitors attending the 2008 show, this year's Professional MotorSport World Expo hit new records in more ways than one!

The show had more exhibitors than ever before and the reaction to the show from visitors and exhibitors was one of great excitement to see it becoming the benchmark event in central Europe for motorsport professionals.

Commenting on the show, Tony Robinson, event founder and UKIP CEO, said, "What you saw around the hall was that exhibitors had clearly invested more heavily, which is indicative of a show with good returns. It also means that this year, there was more for visitors to see than ever before. There was more technology than ever, the displays were more intense, and the whole event has really matured."

With engineering and procurement people attending from every Formula 1 team and a fantastic cross section of the industry including DTM, World Rally, FIA GT, AIGP and GP2 together with visitors from as far



KTM won the Vehicle Development of the Year award for the X-Bow, which made its stand even busier

afield as Australia, Singapore and Japan, the show really proved itself to be the meeting point for buyers, specifiers, dealers and distributors across the motorsport industry. As always, it was entry to industry people only and no entry to the general public.

Planning is already well underway for 2009, when the show will be back in Cologne on 17, 18 and 19 November and promises to be bigger and better still. Keep an eye on www.pmw-expo.com for more information!



"It's been great to see all these different manufacturers in one place. We have got some good contacts to get in touch with after the show, when we evaluate the options for upgrading our cars. We have been particularly interested in the braking firms – we have found some new companies who we never knew existed."

Arie Kroeze, Tachos Rallying



Professional MotorSport World Expo Awards

The outstanding motorsport teams, technologies, personalities and facilities of 2008 were acknowledged and rewarded in the Professional MotorSport World Expo annual awards.

Among the category winners were the new Singapore Circuit, host to Formula 1's first-ever night race; giant-killing sports and racing car manufacturer, KTM; Bruno

Famin, technical director for Peugeot Sport; and Franz Tost, team principal of Formula 1's rising star, Scuderia Toro Rosso.

Presented at Professional MotorSport World Expo, the awards were the highlight of a Gala Dinner that hosted many of the sport's most influential figures at the end of Day 1. Graham Heeps, editor of *Professional MotorSport World* magazine and chairman of the judging panel, said: "We are proud that these awards acknowledge high-profile success, but that they also reward some of the less visible, but equally worthy achievements."

On winning his award for Team Principal of the Year, Franz Tost said, "Although I don't feel that I personally deserve any special recognition, I am happy to receive this prestigious award on behalf of everyone who works for Scuderia Toro Rosso, as an encouragement to do even better in the future."



Event founder Tony Robinson (left) with award recipient Nick Syn (center) and Alan Wilson

Alan Wilson, who collected an award in 2006 on behalf of Miller Motorsports Park, which he designed, returned to the event this year to present the award for the Motorsport Facility of the Year to Nick Syn, of Singapore Circuit, who made the long journey to collect it in person.

Additionally, the awards honored the FIA Institute, which won Safety Innovation of the Year for its WRC safety program; Windshear won Testing Technology of the Year for its new 180mph rolling-road wind tunnel, and Heat2power won Powertrain Innovation of the Year for its waste heat regeneration technology.



Circuit conference

Another new feature at the show this year was the MotorSport Circuit Owners, Investors and Suppliers Forum. This exciting two-day conference put on an impressive line-up of speakers for the many delegates attending. Among those presenting were Dr Walter Kafitz, president of AICP Circuits International; Clive Bowen of Apex Circuit Design; and Valerio Maioli of circuit lighting specialist,



Valerio Maioli SpA. John Tetley, CEO of Queensland Raceways, came all the way from

John Tetley made the long trip all the way from Queensland

Australia for the conference. He said, "It is very important for me to understand how people are driving their businesses forward, so it was very good. The speakers were all very competent, and it was part motivational and part investigative for me." It was Tetley's first visit to a non-English speaking country and he was bowled over by his "friendly and supportive" German hosts.

After the conference, Tetley took to the expo floor. "Being a racer myself, with a Formula Ford and a Formula 3 car, I've been very interested in the technology here. The standards of the displays have been terrific, absolutely world class. One of the most interesting things for me has been the SKF stand, with its new low-friction racing bearings."



News from the show

Sportscar steering system

Xtrac launched its first complete rack and pinion steering unit at the show. Destined initially for LMP1 sportscars, it has been designed with a short magnesium housing so it can be used where space is tight – on GT cars or certain one-make series, for example. The arm lengths are adjustable, and backlash can be adjusted in situ. A drive is attached for a potentiometer to measure steering angle. Development director Cliff Hawkins enjoyed the show: "The 10.00 to 5.00 format works really well, we have met many of our F1 customers, and the Gala Dinner was great," he said.



"I have come to see a few customers, and I have made some useful new contacts. It's a great show because it is just trade, and I have been able to see many people in one go."

Mark Pickford,
OEM sales manager,
Friction Marketing Co Ltd



"The quality here is excellent. I'll come again next year. It's easy to remain insular working in England, so it's nice to see the broader picture. From a professional point of view it's good that it's trade only."

Mick Cross, Autocross Ltd

New Evo X exhaust

HJS presented a performance exhaust system for the Mitsubishi Evo X. Designed for Group N use, the system is 30% lighter than the standard item while meeting the FIA emissions regulations. Made of 1.2mm-thick stainless steel, the size is the same but back-pressure has been reduced by 30% due to the design of the catalyst. Klaus Osterhaus from HJS said, "This is a lightweight system which allows the gases to flow through quicker. It adheres to all the regulations, and cuts the NOx by 80% and the HCs and CO by 90%." This is the third time HJS has exhibited at the show, and Osterhaus is confident he will be back in 2009. "This has been the best year yet for visitors," he observed.



Rally seat safety

Another firm showcasing new products was Sparco. The company has a new seat called the ProADV, which it claims is almost seven times stronger than anything else on the market. Aurelio Sportelli from Sparco explained, "This sets a new standard. Together with the FIA Institute, we have developed it to be very safe in side impacts, and thoroughly crash tested it to identify the exact dynamics of the seat, belts and driver during an impact. It is the only one in Europe which meets such a high standard." Expect to see the new seat debut in the WRC in 2009. Also new from Sparco was a lightweight material for race overalls, and two new fireproof glove designs: one for high-vibration applications, and one designed for high grip.



Damper diversity

One company with several new products on display was ZF Sachs Race Engineering. The company is expanding its horizons and working with two wheels as well as four. On the stand was an MV Agusta, which featured new front forks and new shocks at the rear. Theo Rottenberger, product manager formula, explained, "The new thing about this design is the way in which it can be adjusted, so the rider can take into account different speeds, surface conditions and tire wear and temperature."

Also on the stand was Sachs Racing Damper Fluid. Olaf Schwaier, managing director, said, "Oil is almost like the fuel of the shock absorber. The most important thing is the viscous behavior. As temperatures increase, damping forces are reduced and this is minimized with our new fluid." The damper fluid is the result of two years' development work, in conjunction with a lubrication manufacturer. Now ZF Sachs is working with F1 teams Ferrari and BMW, as well as a major British team. Schwaier continued, "It is the additives that are important, more so than the base oil. In the future there will be more research into additives for bespoke race car dampers."



"It is our first time as exhibitors, and it has been very promising with lots of contacts. More visitors than expected in fact, and we are thinking about enlarging the size of our stand for next year."

Thierry Huron, TAG Heuer professional timing

Race chassis simulation

Race car and hill-climb specialist Pilbeam shared a stand with ChassisSim this year. The latter has launched a new version of its software. Danny Nowlan, ChassisSim director, said, "This new lap time simulation software can take data from any standard system, then hundreds of parameters can be adjusted. Also it can interface with any of the main data logic packages so exporting information is easy, and it is very useful for refining a setup or driver training." Mike Pilbeam, director of Pilbeam Racing Designs, added, "We have found the software to be very good, with a good correlation between simulated and real data, and it is very responsive to changes." The system is being used with GT cars, Le Mans and Formula 3.

Pilbeam visited the 2007 show and gave a presentation; after walking the hall he decided to exhibit at the 2008 event. He is currently working on a VdeV 2-liter

prototype with a Neil Brown engine. "This is the first car we have created without a wind tunnel," he said. "We just used CFD, which we found a very positive experience. The technology has advanced rapidly over the last three years, and we would use this method again." Commenting on his impression of the show as an exhibitor, he added, "It has been very good. The UK Trade & Industry has been very helpful, and unlike at other shows, everyone you talk to is serious."



Get into gear with new boxes

Show regulars Elite Racing Transmissions came to the 2008 show with two new gearboxes: a front-wheel drive system called FD250-6S and a transaxle design called TXL250-6S. Managing director Mark Bloor said, "These are both sequential six-speed units with a high torque rating of 475Nm, so they are suitable for rallycross or circuit racing. They are designed to have many internal parts in common, like the actuators and shafts, so we can keep our prices down and pass the savings on to customers. There has been lots of interest, and the show has been good for us."

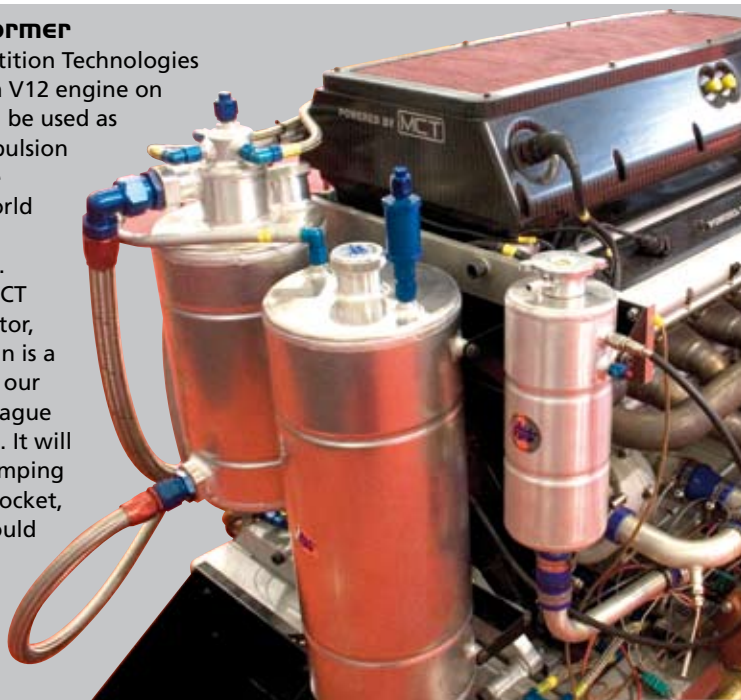
Magazine goes from strength to strength

The official magazine of the show, *Professional Motorsport World*, is growing with every issue. Published four times a year, the perfect-bound format offers the very latest news, technology updates and case studies about the business of motorsport. Log onto www.pmw-expo.com/magazine.htm to find out more.

Piston performer

Menard Competition Technologies (MCT) Ltd had a V12 engine on display that will be used as part of the propulsion package for the Bloodhound world speed record attempt vehicle.

Kevin Lee, MCT managing director, said, "The design is a modification of our 750bhp Superleague Formula engine. It will be used as a pumping system for the rocket, so in a way it could become the fastest piston engine in the world!"



"The show has been very good again this year. We've seen some new and familiar faces. We've been proactive in our European operations over the past years and people have been to seek us out at PMW. We like the targeted nature of the show, and it is good that it is not open to the general public. Judging by the quality of the visitors, the show is worthy of its name."

Mark Hendel, sales director,
Neuteq Europe

Component tracking

A newcomer to the show was NoskeComp, a software specialist all the way from Australia. The company provides computerized records of the history of parts fitted to race cars, as Tim Noske revealed: "Each part is recorded in the system, so its exact mileage can be called up, or alarms set up to inspect, service or crack test. This helps teams when deciding which parts to replace and when. It's also very useful if an accident has occurred, as the exact history of components can be traced." On screen a cut and paste system is used to update the system, and plans are afoot to introduce a drag and drop method in 2009. Noske systems are new to Europe, but are well used in Australian V8 Supercars, the IRL and American Le Mans. Tim Noske added, "I'm very impressed with the show; it is very well organized and set up."

A word about next year

Following from the success of the 2008 event, organizers are busy preparing for the 2009 show, which will also be held in Cologne, on the 17, 18 and 19 November. The event will provide the ideal opportunity for exhibitors to mix with key European motorsport buyers.

Over 350 companies are expected to exhibit. Those confirmed already include ZF Sachs Race Engineering, Performance Friction, Pankl, Haas Automation, Magneti Marelli, Bosch Motorsport, Del West, Brembo and AP Racing.

Why attend? This event is exclusively for people actively involved in motorsport, and is not open to the general public. It will act as a meeting place for professionals to exchange technologies, innovations and ideas on how to drive the industry forward. Visitors will be professionals from across the motorsport disciplines including: single-seater racing; saloon racing; drag racing; rallying; off-roading; historic motorsport; sportscar racing and speed events. It will be the perfect place to meet your distributors and find new European sales channels.

Keep an eye on www.pmw-expo.com and watch out for regular updates in *Professional MotorSport World* magazine.



"The forum was excellent – the perfect opportunity for me to speak directly to my target audience. I got some good feedback, and I'd be happy to do it again, which with a fast-moving industry like this is a distinct possibility."

Graham Horgan, chief executive, Rapid Media Systems