



HOT BUSINESS NEWS



**'The race is on for new business in the USA – so get on the grid!'
says the MIA as it calls on motorsport suppliers to 'ACT NOW'**

NASCAR and INDYCAR New Business Visit 21-30 May 2010

Not only is the dollar exchange rate perfect for exports to the USA - but two of the most valuable business opportunities, for many years, are 'on the grid' already. MIA wants to help European industry to take pole position in this exciting 'race for new US business'!

In just a few weeks' time, the new IndyCar chassis supplier will be nominated to deliver their car for 2012, and NASCAR will confirm details of its planned move to introduce some form of fuel injection in 2011, together with other possible modifications.

"In my experience" says Chris Aylett, CEO of the MIA, "there has never been a better time for the MIA to take a business group to hunt for new business and meet NASCAR and IndyCar in the USA. Even though travel budgets are tight, this has to be the best use of limited funds – as real business is being created, right now"

Aylett, who has personally led visits to the USA for the last ten years, continued, "I can't exaggerate the importance for UK and European suppliers to join this visit and get in front of the right decision makers, at this time. This is the perfect tonic to help the best pro-active companies to begin their climb out of recession"

NASCAR – move to fuel injection and modifications

NASCAR is currently testing and developing their fuel injection concept with OEMs. There is much speculation as to what form this will take, but it is expected to be announced during the summer of 2010, to be on track sometime in 2011. Cost-competitive, experienced suppliers will be needed for all the ancillary parts and services required to support this major change.

Such a significant 'cultural' technical change by NASCAR will affect, in time, a wide variety of US motorsports, as dependence on the original carburettor concept declines. This has far-reaching implications for suppliers who engage NOW with US companies, ready to exploit this major opportunity.

IndyCar Programme – a need for cost-competitive suppliers

IndyCar, after much deliberation, recently announced designs from Lola, Dallara, Swift, Delta Wing and BAT which are in their final stages. The chassis supplier decision will be announced by July 2010, the winner will immediately need cost-competitive suppliers to help meet the 2012 deadline. Changes to their Indy Lights programme will follow – more new business beckons!

At the same time, new engine suppliers will be announced. The new engine seems likely to be four cylinder turbo-charged using 100% ethanol.

Check www.the-mia.com for full details – **BOOK YOUR PLACE NOW** for the NASCAR and IndyCar visit...

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NO TIME TO WASTE – DO IT NOW!