

taking place at

Professional MotorSport WORLD EXPO

PROFESSIONAL MOTORSPORT
CIRCUIT OWNERS, INVESTORS
AND SUPPLIERS FORUM 2009

PRELIMINARY PROGRAMME

In Association with *Professional
Motorsport Circuit Magazine*



CONFERENCE PROGRAMME

4 & 5 NOVEMBER 2009,
KOELNMESSE, COLOGNE, GERMANY

in association with



PROFESSIONAL MOTORSPORT CIRCUIT OWNERS, INVESTORS AND SUPPLIERS FORUM 2009

The Professional Motorsport Circuit Owners, Investors and Suppliers Forum provides information and a forum to discuss the design, operation and maintenance of motorsport circuits.

The forum will bring together progressive management and revenue-generating ideas that have been adopted by different sizes and types of circuits. Delegates can be assured of a stimulating, innovative environment with scope for open discussion and debate.

The 2009 Forum will take place at the Koelnmesse on 4 and 5 November.

SESSIONS INCLUDE:

- Planning and Designing Motorsport Venues
- Creating and Operating Socially Responsible Circuits
- Sponsorship, Marketing and Revenue Generation
- Track Paving and Maintenance
- Circuit Safety
- Legal and Insurance Workshop
- National and Regional Track Seminar
- Technology and Innovation for Circuits and Venues

TIMETABLE OF SESSIONS:

DAY 1

- 09:00 – 09:45 Opening Plenary Session including Keynote Presentations
- 10:00 – 13:00 Planning and Designing Motorsport Venues
- 13:30 – 16:00 Creating and Operating Socially Responsible Circuits
- 14:30 – 17:30 Sponsorship, Marketing and Revenue Generation
- 16:00 - 17:30 Track Paving and Maintenance

DAY 2

- 09:00 – 12:00 Circuit Safety
- 12:15 – 13:30 Legal and Insurance Workshop
- 14:00 – 16:00 National and Regional Track Seminar
- 14:00 – 16:00 Technology and Innovation for Circuits and Venues



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PROFESSIONAL MOTORSPORT CIRCUIT OWNERS, INVESTORS AND SUPPLIERS FORUM 2009

DAY I

WEDNESDAY 4 NOVEMBER

Professional Motorsport Circuit Owners Investors and Suppliers Forum

09:00 – 09:45

Opening Session

Keynote speakers include:

Dr Walter Kafitz, president of the Association Internationale des Circuits Permanents (AICP)

Gill Campbell, CEO/general manager of Mazda Raceway Laguna Seca

10:00 – 13:00

Planning and Designing Motorsport Venues

Session chair: Clive Bowen

This session is designed to assist prospective or existing circuit owners or operators to understand ways to develop economically sustainable venues. The day will provide a walk-through of the process of development including: architecture and masterplanning, economic sustainability modelling, planning permission and how to secure consent, value engineering and cost consultancy. The forum will also look at interesting ways to achieve results with limited investments such as the use of temporary facilities to reduce capital investment.

How to control the costs of your circuit development projects

Guy Austin, partner, Ridge & Partners

Discipline, team work and effective communications are at the core of any successful project; to these must be added the professional skills, techniques and tools of the professional project manager and cost consultant. Enthusiasm, drive and determination complete the mix. Guy will compare these disciplines when applied in successful construction projects with the way they are used by successful racing teams.

Is it possible to design a sustainable circuit?

John Rhodes, head of motorsport team, Populous Ltd

There are many factors that influence the development choices of a new venue – budget, topography, planning restrictions, event layout and circuit design. Is it possible to control the decision making within an environmental framework and still produce a world-class motorsport venue? In outlining the key environmental challenges to be faced when considering the planning of the next generation of sustainable motorsport venues, the intention is to explore a series of current local motorsport case studies, where new and existing technologies from other sporting venues have been applied.

What is 'value'? Contemplating sustainability and value engineering of a motorsport destination

Mike Wells, motorsport team leader and technical director, Scott Wilson

The tension between supporters of sustainability and value in major design and construction projects has increased in recent years. Early-stage ideals that incorporate green solutions and promote sustainability later conflict with value engineering principles. How can both ideals be satisfied at motorsport venues, when measures proposed to make a project more sustainable increase cost and decrease value? Mike Wells, an expert in value engineering, identifies sustainability solutions that can add 'real value' to a project in ways that resolve this tension.

Nürburgring 2009: Creating a year-round leisure and business centre

Stephan Cimbäl, marketing manager, Nürburgring

The Nürburgring has been expanded into a year-round leisure and business centre in order to provide visitors with better service, more offers and even more possibilities when it comes to motorsport. Stephan Cimbäl will update delegates on how the Nürburgring 2009 project has operated in practice. This is a must-see presentation for any circuit owner/operator, however large or small, who may be looking to widen their audience and bring in additional revenue.

What is the real seating capacity at your venue?

Arno Bosch, managing director, AB Tribunes

The design of a motorsport venue will certainly include permanent grandstands that are expensive to build and maintain. While the objective is to balance the cost of construction and maintenance against the likely usage, there may be occasions when permanent capacity is reached and thus the opportunity to maximise revenue from an event is missed. Temporary and semi-permanent grandstands therefore provide a venue with flexibility, but they shouldn't be an afterthought. This presentation will explore the options involved in permanent and temporary seating as part of your venue's design.

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Developing needs: from traditional racetracks to modern, multifunctional motorsport destinations

Peter Wahl, managing partner, Tilke GmbH & Co KG

In the past, motorsport circuits were designed for the sole purpose of going racing in front of an audience of dedicated motorsport enthusiasts. Nowadays a new motorsport venue should be created with different adjacent facilities, to bring business success through different revenue streams and to cater to a wider audience. This presentation will highlight the different options and provide an optimistic outlook for the future of racetracks.

13:30 – 16:00

Creating and Operating Socially Responsible Circuits

Session chair: Andy Watson

With environmental issues at or near the top of social and political agendas, motorsport venues need to address noise and other environmental issues or face regulatory problems. This session looks at how circuits operate responsibly, both socially and environmentally. It also provides some real examples of how motorsport facilities can embrace and get ahead of social and environmental agendas rather than simply reacting to them.

Working towards greener circuits worldwide

Dr Walter Kafitz, president of the Association Internationale des Circuits Permanents (AICP)

The AICP has a special focus in two particular areas – noise reduction and alternative energies – and has set up working groups on both topics. Both working groups strive to develop ideas and concepts that look at new technical expertise and approaches, and for international solutions that can be sustainably implemented into motorsport.

Noise control measures to maximise circuit use

Andy Watson, senior partner, Acoustic Consultancy Services

One of the most important aspects of operating a motorsport venue is to maximise use, but frequent use is often at odds with noise disturbance in the community. For many venues noise issues mean restrictions on the number of days that they can operate and also may mean restrictions on the type of events they are allowed to run. It is possible to introduce a noise control system that can give guaranteed control over the community noise impact.

Environmental issues in motorsport – the wider perspective

John Symes, technical director, The Royal Automobile Club Motor Sports Association Limited

Do environmental issues for motorsport circuits relate only to the competitions and the carbon footprint? John Symes, technical director of the MSA and the MSA representative at FIA environmental meetings, will outline the wider perspective that circuits need to consider with regard to their environmental impact.

Implementing and managing a noise monitoring system at motorsport circuits

James Tingay, group marketing manager, Cirrus Research plc

The need to measure, monitor and control noise from motorsport circuits has become ever more pressing with the growing public awareness of environmental issues. This presentation reviews some of the recent developments in motorsport noise monitoring, and uses a case study to highlight some of the issues and solutions provided to a number of motorsport circuits for which noise management is an essential part of daily operations.

Gotland Ring – social and environmental entrepreneurship

Alec Arho Havrén, founder, circuit architect and chief instructor, Gotland Ring

The Gotland Ring is the first race and test circuit with an environmental profile: it teaches safe and ecological driving for corporate and institutional clients. It is the venue of choice for international new model launches such as Honda FCX, which is keen to demonstrate its environmentally friendly technology. Gotland Ring works actively with the eco-municipality of Gotland and is praised by the local Green politicians; at the same time it manages to operate a modern racing circuit. Alec Arho Havrén will explain how he believes environment, technology and motorsport can function well together.



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14:30 – 17:30

Sponsorship, Marketing and Revenue Generation

Session chair: Gill Campbell

This session is designed to explore the way in which circuits generate revenue through either sponsorship or naming rights or indeed subsidies, right through to the day-to-day activities and initiatives that allow them to reach and attract more customers, be they from specialist race series or from mainstream tourism or indeed through innovative new internet technologies.

How to maximise the brand potential of a motorsport venue, and create branding collateral

John Barrow, senior principal, Populous Sport Ltd

Naming rights and brand potential are becoming an important revenue source for major sporting venues. How do you maximise a motorsport venue's brand potential and how do you create optimum opportunities for branding exploitation? The brand perception of a venue is critical to the venue's success and ability to sign key sponsors. The intention is to illustrate how branding can be integrated in small and large venues based on case studies and experience learnt from other major sporting venues.

Competing against new circuits in F1

Dr Karl-Josef Schmidt, managing director, Hockenheimring

In Formula 1, developments are under way that threaten the profitability of circuits and jeopardise the continuity of the events at the traditional tracks. Costs are increasing and spectator numbers are decreasing. The question arises as to whether there is an overriding public interest to justify a public subsidy, as is the case at a number of existing Formula 1 circuits. But these subsidies already create a competitive imbalance and these imbalances are exemplified by the set of problems at the world-famous Formula 1 Hockenheimring circuit. Dr Schmidt will review the problems and the arguments concerning subsidies, and provide his perspective on the future for Formula 1 circuits.

How to open up the circuit for mainstream tourism and have the world as your customer

Ron Simons, director, RSRNürburg

Most tracks, including the more successful ones, have the problem that although they are completely booked, it is hard to make a profit. Regulations limit driving time but there are 24 hours in a day! This presentation is about opening up the track to the non-racing customer, and developing add-on products to the driving on track. RSRNürburg successfully targets the world as a marketplace and has developed additional products that allow drivers to enjoy driving the track as well as boosting tourism in the region.

Serving the fast-growing historic racing market – a demanding but important customer for circuits

Christopher Tate, series director, Masters Historic Racing

Historic racing is expanding rapidly, and now has several professional operators alongside the older-style specialist clubs. Circuits seeing a decline in corporate track days need greater awareness of historics. The presentation will cover a range of topics: the special safety needs of historics, noise reduction, how circuits handle their clients, the value of proper promotion in joint ventures and how to deal with discerning car owners.

How to make money from the digital exploitation of your motorsport circuit

Andy Lüring, CEO, iOpener Media GmbH

Despite the global recession, the computer gaming industry is posting healthy figures. Racing games alone have enjoyed an 18% increase up to 40 million gamers in 2008. So why shouldn't race tracks benefit from this? Having your circuit iOpener enabled – linking the real track to the virtual track in race games – creates a breakthrough for daily mass entertainment, race education and expanding on-track services. The key lies in diversifying the race circuit's revenue model from traditional towards the digital age. Andy Lüring will take delegates through the necessary steps and explain the benefits, including the revenue stream that can be generated.

How to increase revenue, re-bookings and marketing effort by using data-enhanced video

Julian Thomas, managing director, Racelogic Ltd

The latest video technology enables circuits to give customers a video to take home with them after a driving experience, track day or race. Technologies such as Video VBOX can take two cameras, and overlays high-quality graphics on top of the video showing speed, circuit position, lap time and g-force. Customers get to take home a USB stick with the video. This is not only a great souvenir – it also becomes a great marketing tool for the circuit when the video is shown to friends and colleagues. Julian Thomas will explain what the technology does and how to increase your revenue through its use.

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16:00 – 17:30

Track Paving and Maintenance

Session chair: Alex Wright

How a track is made, constructed and maintained is crucial to the quality and safety of the racing it hosts and therefore to your business. This session will look at surfaces and their properties, testing and maintenance technologies as well as what can be learned about surfacing from tracks in the US, where the quality of available materials can be poor. If you are involved in specifying, managing or maintaining the racetrack surface, this session will provide some new insights.

Measurement technology for surface assessment and design

Alex Wright, group manager, Technology Development, TRL Ltd

The efficient management, maintenance and construction of race circuit pavements benefits from the availability of accurate and up-to-date information on pavement construction, design and condition. Recent years have seen the emergence of new technologies that can be used to provide detailed information on the pavement for use in delivering better-quality surfaces, monitoring surface condition during the lifetime of the pavement, and assisting with the maintenance process. This presentation will review such systems and discuss how they could be of benefit in the management of modern racing circuits.

Track paving in the real world – how to work with your local contractors

Alan Wilson, principal, Wilson Motorsports Inc

The quality of the race surface is crucial to the effectiveness of the facility. Very few tracks can afford the services of high-end paving experts and most depend on their local contractors to surface their tracks. Asphalt design, construction and, above all, maintenance and repair are major elements of a race facilities operation that remain a black art to many people; in reality they require deep technical understanding if long-term costs are to be controlled. Alan Wilson will provide practical advice on how to get the best from your local contractors.

DAY 2

THURSDAY 5 NOVEMBER

09:00 – 12:00

Circuit Safety

Session chair: Hubert Gramling

This session brings together the world's two leading experts on motorsport barrier safety to discuss the types of barriers that you should install at your circuit. The session not only looks at new developments in catch or debris fencing designed to protect spectators, but also focuses on the business case for maximising safety. With the world's leading speakers in motorsport safety and plenty of spectacular crash test video, this will be an exciting and extremely valuable session for those who are responsible for safety at their circuit.

The business case for maximising the safety of your circuit

Jarno Zaffelli, CEO, Dromo - Applied Italian Circuit Design

New survey technologies and simulation software enable every racetrack, built or to be built, to improve its safety with smart, tailor-made designs that maximise safety. But until now circuit safety has been a passive concept. In this presentation Jarno Zaffelli will explore the concept of using safety as a driver of business. Fewer accidents and fewer injuries mean fewer costs, more customers and more revenue. Jarno argues that maximising safety rather than adhering to minimum standards is an investment not a cost.

Is it possible to further improve the high-speed barrier?

Hubert Gramling, head of research, FIA Institute for Motorsport Safety

During the summer of 2009, further testing aimed at improving the high-speed barrier will be conducted by the FIA Institute. The barrier is already the culmination of six years' work and testing with different materials such as Tecpro elements, Alpina steel plates, conveyor belts, tyres with and without inserts, Armco and concrete blocks. During the performance work, practical advantages, downsides and physical limitations of these materials with different barrier configurations were discovered. Hubert will bring new testing video from the summer 2009 tests aimed at further reducing the risk of penetration of the barrier and reducing the chance of cars going under or over the barrier.

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Don't forget the marshals!

Chris Hobson, national chairman, British Motorsport Marshals Club

The FIA lays down minimum requirements for marshals' posts and equipment, etc., but are these sufficient to ensure the safety of your customers? How will you operate with the reduced marshalling numbers being experienced by many countries, yet still remain legally (and morally) covered? How can you take advantage of innovative technology? Building on work done in the UK by the Motorsports Association Working Party on alternative marshalling methods and their implications for circuits and circuit operators, Chris will lead a discussion on how you can improve safety cover and attract more volunteers to man circuits by minimal, yet effective, investment.

The SAFER barrier – development, testing, in-service performance evaluation and applications

Ronald K. Faller, research assistant professor, Midwest Roadside Safety Facility (MwRSF), USA

The SAFER barrier system (Steel and Foam Energy Reduction) was developed by researchers and engineers at the Midwest Roadside Safety Facility (MwRSF) of the University of Nebraska-Lincoln, and sponsored by the Indy Racing League (IRL), Indianapolis Motor Speedway (IMS) and NASCAR. All high-speed oval racetracks that host an IRL IndyCar Series or a NASCAR Sprint Cup Series race use the SAFER barrier for mitigating high-speed crashes into the outer containment wall. The theory behind the design is that the barrier absorbs a portion of an impacting vehicle's kinetic energy when a race car makes contact with the outer containment barrier. The energy and impact force are distributed through stiff beam elements over a longer barrier length, and imparted into the strategically spaced foam-block energy absorbers, thus reducing the potential for the damaged vehicle to be propelled back into the high-speed race traffic. Dr Faller has been instrumental in the development of the SAFER barrier; he will explain how it works, highlight key parts of the development effort, present actual barrier performance observed to date, and discuss how some circuits or parts of circuits may eventually be able to benefit from its use on non-oval racetrack facilities.

Keeping the cars out of the grandstands

Jochen Braunwarth, Geobruigg AG Security Engineering and Bernd Spengler, Hermann Spengler GmbH & Co KG

In April 2009 Karl Edwards' car was thrown from the track at Talladega. It hit the debris fence, sending only small pieces of debris into the grandstands while redirecting the car to the track. No-one was killed but dozens of spectators could have been. What is the problem? Current debris fences are built with cables like the one at Talladega. They work well in oblique impacts but lack the elasticity to deal with a head-on impact. The fact that the impact on this oval track was oblique was usual, but a head-on impact would not be an unusual one on many European circuits, particularly at the end of run-offs. Spengler and Geobruigg have developed a new approach to debris fences for sections of circuits where perpendicular impacts are most likely. This new type of fence can effectively manage the energy generated from a blunt impact and therefore, when things do go wrong, it better protects your customers from flying debris.

12:15 – 13:30

Legal and Insurance Workshop

Session chair: Robert Cain

Accidents happen, but when they do fingers are often pointed and lawyers and insurance companies become involved. This session looks into issues of legal liability and insurance protection, not only for established circuits but also for new facilities in regions where the legal framework to protect circuits and resolve disputes is less developed.

Racetrack fatalities – who is to blame?

Robert Cain, principal, EMW Picton Howell LLP

When a race event or track day goes badly wrong, the finger will be pointed – but at whom: the track designer, event organiser, track owner, the driver? Robert Cain will look at the chain of liability, possible criminal sanctions and what you should do to reduce the risks to your business.

Liability issues for motorsport investors in regions new to motorsport

Jonathan Lux, London partner, Ince & Co

Many new circuits are being built in countries where motorsport has little heritage and where the precise legal liabilities for circuit owners are not entirely clear. How can circuit owners and investors assess the risks in this environment, and how should they operate their circuit in such countries? Former racing driver Jonathan Lux is a partner at Ince & Co, a leading international law firm with a network of offices in places such as Dubai, Hong Kong, Shanghai and Singapore. He will offer insight into what circuit owners need to consider, what liability issues may arise where the situation is vague, and how they may lead the way in actually establishing the development of the liability framework.

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14:00 – 16:00

National and Regional Track Seminar

Session chair: Alan Wilson

Regional and national facilities are the mainstay of the industry and are the motorsport venues which are most needed in developing markets. Many of these tracks are well established and well run; many are old and in need of safety and operational upgrades; almost all are under pressure to remain profitable in the face of growing operational costs and increased safety and service demands. The National and Regional Tracks seminar will address design, operating and marketing elements of these facilities, focusing on the need for practical and cost-effective design and operation; opportunities for new business and revenue generation; and the viability of this level of track in markets that cannot justify the costs of a Formula 1-level facility.

Maximising revenue from the base

Alan Wilson, principal, Wilson Motorsports Inc

The traditional business of national and regional tracks has always centred around competitive racing. Today's facility needs to add new revenue streams to offset the ever-constrained profits that are associated with independently owned race series and ever-increasing operational costs. The answer lies in multiplying the range of business activities undertaken by tracks and investing in associated facilities designed to maximise revenue from the base complex.

Regional circuits – the future of motorsport

Huub Vermeulen, chairman, Dutch National Racing Team (DNRT) Foundation

The number of competitors and new racing series is creating a huge demand for more circuits to be built and for existing circuits to be made more available, particularly for lower levels of motorsport. Huub Vermeulen brings the perspective of a race series organiser and sets out the problems he faces and what he sees as a very major opportunity that exists for circuit owners and investors.

The Mazda Raceway Laguna Seca – a case study in effective operation and promotion

Gill Campbell, CEO/general manager, Mazda Raceway Laguna Seca

The Mazda Raceway Laguna Seca is a fantastic case study of how a circuit can operate effectively under the most stringent circumstances. Laguna Seca is not for profit and is owned by the County of Monterey but there are no subsidies. In fact the racing events and track rentals generate funds of over US\$1 million a year for the county parks department, and the track has made donations of more than US\$12 million to local charities. In addition, by spending millions of dollars locally for products and services, and by attracting more than 400,000 tourists to the area each year, its annual impact on the Monterey Peninsula exceeds US\$200 million. It achieves all this while carrying the cost burdens of operating in a government environment. Gill Campbell explains the secrets of just how this remarkable feat is achieved.

14:00 – 16:00

Technology and Innovation for Circuits and Venues

Session chair: TBA

This session will look at innovations in areas such as track lighting, electronic marshalling, public address and information and video display systems.

Floodlighting solutions for motorsport circuits

Kelvin Austin, principal lighting engineer, Abacus Lighting Ltd

Motorsport floodlighting is seen as the domain of large grand circuits, being extremely expensive to install, operate and maintain. Most of this expense is driven by achieving CTV broadcasting requirements. Although televised sport draws large interest, it is not necessary to utilise such high lighting levels to enable non-CTV racing. Floodlit racing on smaller circuits or less high-profile tracks could be used to provide opportunities for additional income, but is it a realistic proposition? Circuit floodlighting options for partial CTV coverage and general track racing are explored in this presentation, based on permanent installations and sensible lighting provision. The aim would be to provide a race spectacle, mindful of energy costs and environmental impact.

How to implement the FIA start-light standards and electronic marshalling systems

Richard Milano, head of US operations, Inis Motorsport Ltd

How to meet the FIA start-light system standards, while also coping with the FIM requirements. Rick Milano, head of US operations of Inis Motorsport Ltd, which provides start-light systems, will discuss the standards, installing systems and how to operate within the guidelines.



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SPEAKER BIOGRAPHIES



Dr Walter Kafitz, president, Circuits International AICP

Dr Walter Kafitz is president of the Association Internationale des Circuits Permanents (AICP), the worldwide governing body of permanent race circuits, a position he has held since 2007. He studied business administration at the University of Saarbrücken. A career in various management positions led to roles as chief executive officer at Conecta Agrob-Buchtal-Keramik in 1993, and then at Nürburgring and its associated companies, where he has worked since 1994.



Gill Campbell CEO/general manager of Mazda Raceway Laguna Seca

Gill is the CEO/general manager of Mazda Raceway Laguna Seca, a world-renowned facility that hosts five major motorsport events, including The Festival of Speed, The Red Bull US Grand Prix, the Rolex Monterey Historic Automobile Races, the AMA Superbike Championship and the Monterey Sports Car Championships. Gill is on the board of directors for the Monterey Convention and Visitors Bureau, served on the Monterey Peninsula Chamber of Commerce board, is vice president of the Road Racing Industry Council Board and is also on the steering committee for the Le May America's Car Museum. In 2007 she was nominated as a Woman of Distinction by the San Jose Business Journal, and was named Promoter of the Year 2008 by the American Le Mans Series.



Dr Karl-Josef Schmidt, managing director, Hockenheimring

Dr Karl-Josef Schmidt studied Law in Frankfurt and has had a varied and interesting career in business. He has been a corporate lawyer in a multinational company, managing director of a real estate company, board member of a publishing house and of an educational institution and, since 2006, has been managing director of the Hockenheimring motorsport circuit.



Peter Wahl, managing partner, Tilke GmbH & Co KG

Peter is a graduate engineer in architecture and managing partner, Tilke GmbH & Co KG. He has been responsible for numerous major projects at home and abroad, with special focus on motorsport circuit construction.



Clive Bowen, managing director, Apex Circuit Design Ltd

Clive Bowen is one of the world's best-known race circuit destination designers. As a graduate in Mechanical Engineering with 24 years' international experience of design and build of civil/mechanical engineering projects, he maintains direct links to the FIA/FIM/FOM/CIK to develop high-quality designs and deliver cost-effective, economical and environmentally sustainable racing destination projects. Clive has had over 30 motorsport design commissions on five continents including: Dubai Autodrome (UAE), Bahrain International Kart Circuit (Bahrain), Eastern Creek Raceway (Australia), Eurasia Autodrome Domodedovo (Russia), Silverstone (UK), Hampton Downs Circuit (New Zealand), Alabama Motorsports Park (USA), the Abu Dhabi International Kart Circuit (UAE) and, most recently, the Flins-Les Mureaux French Formula 1 Grand Prix circuit in partnership with Wilmotte et Associes (France).



Hubert Gramling, head of research, FIA Institute for Motorsport Safety

Hubert Gramling is head of research at the FIA Institute, where he uses his engineering expertise to continually improve safety in motorsport. Hubert helped develop the Head and Neck Support (HANS) device and is working on introducing alternative head restraints, in addition to HANS. He continues his research on the advanced high-speed barrier, and has been instrumental in designing and testing an advanced racing seat for the World Rally Championship and in developing ear accelerometers to measure head acceleration during an accident. He helped develop accident data recorders (ADR), which have been hugely important for collecting data on impacts, which can be used to determine necessary safety improvements.



Ron Faller, research assistant professor, Midwest Roadside Safety Facility, University of Nebraska-Lincoln

Dr Faller has been responsible for the development and testing of various roadside and motorsport safety features including the SAFER barrier. He holds six patents, including two for the SAFER barrier, and has published over 47 refereed technical papers. He has received the Transportation Research Board's A2A04/AFB20 Committee Best Paper Award five times, and has received numerous awards and recognitions, including several for the SAFER barrier: 2004 Inaugural Pioneering and Innovation Award, 2004 Pocono Raceway Bill France Sr. Award, 2004 Herb Porter Indianapolis Memorial Motor Speedway Award, 2003 NASCAR Bill France Jr. Award of Excellence, 2003 R&D Top 100 Award, 2002 SEMA Motorsports Engineering Award, 2002 Best of What's New Award and Top 100 Tech Innovations 2002, and the 36th Annual Louis Schwitzer Award.



Alan Wilson, principal, Wilson Motorsports Inc

Alan Wilson is a race facility designer and development consultant, who has designed and built 28 race tracks and consulted or designed several others that have been proposed for development. He has extensive experience gained at more than 175 race tracks in 16 countries over a period of 40 years. His innovative and cost-effective designs, safety development programmes and management skills, along with his creativity and experience in developing events, race series, corporate programmes and promotional opportunities, have contributed to the success of many racing programmes worldwide. He is experienced in European and North American spheres of racing, and is one of very few managers to have operated major international events for World Championship Formula 1, World Superbike and World Endurance Sports Cars, and for Indy Cars, ALMS, Grand- American, NASCAR, IMSA GTP, SCCA Trans-Am and for international motorcycle races.



Alec Arho Havrén, founder, circuit architect and chief instructor, Gotland Ring

Alec has a background in the financial markets and management. His key competencies have been proven both as a consultant and as an entrepreneur. As the founder and track architect of the unique environmentally focused test and race track Gotland Ring, on the eco-municipality island of Gotland, Alec can provide an interesting view of a project with dimensions not normally seen within this particular field. Within motorsport,



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SPEAKER BIOGRAPHIES

Alec has experienced many wins and pole positions on various race circuits, including the legendary Nürburgring Nordschleife, which has inspired his circuit profile design at Gotland Ring.



Andy Watson, MSc MIOA, senior partner, Acoustic Consultancy Services

Andrew has a significant list of accomplishments and qualifications in the field of noise and acoustics; he is also noise consultant to the Royal Automobile Club Motor Sports Association (MSAUK), chairman of the Environmental Advisory group of the MSAUK and member of British Standards Committee EH/1/2 Transportation Noise. Currently Andrew's consultancy is involved with many environmental noise investigations throughout the UK and Ireland, and has represented clients in discussions with environmental health departments and at public and planning inquiries.



Robert Cain, principal, EMW Picton Howell LLP

Robert specialises in advising businesses in the motorsport industry, helping them get the best out of their contractual arrangements with customers and suppliers. His work spans the latest developments in energy efficiency to international sponsorship agreements.



Alex Wright, group manager, technology development, TRL Ltd

Alex manages the Technology Development Group in the Infrastructure Division of the Transport Research Laboratory (TRL), where he leads projects developing new technology for the assessment and management of pavements and structures. The group has applied this technology across the road, airfield, test track and race circuit sectors. This has transformed the approach to routine pavement assessment in the UK. Following the rapid expansion of high-speed pavement assessment methods on the public road network, Alex is a physicist, receiving his PhD from Nottingham University in 1996.



Mike Wells, motorsport team leader and technical director, Scott Wilson

Mike is a civil engineer with nearly 35 years' experience in the design and construction of civil engineering projects both in the UK and overseas. Mike currently heads the Scott Wilson team that has been involved in a series of motorsport projects, and is currently working on the new French F1 circuit at Flins-sur-Seine - Les Mureaux near Paris.



Guy Austin, partner, Ridge & Partners

Guy is a partner with Ridge and Partners, a UK-based professional property and construction consultancy where he is head of project management. Guy was educated in the UK, has a BSc Hons in Quantity Surveying and is a member of the Royal Institute of Chartered Surveyors. A lifetime passion for motorsport has led Guy to complete many construction projects in motorsport including seven Formula 1 teams.



Stephan Cimbal, head of central marketing, Nürburgring

Before joining Nürburgring, Stephan was involved in sports and entertainment sales and marketing at the HVG Group. He has also worked in brand management at Beck's as well as in sales for Mercedes-Benz and Sixt.



John Rhodes, head of the motorsport team, Populous Ltd

John heads the Populous motorsport team. His recent projects include the redevelopment of Silverstone, where he is designing a new pit lane and paddock facility while also redeveloping the wider context of the site; the Iceland Moto Park, an FIA category 2 track, drag strip and go-kart centre; and the Moscow Autodrome, a new motorsport-based city master of 190ha, based around a new circuit and recreational facility. These are in addition to developing numerous local circuits and motorsport venues.



John Symes, technical director, The Royal Automobile Club Motor Sports Association Limited

John is a chartered mechanical engineer. Before joining the MSA he was operations director for Brands Hatch Leisure, responsible for the maintenance and safety of Brands Hatch, Cadwell Park, Oulton Park and Snetterton. He has been a long-term member of both the MSA Race Committee and the MSA Safety Committee, as well as, for over 15 years, the FIA Circuits Commission. He has also served on the FIA Equipment Approvals Group, the FIA Safety Harness Working Group, the FIA Historic Technical Working Group, the FIA Alternative Energies Commission and the FIA Environmental Sustainable Motorsport Commission.



Christopher Tate, series director, Masters Historic Racing

Christopher brings over 30 years of experience in the motorsport business to his role in running Masters. With experience as a circuit builder and owner, as a former competitor himself, a past director of race car designers and builders, a US and European television commentator, and as a driver manager, plus a 30-year love affair with Le Mans, Christopher has a keen eye for what works in motorsport. He is responsible for the series overall, its commercial development and the circuits negotiations.



Ron Simons, director, RSRNürburg

As a team owner and driver, Ron was active in professional racing from 1988 until 2002, winning several championships in GT cars. Ron instructed for Porsche and Ferrari throughout the 90s. In 1995 he founded RSRacing BV, which specialises in suspension systems for track day and sports cars. Ron still gives lectures on handling dynamics for groups of drivers on racetracks all over the world. He started the RSRNürburg racing school in 2002. Ron is the author of the *Petrolhead Planet Nürburgring*, a driver's guide and a tourist guide for people visiting the Nürburgring.



John Barrow, senior principal, Populous Ltd

John trained as an architect in Australia. As a senior principal of Populous, he is involved in the planning and design of major sports and leisure facilities. His Formula 1 interests led to the design and masterplanning of the new Dubai Autodrome. He is currently working on the new Silverstone masterplan. John headed the HOK Sport team, masterplanning London's winning 2012 Olympic Games bid.



PROFESSIONAL MOTORSPORT CIRCUIT OWNERS, INVESTORS AND SUPPLIERS FORUM 2009

SPEAKER BIOGRAPHIES



Jarno Zaffelli, CEO, Dromo - Applied Italian Circuit Design

Jarno is a mechanical engineer and has been working in motorsport since 2000. He designed the new maximum grade FIA-FIM permanent racetrack in the north of Italy, Autodromo del Veneto Motorcity, and he is actively involved in many circuit design projects and safety research.



Jonathan Lux, London partner, Ince & Co

Jonathan specialises in motorsport, maritime, energy, marine insurance, international trade and international commercial arbitration and litigation. He acts for, among others, motorsport clients, oil industry and cargo interests, and major insurers. He is also a practising arbitrator and Fellow of the Institute of Arbitrators. His experience as a racing driver assists him in his motorsport practice.



James Tingay, group marketing manager, Cirrus Research plc

After graduating with a BEng in Electroacoustics, James joined Cirrus as a design engineer. He has been involved in the design, manufacturing, sales and marketing of the Cirrus noise measurement products including the specification and management of the motorsport noise product range. James is now providing support to the newly established Cirrus Environmental Division, a dedicated team focused on environmental and motorsport noise applications.



Julian Thomas, managing director, Racelogic Ltd

Julian has a degree in Physics and Electronics from Durham University. He started Racelogic in 1992 and the company now employs 30 people and has a turnover in excess of £4.7m. Racelogic supplies GPS-data loggers and video systems to almost every automotive manufacturer throughout the world.



Richard Milano, head of US operations, Inis Motorsport Ltd

Rick is an experienced project manager with a wealth of motorsport and electronics experience. He heads up the US operations for Inis Motorsport but ran the US operations for PI Research Ltd up to the point where PI Research was acquired by Ford Corporation. During this time Richard oversaw the Indy Car and F1 programmes, working closely with Penske, Williams and TAGMcLaren. He also project managed the first commercial engine control management (ECM) system development for Roger Penske.



Kelvin Austin, principal lighting engineer, Abacus Lighting Ltd

Kelvin Austin heads a team of seven lighting engineers undertaking over 250 lighting projects a month at sports stadia, airports and large exterior working areas. Kelvin is a chartered engineer and member of the Society of Light and Lighting, Chartered Institution of Building Services Engineers and the Institution of Lighting Engineers. He has written many articles associated with exterior lighting and regularly lectures on this subject area. He is the UK technical representative on the international panel which determines future standards for sports lighting.



Huub Vermeulen, chairman, Dutch National Racing Team (DNRT) Foundation

Huub Vermeulen is still racing at 64, and has been active in motorsport for 44 years. He is the owner of a racing school, chairman of DNRT Foundation, which organises 35 racing events a year, and a consultant for the construction of new circuits and the exploitation of existing facilities, especially for the lower half of motorsport. As a driver he has seven national and international titles.



Arno Bosch, founder and CEO, AB Tribunes

Arno Bosch is an active motorcross rider and promoter of outdoor motorcross events. As a promoter he understands the needs of circuits and he started his own company to provide portable grandstands for rent. Since 1977 AB Tribunes has concentrated on the development, manufacture and sales of seating systems and has supplied seats/roof structures to various venues including Silverstone, Donington Park and Brands Hatch. Arno manufactures and supplies seating systems to rental providers in Spain, Switzerland, Austria, Germany, Netherlands, Israel, Hong Kong and USA.



Chris Hobson, national chairman, British Motorsports Marshals Club

Chris has been an active motorsport volunteer for over 40 years, officiating at all forms of events at venues in the UK and abroad, from club level to international, from autotests to Formula 1. He is a senior motorsports official and examining post chief as well as an MSA steward. Chris has been involved in many initiatives in the UK to improve the training and grading of marshals, their recruitment, retention, representation and safety. As chairman of the BMMC, Chris has a passionate interest in ensuring circuits and other venues ensure the safety of competitors, officials and spectators, and that they provide the right facilities and equipment to enable the marshals to provide the services the venues' customers expect.



Jochen Braunwarth, head of international business development, Geobruigg AG - Security Engineering

Jochen Braunwarth is the head of international business development at Geobruigg AG - Security Engineering. He joined Geobruigg in 2008 from Züblin Spezialtiefbau AG, where he was a project manager. Jochen served an apprenticeship as a surveyor and studied civil engineering at the University of Applied Sciences Biberach/Riss.



Andy Lüring, CEO, iOpener Media GmbH

Andy started his career as a management consultant in telecoms, IT and media. He had a commercial management role at a mid-sized Dutch ICT company and co-founded an award-winning cross-media company. In 2006 Andy founded iOpener, where he is able to combine his passion for motorsport and gaming. Andy has won the regional prize and was European runner-up in the European Satellite Navigation Competition, won the Ernst & Young Best Business Case Award and the Innovation award of the Aachen region of Germany.

Professional MotorSport WORLD EXPO 2009

3, 4 & 5 NOVEMBER 2009,
KOELNMESSE, COLOGNE,
GERMANY

THE EXHIBITION

Exclusively open to people actively involved in motorsport, **Professional Motorsport World Expo 2009** will act as a meeting place for professionals to exchange technologies, innovations and ideas on how to drive the industry.

Nearly 300 exhibitors are expected to participate, with the very latest products and technologies on show. The exhibition will include major displays for transportation and logistics, support crews, paddock equipment and tooling, metrology, data capture, communications and testing.



THE VENUE

There are many reasons why the new-look Koelnmesse is one of the most appealing trade-fair venues in Europe: the outstanding technical features and equipment; first-class services that are unparalleled in the trade-fair industry; located within easy reach of the city centre; and, finally, the outstanding accessibility of Koelnmesse, whether you are travelling by plane, train or car. Koelnmesse is located on Messeplatz 1, 50679, Cologne, Germany. For further information visit www.koelnmesse.com

TRAVEL

BY AIR

Cologne-Bonn Airport is a 20-minute taxi ride or a 15-minute train ride from the exhibition centre. Intercity Express, regional and suburban trains, for example the S-13 S-Bahn (suburban train), operate regularly from Cologne-Bonn Airport and stop directly at the exhibition centre station (Koeln-Deutz), opposite the trade-fair grounds.

BY TRAIN

Koelnmesse is easily accessible from many cities in Germany and other countries by Deutsche Bahn. The exhibition centre station is Cologne-Deutz (Koeln-Deutz), which is located opposite the trade-fair grounds. Please follow the signage of Koelnmesse at the station.

BY CAR

Ten motorways lead into Cologne's motorway ring, and you can reach the exhibition center without encountering junctions or traffic lights. Follow the green signs for Koelnmesse on the motorways and federal highways. Entrance to visitor car park P21 is off Deutz-Mülheimer-Straße opposite Eingang Nord.

WHAT TO DO IN COLOGNE

Cologne is regularly referred to as the gastronomic centre of Germany. The night life, shopping and entertainment are excellent and there are in excess of 3,000 bars and restaurants, over 100 art galleries and a wide range of museums, making Cologne one of Germany's most vibrant and cosmopolitan cities.

Situated on the Rhine, Cologne's location has ensured its continued growth as a centre for industry and commerce. The city's infrastructure and traffic connections make it easily accessible by air, road and rail.

**ENTRY TO THE EXHIBITION IS FREE,
SO WHY WAIT? PRE-REGISTER TODAY!**

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Professional MotorSport World Expo 2009

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