

FORMULA E

WE'RE JUST A FEW DAYS AWAY FROM THE DEBUT OF THE SINGLE-SEATER THAT WILL BE THE CENTREPIECE OF FIA'S NEW, ELECTRICALLY POWERED RACE SERIES TO BE INAUGURATED NEXT YEAR. ENGINEER MONTANARI INTRODUCES US TO RACING'S "GREEN" FUTURE

SUPER FORMULA 2014

DURING THE SUCCESSFUL SHAKEDOWN IN FUJI, THE PERFORMANCE OF THE SINGLE-SEATER DESIGNED BY DALLARA FOR THE PRESTIGIOUS JAPANESE CHAMPIONSHIP TOOK EVERYONE BY SURPRISE



2200 YEARS OF THE VIA EMILIA

SINCE 187 BC "STATE HIGHWAY N. 9" HAS BEEN OUR VERY OWN "ROUTE 66". WE LOOK AT HOW THE ITALIAN MOTOR VALLEY, HOME TO SO MANY IMPORTANT NAMES IN THE MOTORSPORTS SECTOR, FROM DALLARA TO FERRARI, LAMBORGHINI TO DUCATI, GREW UP ALONG THIS ANCIENT ROMAN ROAD

A PERFECT DEBUT FOR THE SUPER FORMULA



A SUCCESSFUL SHAKEDOWN FOR THE SF14, THE SINGLE-SEATER PRODUCED BY DALLARA FOR NEXT YEAR'S EDITION OF THE CHAMPIONSHIP IN JAPAN. THE TEST DRIVERS COMPLETED SOME LENGTHY SESSIONS AND, IN ADDITION TO ITS RELIABILITY, THE CAR ALSO PROVED TO BE SURPRISINGLY COMPETITIVE RIGHT FROM THE OUTSET. ENGINEER BIASATTI, THE PROJECT MANAGER FROM VARANO, DESCRIBES THE TWO DAYS IN DETAIL

PORT 2014 AT FUJI



Watch the video

The new Dallara car for the 2014 edition of the Japanese Super Formula championship has finally made it onto the track. Two days of testing in Fuji on 10th and 11th July brought a smile to the faces of the men from Varano de' Melegari, the drivers, and the technicians from Honda and Toyota, the two Japanese giants who are supplying the 2 litre, turbo-compressed engines for the championship. Over two very full days of testing, Kazuki Nakajima (in the Toyota version) and Takuya Izawa (Honda) covered a huge number of kilometres in the two single-seaters, which have been so lovingly developed by Engineer Walter Biasatti. Visitors to the Dallara Facebook page can admire images of the shake-down, including on-board video-clips recorded during the test, during which everyone was pleasantly surprised by the results, since, as Engineer Biasatti explains in his interview in this issue, the SF14 immediately managed to lower the track record at Fuji. Although no one thought the car would perform so well so soon,

the result was not entirely unexpected; in fact on the eve of the tests the technicians estimated an improvement of around 3 seconds with respect to this year's model. And Dallara fulfilled its promise.

Back in March the initial blueprints hinted at a sleek, modern design that had certain similarities to the GP2, but was decidedly different, and this impression was confirmed during the shakedown. The Dallara SF14 has a high nose, although without an air scoop, naturally, since it uses a turbo-powered engine, the engine hood is sharply tilted with a distinctive "fin" effect. The highly tapered profile of the belly adds to the dynamic effect, with the suspension wishbones mounted so that the release is straight up.

When Dallara was commissioned to produce the Super Formula its mandate was to inject new life into the Japanese championship organised by Japan Race Promotion, which started life in 1996 as Formula Nippon before adopting the current name in 2013, and to make it

more exciting.

The new engines are the Honda HR12E and the Toyota RV8K 3.4 V8, which provide 550 horsepower, rising to 600 thanks to the overboost. And in order to guarantee even more excitement, Super Formula also features the OTS (Overtake System), which can be activated for up to 20 seconds at a time and up to 5 times per race. This device enables the driver to increase the engine revolutions from 10,300 to 10,700, and while it is enabled a lamp positioned on top of the roll bar starts flashing: the light is red for the race leader and white for the rest of the field. The championship will use Bridgestone tyres exclusively.

Super Formula represents the latest in a long line of top level challenges for Dallara Automobili, which has been selected to supply the cars for what is effectively the most prestigious motor racing competition in the Far East, and which will be decided over of seven races this year. The next stops on the road map leading up to the 2014 will be the test sessions in Motegi, Sugo and Suzuka.





**The project manager, Biasatti:
«We have already improved
on our current pole position
during the shakedown»**





Engineer Biasatti, what was the outcome of the new SuperFormula shakedown? What feed-back have you had from the test drivers?

«The shakedown went really well and provided practically trouble-free performance throughout the test sessions. The car responded well, and after two days of testing it proved to be faster than the current one. On the first day we concentrated mainly on calibrating the electronic engine and gearbox management

systems, then, on day two, the teams tested a range of different set-ups with the aim of optimising performance. We were all highly satisfied by the outcome of the test, no-one expected the cars to be so quick right from the start, or to be able to fit so many tests in, and cover so many kilometres. The drivers - Nakajima for Toyota and Izawa for Honda, (who had both already tried the car out on the simulator) – were extremely enthusiastic about the new

model. Their comments were very encouraging; they responded favourably to its reduced weight with respect to the SF14, and the power of the carbon brakes, and they expressed their satisfaction with the car's balance and driveability».

Did the car perform as you expected on the track? How would you evaluate the effectiveness of the tests carried out in the Simulator over the past months?

«The results on the track were even better than we expected; normally during the shakedown you try to get as many kilometres in as possible in order monitor vehicle reliability and check that the electronic and cooling systems work properly, but you're not really looking at performance. The fact that we managed to achieve better times than the current pole and cover so many kilometres without any problems was very gratifying. It's important to the stress the excellent support we had from Honda and Toyota, who supplied us with some top quality engines. Things went just as well during the second test session in Motegi at the beginning of August. On the second day we also carried out trials in wet conditions, and Andre Lotterer, who took the Toyota out, was also very positive. The contributions of the simulator and the wind tunnel were fundamentally important, and this was borne out by the results on the track. The drivers stressed how closely the real car mirrored the behaviour of the "virtual" version on the Sim, and they were both pleasantly surprised. We also checked the data from the wind tunnel and the Honda and Toyota technicians complimented us on how accurate they were».

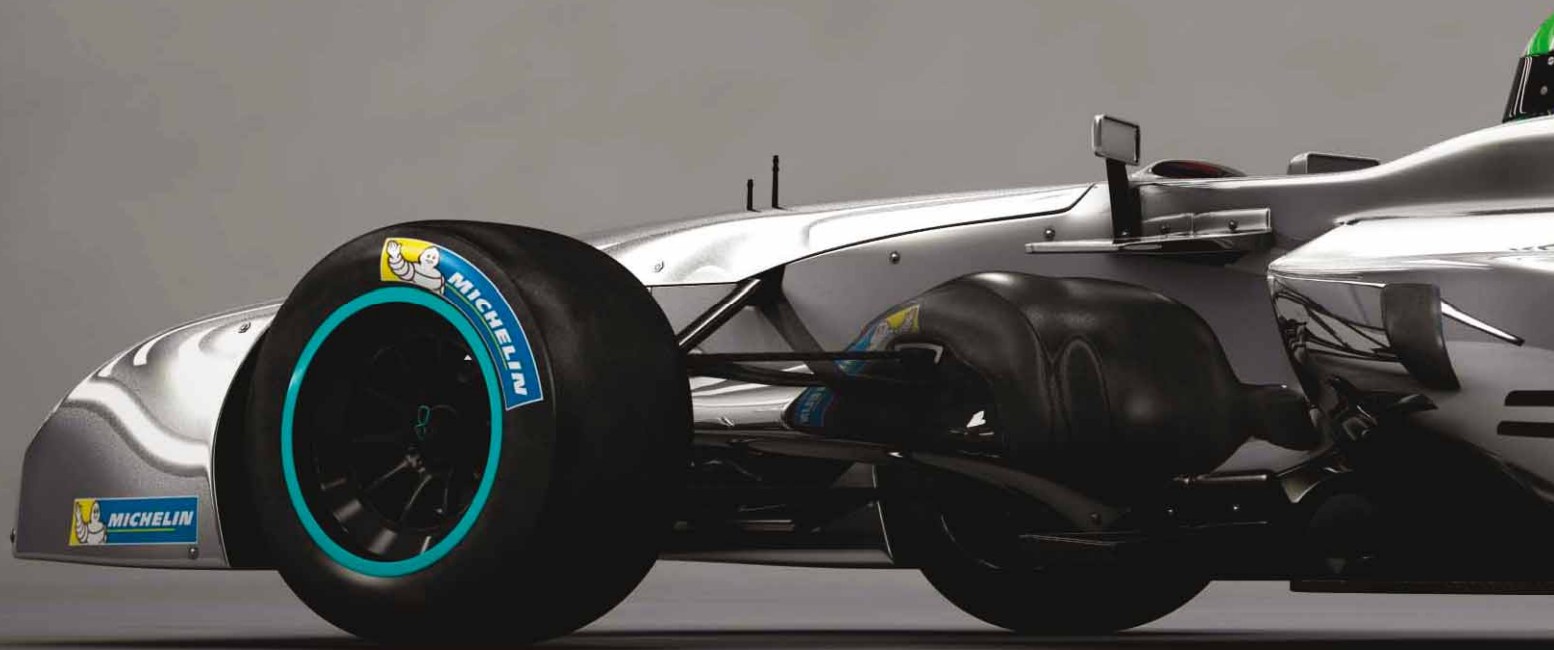
What is there still to be done before the car debuts in 2014?

«We still have three two-day test sessions: the second week of September in Suzuka, the first week of October in Sugo, and finally, the first week of November in Suzuka»

Walter Biasatti
Project Manager



FORMULA E, DEBUT AT FRANKFURT





THE SINGLE-SEATER THAT DALLARA HAS PRODUCED FOR SPARK RACING TECHNOLOGY WILL MEET THE PRESS FOR THE FIRST TIME IN A FEW DAYS TIME IN GERMANY. ENGINEER MONTANARI PROVIDES US WITH ALL THE DETAILS OF THIS TRULY ELECTRIFYING CHALLENGE, WHICH, AS ANDREA PONTREMOLI UNDERLINES, REPRESENTS A CONTINUATION OF DALLARA'S TRADITIONAL VALUES OF INNOVATION AND EXCELLENCE IN MOTORSPORTS PROJECT





Formula E's time has come. In a few days, at the Frankfurt Motor Show, the car that will be lighting up 10 city centres all over the world from 2014 - including Rome - will be presented officially to the press, but the consortium behind this project has already been at work for some time behind the scenes.

Fans have already noticed the futuristic, exciting design, which is reminiscent of the Izod IndyCar. It was developed by Dallara Automobili for Spark Racing Technology, and will see an initial production run of 42 units. In this issue Engineer Montanari brings us up to date on the state of the project and the collaboration with the prestigious partners involved in the operation.

In fact, the consortium includes some of the biggest names in European and world motorsports, such as McLaren, who are supplying the power unit, transmission and electronics; Williams who are providing the batteries; and Renault who will be responsible for integrating the systems.

The competition will involve 18 teams, three of whom have already confirmed their participation: Drayson Racing from the UK, China Racing, and the Andretti Autosports team, a legend of the American racing scene. Formula E is a FIA sanctioned competition and will be organised by Formula E Holding, which is run by Alejandro Agag (Ceo) and Frederic Vasseur (president), but above all it's a preview of the next decade of motor racing, when, instead of being simple alternatives, fuel consumption and zero emissions are set to become fundamentally important elements in the racing world, as well as an additional stimulus for innovation. «Our single-seaters compete successfully in many of the most important championships all over the world - declared Andrea Pontremoli, MD of Dallara Automobili - so we couldn't pass up the opportunity to be involved in the exciting challenge of Formula E, for this reason we are extremely grateful to our long-standing partner, Frederic Vasseur, for the

credit he gave us. We will use our experience and know-how to produce the best possible chassis, guaranteeing high levels of performance, reliability, ease of use and safety. Safety is a particularly important aspect and we are working very hard together with FIA and Spark to establish a new set of safety standards for this innovative new championship».

This commitment is reaffirmed by Frederic Vasseur: «I can't speak highly enough of all our partners (in the Formula E project, editor's note). I have worked together with them throughout my career and we have shared in their biggest successes in traditional motorsports. The consortium is committed to adding this innovative project to that long list of successes. Everything is progressing well, we are in line with the schedules and specifications that we were provided with. After the launch at the Frankfurt Motor Show, the car's first public appearance is planned for October», and its debut on the track, or rather... in town, is already scheduled for 2014.





AN INTERVIEW WITH ANTONIO MONTANARI,
THE DALLARA AUTOMOBILI ENGINEER BEHIND THE FORMULA E PROJECT

«We are exploring the future»

Engineer Montanari, what are the innovative aspects of this project from Dallara's point of view? The first thing that we noticed was the rear axle, which is reminiscent of the Izod IndyCar.

«The fact that this is a fully electrical car means it is impossible to compare with any of our past projects. The style is undoubtedly similar to the Izod IndyCar since the form owes a great deal to our research into reducing aerodynamic resistance as well as the implementation of safety devices that are already in use in the American vehicles. The result is a completely new car from a European point of view, and one that boasts zero emissions, which is probably the most important innovation. From a design standpoint, the true innovation is the installation of the electrical power unit and in particular the battery pack: as we gradually move ahead on the project together with our partners we are coming to realise that we are moving into uncharted territory, above all from a safety point of view».

How has the presence of an electrical power unit affected the way you work?

«In itself, the electrical power unit does not have a significant effect on the design phase, the technology is already highly advanced. These power units are very small and light with respect to the amount of power they generate. But batteries are another matter. A battery's energy density is so much lower than fossil fuels that it means we are still obliged to use large numbers of bulky, heavy power cells. This creates a whole range of design issues, especially the problem of weight distribution. In fact, in order to achieve the same performance and autonomy as an internal combustion engine, we have to install an electric motor and battery pack that weigh more than twice as much. That said, it should also be noted that all this would have been completely impossible a few short years ago, and that, if the competition proves successful, the associated research programs will continue

to make significant progress and the resulting technology will also benefit the production vehicle industry».

How is the collaboration with your numerous prestigious partners, principally McLaren, coming along? And how do you expect it to unfold in the future?

«Working with big names such as McLaren, Williams and Renault is a very interesting, and highly stimulating experience. The collaboration, which is being coordinated by Spark Racing Technology, has been open and profitable right from the start, thanks to the common aim of developing the best possible product and the willingness of all parties to share their know how. The main onus is, of course, on safety, given the high voltages that are involved in the project and the chemistry of the batteries, we are all working together to develop a solution that satisfies everyone and conforms to the very highest standards».



**PASSION AND M
2200 YEARS O**



EVER SINCE IT WAS BUILT BY THE ROMAN CONSUL MARCUS AEMILIUS LEPIDUS IN 187 BC, THE SS9 (SUPERSTRADA 9) HAS PLAYED A FUNDAMENTAL ROLE IN THE DEVELOPMENT OF THE ITALIAN NATIONAL IDENTITY, BUT EVEN MORE SO OF THE REGION IT BISECTS FROM EAST TO WEST. THIS ROAD, WHICH IS SYNONYMOUS WITH DREAMS AND ENTERTAINMENT, STRETCHES FROM RIMINI TO THE GATES OF MILAN, BUT ALSO REPRESENTS A VITAL TRANSPORTATION LINK AS WELL AS BEING THE BIRTHPLACE OF THE SO-CALLED ITALIAN MOTORVALLEY. DALLARA, LAMBORGHINI, DUCATI, FERRARI AND NUMEROUS OTHERS HAVE ALL GROWN UP ALONG THE ROAD THAT GUCCINI CELEBRATED IN SONG, OR IN THE IMMEDIATE VICINITY. IT'S IMPORTANT NOT TO LOSE SIGHT OF ALL THE MEMORIES ASSOCIATED WITH THIS HISTORIC ROAD, BUT IT'S ESSENTIAL TO AVOID THE NOSTALGIA FOR THE "GOOD OLD DAYS", AS WE DRAW ON THE LOCAL RESOURCES AND CULTURE AND STEP UP TO THE CHALLENGE OF OUR BRITISH RIVALS IN OXFORDSHIRE IN THE SEARCH FOR NEW MARKETS AND EVER BROADENING INDUSTRIAL HORIZONS

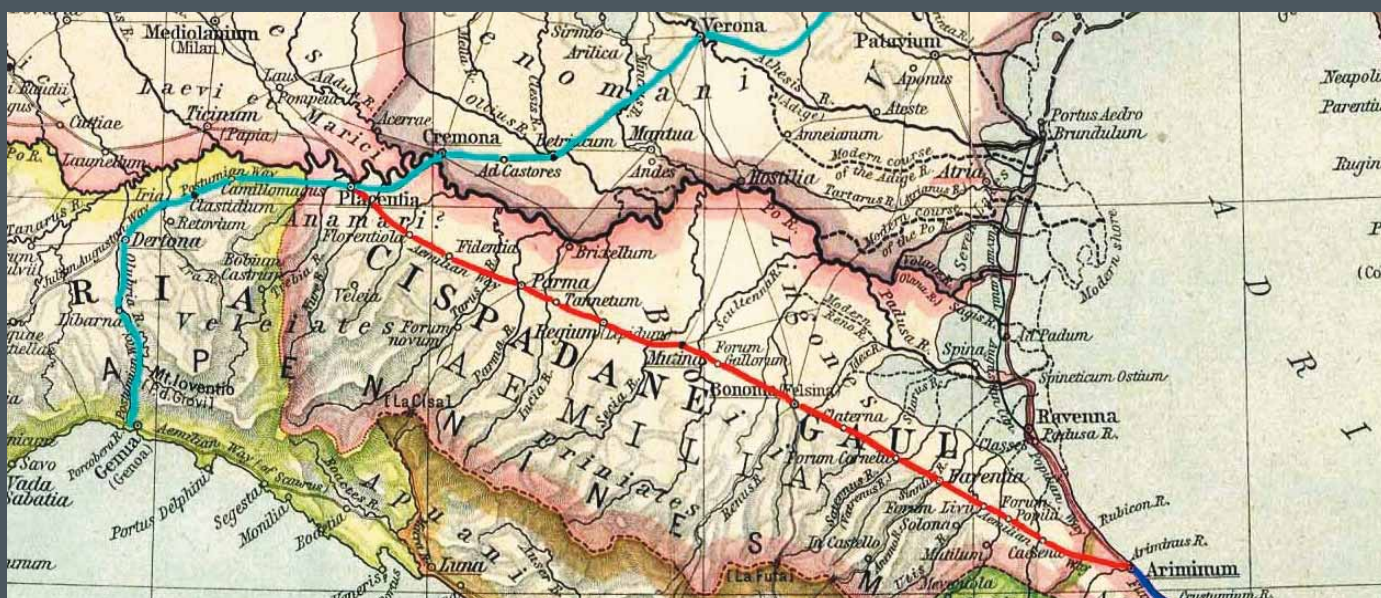


MOTORS OF THE VIA EMILIA

Vittorio Ferorelli, journalist and author who spent much of 2011 and 2012 travelling back and forth between Rimini and Piacenza in the company of the photographer Matteo Sauli as they prepared "Al bordo della strada. Diario di viaggio sulla Statale 9 - Via Emilia" published by Bononia University Press (English translation "At the side of the road – Travel book along Highway 9 – via Emilia" – published by Walking the line, Bologna, Italy, July 2012). He has worked at the Istituto per i beni culturali della Regione Emilia-Romagna (Emilia-Romagna Regional Institute for cultural heritage) since 1997. He is editor in chief of the quarterly magazine "IBC. Informazioni, commenti, inchieste sui beni culturali" ("Information, comment and surveys on cultural heritage"), and is also responsible for the online version.

Valeria Cicala, is employed in the information and communication office of the Emilia-Romagna Regional Institute for cultural heritage, and writes on history and the promotion of cultural heritage.

Since 187 BC, our very own Route 66



How important is the bond between Emilia Romagna, its inhabitants, businesses and institutions and this ancient transport link?

Vittorio Ferorelli The bond with the Via Emilia is far more than skin deep in this region. It's no exaggeration to say that, for an Emilian, it's entirely normal to live in Parma, work in Bologna and go to the discotheque in Rimini. Nowadays, however, this link is becoming increasingly tenuous due to the convenience of motorways and bypasses, and the tendency towards fragmentation: each city and town is responsible (or not) for maintaining its own little stretch so that there is a real risk of the Via Emilia ceasing to exist as a single, integral entity. It's time to reaffirm its identity as a historic road, an identity that is decidedly more authentic than those innumerable "strade dei vini e dei sapori" ("wine and food itineraries"), which are almost always artificial and imposed from on high.

Valeria Cicala To answer a question like that you'd need to be an expert in economics,

politics and cultural anthropology, in other words someone like that great modern champion of the Emilia region: Edmondo Berselli. I'll limit myself to a couple of observations that are the fruit of my own personal cultural background. I have absolutely no doubt that the Roman culture which grew up along this road, created in 187 BC by the consul Marcus Aemilius Lepidus and from whom it gets its name, knew how to consolidate the previous experiences of the part of Italy that the road crosses, and which it immediately came to identify. Have you ever thought about the fact that this is the only region named after the road that crosses it? Before the road was built, the local foothills had already played host to important civilisations such as the Etruscans, and the Umbrian peoples who migrated into the area via the Apennine ridge that forms a link between the Tyrrhenian and Adriatic worlds. And then there were the Gauls, the outsiders, who first appeared as invaders and aggressors, but eventually intermarried with the Etruscans

and the other Italic populations that moved into this area as a result of Roman colonisation. In fact, many of the settlements along this road, which was built to defend the local territory and towns from the Celtic populations, date back to the Res publica and the final phase of the war against Hannibal. As well as being hardened soldiers, these settlers were also farmers, and they cultivated the fields and moulded the landscape through the process of centuriation. The land, and resulting commerce, produced wealth that can still be seen in the monumental character of many of the area's towns and cities. The local culture has always travelled along this road that, thanks to its geographic position, is crucial for the spread and absorption of a wide range of historical experiences and phenomena.

The Americans have Route 66 and have built a business out of the "brand". What do you think is the best way to exploit the value of the history, identity and unique nature of the



via Emilia and the territory it runs through, from both a cultural and socio-economic point of view?

Vittorio Ferorelli In the United States, even though they are a lot less ancient than ours, the historic roads are almost always well maintained, and this is partly due to the fact that local communities and citizen's associations can adopt a stretch, taking responsibility for its up-keep. In exchange they receive a certificate of merit and a highly visible metal sign bearing their name along the side of the road: this is a simple and effective way of getting everyone involved in safeguarding their common heritage. This kind of initiative is not entirely absent in this part of the world either. Alessandro Giust, an enthusiast from San Giuliano Milanese, has transformed his passion for Highway N. 9 into a website for fellow devotees: contributors can submit their own travel experiences as well as purchasing t-shirts, sweat shirts and caps bearing the legend "Io amo la SS9" ("I

love the SS9") (HYPERLINK "<http://www.ss9-viaemilia.com>"www.ss9-viaemilia.com).

Valeria Cicala The stone paving of the consular arterial road, which, in addition to the via Emilia, is also identified as state highway number 9, has absorbed the passing of countless wagon wheels and horses' hooves, and rerouted as the *Cardo maximus* or *Decumanus maximus* (principle north-south and east-west oriented main thoroughfares in Roman town planning) of many an ancient city centre. It has been defaced with concrete and filth, and superseded by the motorway, but it remains the region's most genuine road and profoundly rooted in its history and traditions. It's the road to the seaside: the scene of so many unforgettable post-war holidays and where you can dance ballroom, disco and everything in between at any time of the year. The sea, the fog, the Apennines and the hills that overlook it have inspired some fine writing, fantastic images, and every kind of

music. And all this in a context of enthusiasm for work, whether it be artistic creativity or simple daily labour, a spirit of solidarity that always wears a smile on its face, a warm welcome and a sharp sense of irony that finds its expression in the local dialects. It's impossible to escape the importance of this road to the people that live here, and we must be willing to lend a hand to those that it sets down in our midst, not always on a beautiful motorbike or in a big, powerful car, but those who arrive here with little more than a dream via much harder roads that are more similar to the paths that were here once too, before the via Emilia. The local culture forms an essential part of the region's economic potential. While exports may increase takings and re-launch local businesses, it's our know-how and our ability to preserve our skills and their roots that will permit us to continue to travel along our road in the future, as well as embarking on new roads as they open further afield, thanks to a heritage that is even older than its 2200 years.

The business world:

Rodrigo Filippini, manager of the Lamborghini museum

Livio Lodi, curator of the Ducati museum

Andrea Pontremoli, MD of Dallara

The pulsating artery of the Italian motorvalley

Is there a memory, an activity, an event or a car that symbolises a special link between your company and the Via Emilia?

R.F. For Lamborghini the Via Emilia, the old "motorway" to the north of our peninsula, represents a sort umbilical cord. To use an analogy, albeit two thousand years out of date, before it had even been completed, Ferruccio Lamborghini used to use the nearby Autostrada del Sole, to ensnare his future customers by demonstrating the virtues of his automobiles, which were practically unknown at the time.

LL. Not particularly. That said, there can be no doubt that the Ducati brothers chose the position of the current factory for its vicinity to the Via Emilia, since, in 1935, it represented the fastest way of getting raw materials to the factory, and of shipping the finished product out. What's certain is that, during the early 50s, numerous companies involved in the automobile and motorcycle industries used it to test the prototypes for their production and competition vehicles.

A.P. The Via Emilia, which was built by Aemilius Lepidus to connect Piacenza to Rimini, is more than just a road, it's a symbol that represents the industriousness of our region, but also our openness and connection to the wider world. There's even a local company by the name of Lepida that operates the broad band network used to connect the various branches and offices of the Emilia-Romagna regional government. From Dallara's point of view, Eng. Gian Paolo's thoughts immediately turned to his first production car – the splendid Miura – which he tested on the Via Emilia while still working for Lamborghini. The Dallara company was subsequently founded just a few kilometres from the Via Emilia, in Varano de' Melegari, where Eng. Gian Paolo



Giotto Bizzarrini, Ferruccio Lamborghini e Gian Paolo Dallara

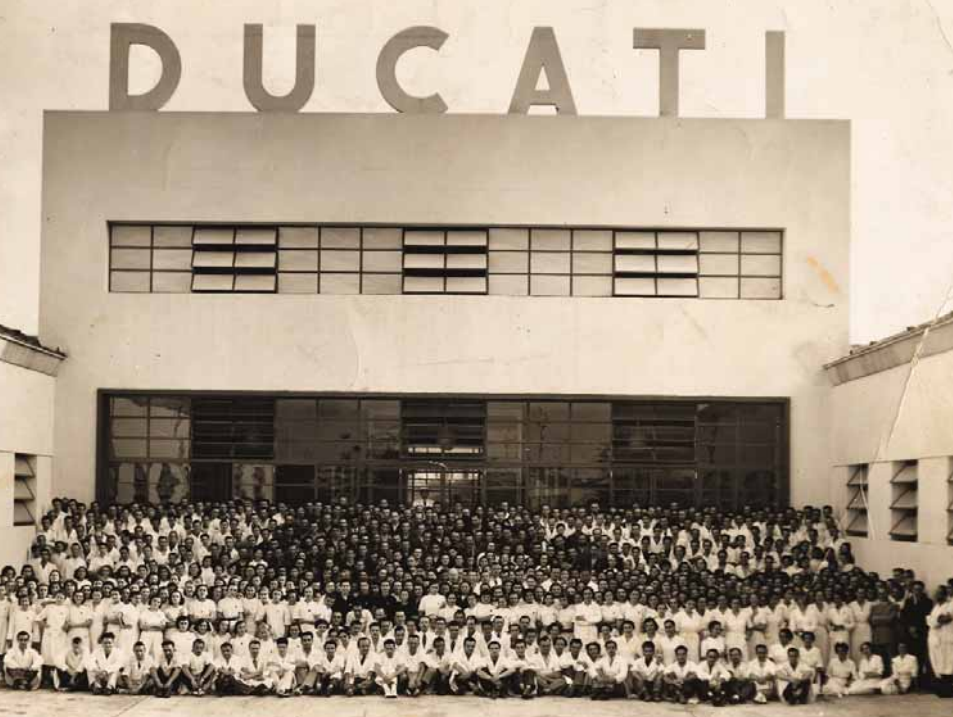
built the racing circuit together with the then mayor, Giorgio Bonzani. There are numerous episodes that tie the Dallara name, as well as our history, to this important road.

Would the "anniversary" of the Via Emilia be a good moment to strengthen the network between the companies? And are there occasions when collaboration might be more beneficial than competition?

R.F. The anniversary of this historic road should prompt us all to reflect on the fundamental importance of efficient infrastructure in local or even national prosperity, and the need for concrete and realistic projects in this regard. In this context, the companies that operate in the local region, and compete together with the universities to create the right conditions for development, could attempt to "pool their resources" by lobbying their political representatives for a wide ranging and strategic development plan for the necessary infrastructure. However, healthy competition

is, and always will be, the stimulus that spurs talented companies on and encourages them to improve. It's part of human nature and a fundamental aspect of the Italian national character.

A.P. I've often been quoted as saying that a company cannot be competitive if the area where it is located is not competitive. Many of the most important players in world motorsports are located within a 150 radius of Bologna: Dallara, Lamborghini, Ducati, Maserati, Ferrari, Pagani, Toro Rosso etc., and that cannot be by chance. The fact that all these companies are located here demonstrates that this is a highly competitive region, with a consolidated skills base, and that there the spirit of collaboration does exist, not just between the big companies mentioned above, but also between those small firms that gravitate around the world of motorsports and that represent the solid base of know-how and productivity.



In 189 BC, the Romans subdued the Gauls of the Po river Plain and, within two years, had completed this strategic road. In a globalised world, who will the Emilia Motor Valley have “do battle” with in order to remain competitive? And how important is infrastructure for the economic development of this area?

R.F. The Motor Valley’s first battle should be against its own ghosts, or rather against a debilitating tendency to rest on its own laurels and wallow in past glories, at the cost of neglecting the future. It’s important to remember that every finishing line simply represents the next starting grid, a point where nothing is taken for granted and everything is up for discussion, so that companies are always striving to be at the

forefront of every new development and at the cutting edge in every field. In a nutshell: to get there first. *campo. La velocità sintetizza tutto ciò.*

L.L. I don’t think that the Motor Valley has much to fear from its “rivals” as far as Italian motoring culture in its purest form is concerned. Such phenomena are extremely rare, anywhere in the world. As far as the economic growth of the region is concerned, it’s plain to see that, from a cultural and touristic point of view, the interest in this little corner of Italy continues to grow.

A.P. Motor Valley’s main competition comes not from an individual company but from another geographical area, the county of

Oxfordshire, which plays host to important firms like Williams, McLaren, Red Bull, Mercedes F1, Caterham etc... These two regions will have to compete with each other for emerging markets such as India, China and Brazil, to say nothing of the United States. The Via Emilia is still vitally important to Motor Valley because it connects the whole network that orbits around the motorsports industry, and forms the nerve structure of the know-how that resides in these areas.

The motor racing firms of Oxfordshire have a culture of cooperation and the government views motorsports as an industry that benefits the entire country. What can we learn from the British?

R.F. A sense of patriotism and pride in one’s origins and a common, although not necessarily shared, history. A rediscovered sense of a “distant” and unquestionable national superiority, although in our case within the context of an eternal, sun-drenched, even bacchanalian Mediterranean civilization.

A.P. What we need to learn is that motorsports is not only an industry, but also a research laboratory, and must be recognised, incentivised and financed by the State as such. Our company carries out continual research not only in the motorsports sector but also in other areas that benefit from the development of these new technologies.

Alessandro Santini



DA



ALLARA SHOW







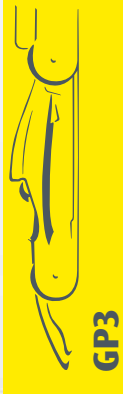
Power got his first win of the season (above). Hinchcliffe in action(right). Castroneves (in the main picture with Bourdais and Dixon) is now leading the championship with 479 points ahead of Dixon (440), Hunter-Reay (417), Andretti (409), Pagnaud (380)



Ericsson (above), Bird (left), Calado and Lancaster (right). Coletti is the leader of the championship with 135 points, followed by Nasr (130), Leimer (128), Bird (121) and Calado (111)







Kvyat celebrates his maiden win, while come-back boy Sims is praised by Carlin (right).
Championships standings: regalia (115 points), Daly (101), Ellinas (95)



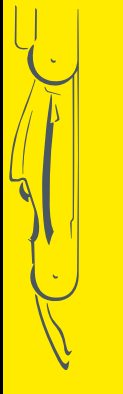






In the pictures: the winners Sørensen and Spielberg, the championship leader Magnussen in action, and the podium of the austrian event. Magnussen (163 points) is followed in the standings by Vandoorne (136), Stevans (101), Melker (100), Da Costa (95)





The Heart of Racing

The second instalment of our journey around the complex world of motor sports with Dallara's Engineer Andrea Toso. Is there such a thing as a motorsports culture? And if so, how can it be reconciled with the requirements of industry and marketing? What are the historical roots of motor racing? And what led to the development of the sport in the leading nations? We may find the answers to these questions in the classics, but it would be wrong to neglect the "mystical" aspect of the sport

RISK AND THRILLS: THE ROLE OF ETHICS ON THE TRACK

Andrea, let's talk history shall we? In your opinion where do the roots of sporting competition lie?

«The Culture of Motorsport is the concept of a Competition where the glory derives from risk inherent in the event itself, and where the actual prize is not the most important element. The ancients described this culture, for example Xenophon's short work *Hiero*, which is frequently cited by Machiavelli, includes the following passage: «..But if you are afraid, O mighty prince, that through the multitude of prizes offered under many heads, expenses also must be much increased, consider that no articles of commerce can be got more cheaply than those which people purchase in exchange for prizes. Note in the public contests (choral, equestrian, or gymnastic) how small the prizes are and yet what vast expenditure of wealth and toil..».

What were the origins of the first modern races?

«Motorsport was born with the advent of the first motor vehicles. The Indianapolis circuit organised the first motor racing competition in 1911, back in the time of Henry Ford and Alfred Sloan (founder of General Motors): the State of Indiana saw the birth of numerous small, local manufacturers (such as Allison), and similarly in Europe (Mercedes, Fiat...) Technological progress was driven by the competition for market share between manufacturers. This is a recurrent theme, and it is typical of new sectors during their rapid expansion phase. Motorsport as we understand it today probably came into being when it stopped being simply a sport and began to

assume the role of a marketing tool: John Player Special began its sponsorship of Lotus in 1972. It's fair to say that the sport's transformation into an entertainment business was complete towards the latter half of the first decade of the third millennium».

In your opinion is it possible to divide the history of motorsports into specific periods, such as, say, a pioneer period, a romantic period, a classical period and even a post-modern era?

«Let's try! First there was the Romantic period when the drivers, who were often engineers and technicians (one thinks of Chevrolet in the United States, or Mark Donohue; a more recent emulator of the "Romantics" would be John Miles, the Lotus test driver and Formula 1 driver), would also test their own cars. Their objective was to test the serviceability and reliability of the first automobiles, at the limit of their capabilities, and over unknown terrain: let's not forget that until the 1930s, when it was asphalted for the first time, the Indianapolis Speedway racetrack was paved with bricks, hence the term Brickyard. The Second Phase is associated with advertising and promotion - or *réclame*, as it used to be known - initially of typically male-oriented products, such as tobacco (Marlboro, JPS), petrol (Gulf, Shell), accessories and clothing, before gradually expanding to cover a whole range of consumer goods, especially foodstuffs and clothing. We are currently witnessing the Third Phase, which could be classified as a post-modern period and is typified by the promotion of services, such as telecommunications, software, insurance,

transportation, banks. It's feasible that the next phase will be distinguished by the promotion of educational approaches to engineering, using the excitement of competition as a means of encouraging young people to study challenging but rewarding engineering disciplines.»

How would you define the culture of motorsport? What are the core values of this world?

«A value is something that makes us feel good, healthy, well-adjusted: the "valeo" of the Latins. Value is a commodity that is recognised without hesitation, offers convenience not just in terms of its price, but comprises emotional attachment and credibility. For Europeans Value evokes rarity and beauty. For Americans it's the "expected price" and evokes manufacturing quality, taste, form, solidity, convenience and qualities that are essential for consumers, such as ease of purchase, available choice, home delivery, service, assistance. To compromise on value (expected price) is to be at a variance with the idea of Value (taste, civilisation, culture). Culture is that which an organisation (a family, an association, a team, a company, a nation) accumulates collectively over time as it learns to meet the challenges posed by the environment without, while successfully integrating the elements within. Culture arises from the context, and results in an optimised form of conduct governed by rules that are wise, just, safe and, above all, the fruit of experience; thus, "values" are what unites the components of an organisation, supports the functional parts of the system and penalises harmful behaviour. In a



Ayrton Senna



nutshell: the reason for staying together, the bonds that keep people united, and the ethical code. In light of the above, the Culture of Motorsport is a highly exciting entertainment business whose fundamental ethical code is rooted in respect for one's opponent under conditions where the element of risk is plain for all to see. Motorsport is nothing without the thrills and mutual respect of the participants.

Let's move on to the "geopolitics" of racing: what are the great nations behind the development of motoring and what has each contributed to that process?

«The development of motor racing in any given nation depends on the specific culture of that country. In Great Britain the circuits were developed from airfields: Snetterton, Silverstone are both ex-World War II aerodromes – whereas the post-war conversion of specialised workshops contributed greatly to the emergence of talented engineers accustomed to designing and producing light, fast vehicles. In the USA many of the circuits are converted horse racing tracks, especially on the eastern seaboard; further west, the area we know as the Great Plains gave birth to the "dragster strips"; the Speedways, which were originally used for testing the reliability of vehicles destined for mass production, grew up in the Mid West, America's motoring heartland that includes the cities of Indianapolis and Detroit. In Italy and France the circuits developed in and around big towns such as Modena, Reims and Dijon, or parks (Monza) and spa towns (Spa). In Germany, circuits such as Avus and the Nurburgring were designed to underline the strength and prestige of the regime. Racing reflects culture and culture is inextricably linked to history and geography: from the wide open spaces of Arizona to the dusty roads of the Targa Florio».

Business logic vs. sport for sport's sake: do you believe that it's possible to define a "philosophical" approach capable of reaching a compromise between these two ostensibly irreconcilable points of view?

«The Motorsport sector means rigorous working practices, unsociable hours and virtually no free weekends, and an underlying intellectual integrity: once every two weeks the stopwatch takes over, and marketing considerations take a back seat. In order to survive in Motorsports,

Dizionario

Driver (or Pilota in Italian)

The English term driver derives via the Old English verb *drifan* "to force, hunt, pursue; push against" from a proto-Germanic root word *dribanan* signifying "to push from behind".

The Italian word for driver, *Pilota*, is a seafaring term of Germanic or possibly Greek origin, meaning one who steers a ship and refers to an expert, specialised sailor whose extensive knowledge of the coasts, currents and hazards serves to guide shipping safely and rapidly both inshore and in open water.

Competition (or competizione in Italian)

This word has its origin in the "electoral" world of the ancient Romans, "*cum+petere*", a common desire for the same thing (the same office, judiciary, consul etc.) that may, however, be assigned to a single individual only. Hence the term "competence" i.e. the theoretical (training, education) and practical (experience) preparation necessary to compete. Therefore "Competition" may be defined as competent contestants vying to obtain a prize for which there can only be one winner.

Track (or Pista in Italian)

"Track", originally signifying "footprint, mark left by anything", comes from the Old French *trac* meaning "trail of horse, trace" and possibly from an older Germanic source (comparable meanings are Middle Low German *treck*, Dutch *trek* "drawing, pulling").

The Italian word *pista* also has strong equestrian connotations (just for a change!) and derives from the Latin term *pistus* signifying the "*pestatum*", i.e. beaten, course used for races in the Hippodrome, for example the *Circus Maximus* in ancient Rome.

and get any satisfaction from it, one has to assume a "mental habitude" that rapidly becomes second nature and even conditions one's interpersonal relationships to a degree; and this is why it's never easy to move into Motorsports from other industrial sectors. Regardless of the activity involved, the unforgiving triangle of "time", "costs", "performance" will always prevent us from meeting all our goals simultaneously: reduced times result in increased costs or reduced performance (or the quality of the product); reducing costs will increase times or reduce quality; and if we want to improve the performance we will also have to increase costs, and so on. Within this context, the emphasis in Motorsports is squarely on the time factor: «The race is at three o'clock on Sunday afternoon, whether you're ready or not», whereas performance is the overriding consideration in the military sector and cost has absolute precedence in the mass-produced consumer goods industry. With the exception of such extreme situations, the vast majority of industrial activities function by implementing

a compromise between these three dimensions».

Many would agree that sport has a "mystical" side too – a good example is Forster Wallace's definition of "Federer as a religious experience". Do you think this also applies to motor racing? Was Ayrton Senna a "mystical" figure in the racing world?

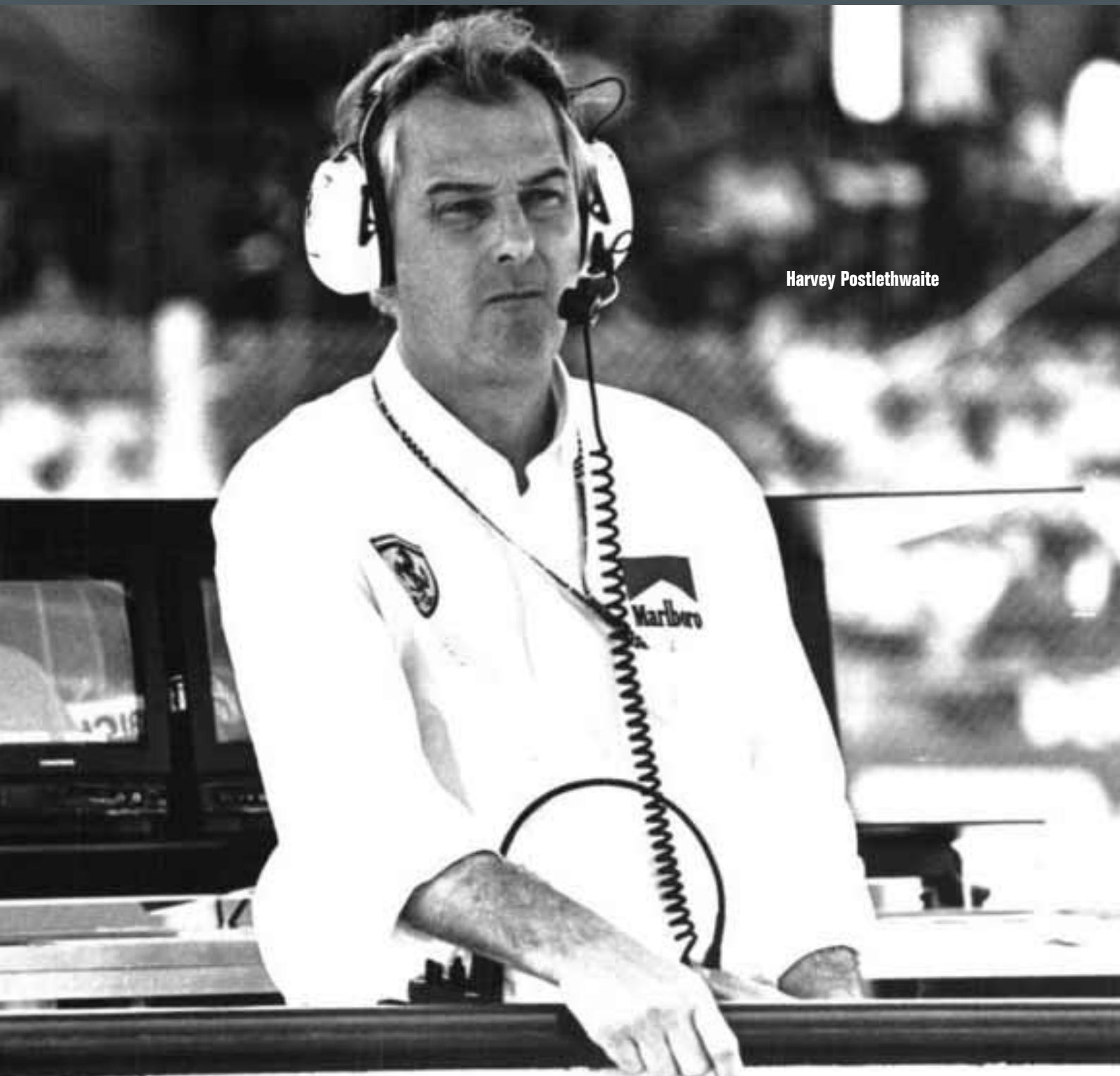
«At Olympia, in the VII century before the birth of Christ, the games were the expression of the religious cult that united the various city states of the time, or the different nations as we would say today. Motor racing, together with the other sporting events that have truly international appeal (for example the Formula 1 World Championship or the various Football Championships), represent the new religion, which, to use its original sense, "binds" people from different continents and of diverse races, beliefs and political ideals together. And this is why our "sporting heroes" come to be viewed as "mystical" and "charismatic" figures in the collective imagination, especially when, like Federer and Senna, they are capable of maintaining an exemplary public image throughout their careers. The tragedies of the Sport, the deaths of Senna, Villeneuve and so many others, serve to highlight its "religious" dimension, because the public emotion is intense, immediate and shared».

Finally, are there any books that you would recommend to anyone who would like to find about more about this subject?

«I strongly recommend "The unfair advantage", the story of Team Penske, by Mark Donohue, engineer, victor at Indianapolis, NASCAR and GT driver, and much more. This book describes the culture of the rigorous and ceaseless search for a competitive, quantifiable, concrete and practical sporting advantage; it recounts the failures and the lessons learned in an environment governed by that implacable judge that we call the stopwatch. You can't help but draw parallels and analogies with your own working methods and experiences as you read it»

One final footnote to your last reply, and our conversation as a whole; if you had to name one person who, in your opinion, embodies the "humanistic" approach to the world of motor racing, who would it be?

«Harvey Postlethwaite, without a doubt».



Harvey Postlethwaite

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