



[C.R.P. Technology on stage at Professional Motorsport Worldexpo](#)



***On 11th November CRP will be among the most important operators
in the motorsport for the MIA conference at PMW***

November 5, 2008 - Modena, Italy - After her successful speech at Motorsport Expotech during the conference "The Value of Motorsport" the Chief Executive of MIA Chris Aylett invited Eng. Livia Cevolini, Sales and Marketing Director of CRP Technology, to participate as a speaker at the conference scheduled at the Professional Motorsport Worldexpo in Cologne.

Taking into account the current economic conditions, MIA has decided to discuss new trends in motorsport by organizing a two-day conference on the 11th and 12th of November entitled, "Changes in Motorsport: A Vision for the Future in Turbulent Times." MIA has invited important representatives of this business segment to the event.

CRP Technology will be at this conference on the 11th of November where general guidelines of the area will be traced, emphasizing that motorsport is experiencing crucial changes. This is an important recognition for the Italian company considering that only on two firms from Italy will be represented at the conference. Great esteem and admiration are behind the MIA request for CRP Technology participation, and towards the company's experience in motorsport developed over nearly 40 years of activity.

The speech of Eng. Livia Cevolini will focus on introducing cost reduction methods to lower the required investment of sponsors as well as the need to contain racing team costs, leading to a reduction in the budgets requirements for R&D departments and technical testing.

In her speech the CRP Technology sales and marketing Director will invite the operators to reflect on new trend in motorsport which may risk choking the market's suppliers, which face the increasing expenses of raw materials, energy, and labour, while trying to meet the need for lower list prices from customers.

There is no doubt that the PMW is the right stage for examining the fiscal challenges that are affecting the world of motorsport, a competitive industry that has survived wars and slumps in the past and that has been able to gather the support of millions of people all over the world.

With regards to this topic Livia Cevolini stated during her speech in Modena: "I think we should be aware of the decisions we have taken and those we will take in order to avoid the failure of this business."

Racing Teams should be challenged to innovate against the problems facing the corporations of the world. The arena of Motorsport is the perfect marketing partner to present solutions generated by the new "green" technologies. This can be the key to bringing new brands and investment to the industry.

The use of technology and innovation in Motorsport should not be perceived as an unnecessary cost. Technology is the investment that is used to keep our leading position, and through which innovative companies can distinguish their activity and be a step ahead. Are we willing to keep on investing for the lifeblood of our sport?"

More information at www.MotorSpoe.co.uk.