



PERFORMANCE RACING INDUSTRY SHOW (PRI)

23rd *Performance*
Racing Industry
ANNUAL TRADE SHOW

ORLANDO, USA
9 -11 DECEMBER 2010
VISIT US AT STAND 1757

supported by

UK
TRADE &
INVESTMENT



motorsport valley

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The Motorsport Industry Association

The MIA is the international trade association which focuses on serving its many corporate members from motorsport's high performance engineering, tuning and services industry. Why not call by our booth 1757 and see how you may benefit from joining us as we are in "The Business of Winning"?

The MIA has just under 400 members transacting over \$7 billion of motorsport related business worldwide and has a well-deserved reputation as the 'Global Business Network for Motorsport'. The MIA is dedicated to promoting the business interests of motorsport throughout the world from its international HQ in the UK, and its two USA offices in Hudson and Atlanta.

MIA members benefit from a comprehensive programme of international events, which provide the perfect medium for a wide variety of companies to network and develop new business.

The MIA has created a "Motorsport Valley Zone" within the PRI Show to provide a high-tech focal point for those show visitors seeking specialist custom products and solutions from world - beating companies.

Motorsport Valley®

Motorsport Valley is the name given to a unique world class, UK-based industry cluster that enjoys success on the world stage and delivers significant value to the British economy. It embraces performance engineering firms, venues and motorsport organisations which are responsible for the UK motorsport phenomenon.

The success of Motorsport Valley is rooted in the unique tradition of 'know-how', innovation and flair that has been fostered by a close community of experts. Its long-term future will be secured by the can-do approach, commitment to delivery and entrepreneurial spirit that can be found only within the boundaries of Motorsport Valley in the UK.



AUTOSPORT INTERNATIONAL

BOOTH: 1757

www.autosportinternational.com



Tony Tobias

Autosport Engineering



13 - 16 January 2011 NEC Birmingham, UK

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Autosport International is Europe's largest motorsport exhibition with over 750 exhibitors, 85,000 visitors including over 28,000 trade and overseas visitors. It's a pre season network event that caters for all areas of motorsport in which the show's trade and consumer facing format enables companies to meet customers in a business-to-business environment and also have the optional opportunity to promote their products and brand to the end user

 **AUTOSPORT**
INTERNATIONAL

The Racing Car Show

13 - 16 January 2011 NEC Birmingham, UK

TRADE ONLY DAYS 13 & 14 JANUARY 2011

EUROPE'S LARGEST DEDICATED TRADE-ONLY MOTORSPORT EXHIBITION

- Over **28,600** motorsport & automotive trade visitors from **50 countries**
- **Convenient location** in the heart of UK's Motorsport Valley next to an International Airport (BHX)
- **75%** of trade visitors have sole or joint responsibility for purchasing
 - **Over \$750 million** worth of business made in 2010
 - **43%** of trade visitors do not attend any other exhibitions

For information about exhibiting:

Email autosport.international@haymarket.com

Tel **+44 (0) 20 8267 8300**

Or visit www.autosportinternational.com

To register as a trade buyer and book your tickets

visit: www.autosportinternational.com

or call: **0845 218 6012**





THE MIA BUSINESS EXCELLENCE AWARDS DINNER

THURSDAY 13 JANUARY 2011 - NEC, BIRMINGHAM

Come to the largest and most prestigious gathering of the year for all involved in the business of UK motorsport.

The MIA Awards Dinner is THE major business networking event at Autosport International, and attracts over 500 people worldwide

BOOK NOW



Tickets now available for this sell-out industry event
Awards Nominations now open

The MIA Awards will raise funds for The Motorsport Foundation



AUTOSPORT
INTERNATIONAL
The Racing Car Show

For more information please call +44 (0)2476 692 600 or visit

www.the-mia.com

DC ELECTRONICS

BOOTH: 1757

www.wiringlooms.com



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Managing Director



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Director



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DC Electronics has over ten years of experience designing and manufacturing high quality, reliable and innovative electrical systems for the motorsport and high performance road car industries. Rapid prototype building, custom designs and complete race championship builds with race support can all be accommodated by our highly skilled and motivated team.

PRI objectives: DC Electronics is looking to North America to extend the market for our revolutionary Electronic Power Assisted Steering systems and wiring looms.

LIFELINE FIRE & SAFETY SYSTEMS

BOOTH: 1001

www.lifeline-fire.co.uk



Jim Morris

Managing Director

Lifeline[®]
Champions of Safety

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Lifeline the leading European manufacturer of on board fire suppression systems and safety equipment will be exhibiting its latest range of FIA and SFI approved fire systems along with the newly homologated Zero "ZERO" system. Lifeline will also be making a major announcement on the opening day of the show.

PRI objectives: Lifeline Fire & Safety Systems Limited is looking to increase its US dealer network in the circle track sector, with its latest range of SFI approved systems. Lifeline will be making a major announcement during the show with regard to its US distribution

We can help you get further faster

UK Trade & Investment is the government department that helps UK based companies succeed in an increasingly global economy.

We assist overseas companies to identify UK based businesses to work with and provide assistance to companies interested in investing in the UK.

We provide companies with knowledge, advice and practical support through a network of international specialists in the UK and in British Embassies and other diplomatic posts around the world.

Fast track to the world^{UK}



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To find out how UK Trade & Investment can assist you to achieve global business growth, visit us at:

www.ukti.gov.uk

UK
TRADE &
INVESTMENT



MIA - USA - SOUTHEAST REGION

BOOTH: 1757

www.the-mia.com



Michael Bailey

Business Development Director



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MIA Southeast Region maintains close relationships with MIA US Members in the region and leading Teams & Suppliers, as well as with these major US motorsport sanctioning bodies NASCAR + Grand-Am – ALMS (American Le Mans Series)

PRI objectives: PRI 2010 Objective is to support the MSV Zone Missioners, and if interested, provide customized assistance through the established MIA Member Services program.

MIA - USA - NORTH AMERICA OPERATIONS

BOOTH: 1757

www.the-mia.com



Jeremy Burne MBE

Director, North America



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As North American Director of the MIA, Jeremy promotes the interests of the MIA and its members to the US motorsports industry. This is facilitated through an expanding network of senior motorsports contacts in the USA, and by creating and implementing business conferences, receptions and visit programmes.

PRI objectives: To assist UK companies expand their North American business, and to encourage US buyers and senior executives to visit the Motorsport Valley Zone, meet the UK companies develop new business opportunities.

OLE BUHL RACING

BOOTH: 1757

www.obr.uk.com



Ole Buhl

Managing Director



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Ole Buhl Racing Ltd is a world leader in the supply of motorsport electronics. Specialising in engine and power management systems our range of innovative products are used in the world's most demanding environments ensuring performance and reliability.

PRI objectives: To develop sales throughout the USA.



RACING TO A CLEAN-TECH FUTURE

SHOWCASE YOUR LATEST 'GREEN' TECHNOLOGY / VEHICLE

NEC, BIRMINGHAM • WEDNESDAY 12 JANUARY 2011

LOW CARBON • ELECTRIC • HYBRID • ALTERNATIVE ENERGY • SUSTAINABLE MATERIALS



The MIA is hosting Europe's leading and most successful conference for 'green' motorsport in Birmingham, the centre of Motorsport Valley.

The 5th European Cleaner Racing Conference at Autosport International will feature an 'Engineering Showcase' of current low carbon and electric technologies/vehicles. This is your business's opportunity to put its Green product(s) on display to the assembled media, network with high-profile speakers and over 200 international delegates – a perfect opportunity to find customers, collaborative partners and gain press exposure and speak to the experts.

This is your best opportunity to grow your network of international contacts meeting key figures from 'Green' motorsport - the future is the agenda – future business the theme.

For more information please contact the MIA on: +44 (0)2476 692 600

AUTOSPORT
INTERNATIONAL
The Racing Car Show

www.the-mia.com

UK
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PIPER CAMS

BOOTH: 1754

www.pipercams.co.uk



Peter Hoare

Sales Manager

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Piper Cams has been established for 45 years and is a leading cam producer in Europe. We require additional dealers in the US who supply to the Japanese, European and historic markets. Please come and talk to John or Peter at Booth 1754, see our product range and discuss terms.

ST CROSS ELECTRONICS

BOOTH: 1757

www.st-cross-electronics.co.uk



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St Cross Electronics specialises in the manufacture of cable and wiring looms using Raychem System 25 methods together with Deutsch connectors. We supply military customers including General Dynamics and also motorsport teams from F1 to drag racing. We operate from UK out of a 10000 sqft site. All products are electrically tested using Cirris CH2 machines. Come and have a chat with a representative at the show.



MOTORSPORT INDUSTRY ASSOCIATION

The Unrivalled Global Business
Network for Motorsport and High
Performance Engineering

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www.the-mia.com info@the-mia.com

VARIOHM - EUROSENSOR

BOOTH: 1749

www.variohm.com



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Variohm EuroSensor Ltd supply a wide range of rotary and linear position sensors, pressure transducers, temperature sensors & force transducers which are proven in many Motorsport applications. Specializing in reliable and cost effective sensors, Variohm offer a wide range of devices for all your Motorsport industries needs.

PRI objectives: Our objective is to locate and source new customers and distributors for the Variohm Eurosensor Range of Motorsport Sensors.

XTRAC



BOOTH: 1763

www.xtrac.com



Andrew Heard

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Xtrac offers gearboxes, differentials, driveline and gears to the very highest quality and its cost effective products are used throughout motorsport and in particular within Formula One, IRL, Baja, Touring Cars, Rallying, A1GP, Dakar and all forms of sportscar racing including a major involvement in the Le Mans 24 hours.

PRI objectives: Today we have our own facility based in Indianapolis and attending trade shows such as PRI enables us to meet not only with new potential clients but to consolidate on the relationships we already have with existing clients.

YOUNG CALIBRATION

BOOTH: 1747

www.youngcalibration.co.uk



Adrian Young
Managing Director



Dr. Mark Hindle
Laboratory Manager

young
CALIBRATION

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Performance characterization of radiators, oil coolers and chargecoolers for motorsport vehicle applications; assessing cores for heat rejection, fluid pressure drop and air pressure drop. Recent programs have been conducted for Indycar, NASCAR, Formula 1, ALMS, LeMans and DT race vehicles.

PRI objectives: To develop US based contacts within race teams and heat exchanger core manufacturers.

MIA STAFF - READY TO MEET YOU

BOOTH: 1757

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EVENTS DIARY 2010 - 2011

December

- 1 - 3 International Motorsports Industry Show (IMIS) *Indianapolis, USA*
- 6 - 8 Advanced Engineering Technology Conference (AETC) *Orlando, USA*
- 7 MIA Visit to Daytona International Speedway *Daytona Beach, USA*
- 9 MIA International VIP Networking Drinks Reception, Performance Racing Industry Show (PRI) *Orlando, Florida, USA*
- 9 - 11 Performance Racing Industry Show (PRI) Business Development Visit *Orlando, Florida, USA*

2011

January

- 12 "Racing to a Clean-Tech Future" Conference *NEC Birmingham, UK*
- 12 MIA Education Conference 2011 *NEC Birmingham, UK*
- 13 - 16 Autosport International Show *NEC Birmingham, UK*
- 13 MIA Awards Dinner *NEC Birmingham, UK*

February

- 7-10 Motorsport to Defence - International Armoured Vehicles Conference & Exhibition *ExCel, London*
- 9 Training - Presentation Skills *Stoneleigh Park, Warwickshire*
- 16 Training - Management Skills *Stoneleigh Park, Warwickshire*

March

- 9 Training - Exhibition Preparation and Business Development *Stoneleigh Park, Warwickshire*

May

- 20 - 29 Business Development Trip to Charlotte and Indianapolis *USA*

September

- 13 - 16 Defence and Security Equipment International *ExCel, London*



MIA INTERNATIONAL VIP NETWORKING DRINKS RECEPTION AT PRI

9 December 2010 • Rosen Centre, Orlando • 18:00 - 20:00

Great shows deliver new networks of business contacts, the PRI Show does this better than any.but with over 40,000 attendees the tough task is to get into the BEST global business network events. The MIA annual VIP International Reception, organised in conjunction with the PRI Show organisers, attracts over 250 of the most influential US and international VIP guests and buyers. They enjoy pre-dinner drinks in a stylish cocktail atmosphere, right across the street from the convention centre

contact info@the-mia.com for further information.

www.the-mia.com



To buy your tickets at PRI, please see the MIA Team on Stand 1757!