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UEM MEETS INDUSTRY AND PROMOTERS

Motorcycling sport is the result of good coordination between promoters, industry and obviously riders. These three parties could sometimes have different visions and opinions on how to develop and improve the motorcycling movement. Since 2007 UEM started to organise regular meetings with promoters and industry in order to allow better co-ordination of the motorcycling movement.

Silvio Manicardi – Chairman of the UEM Marketing, Promotion and Industry Commission

With the aim to guarantee a healthy growth of the Motorcycling sport in Europe, a meeting with the representatives of the UEM, the Industry and some promoters was organised in 2007, for the first time in 11 years of UEM history.

The meeting was considered a success and the UEM decided to have this meeting on periodical basis so to have, each time, a clearer and sincerer exchange of opinions.

The 31st of January 2008 in Milan (Italy), the UEM organised the 3rd meeting with an attractive agenda. The morning was devoted to road racing while the afternoon was reserved to off road activities and related problems. The presence of Mr. Vincenzo Mazzi, President of the UEM, and of Mr. Ted Bartlett, responsible of all sports activities of UEM,



underlined of the importance given by UEM to this kind of meetings.

NEW ROAD RACING CHAMPIONSHIP FORMULA

First of all UEM representatives took the opportunity to introduce the new format of the European Championship. Its content have been explained in the first issue of UEM mag focus, but it was highlighted the full involvement and endorsement of the major National Federations and regional Championships, with a final that will have

for the first time a very good TV coverage giving an important push to the growth of this Championship.

The real new information in the meeting was the UEM desire to launch two new formulas for the road racing European Championship. UEM considers essential the best promotion of this discipline and to have the appropriate technical regulations to support this effort.

FORMULA 4-RUN

The meeting started with the observation that the



Mr. Silvio Manicardi with ACEM representative, Mr. Antonio Perlot

The Director of Public Affairs, Mr John Chatterton Ross, with Yamaha representative and former World Champion, Mr Michele Rinaldi..



125cc. category is shrinking year by year for the lack of new affordable competing bikes (just Aprilia and KTM are still developing new products for this category at the moment), while there is a need to have a cheap bike but with good performance to let the new riders being competitive in the different European circuits. Another observation was about the market having a large choice of 250 4/stroke engines racing in motocross.

Based also on the experience that is coming from Japan and Australia, UEM has decided to launch the new 4-run category that, in brief, will be a 125 frame and a 250cc. 4/ stroke engine.

To guarantee good reliability it has been decided to supply a common CDI that will limit the piston speed. Wwide intervals between the need of a major overhaul will help to control the cost of racing.

This category will be used in some National Championships and for the European Championship Final already starting from 2009.

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UEM hopes to be able to organise a demonstrative event with some bikes at the end of the racing season already this year.

Manufacturers showed interest in this idea that will help the sport to grow from the basis.

FORMULA ULTRA

The Supersport market in Europe is suffering because of high prices and the increase of speed limitation and controls. On the contrary the “naked” bike scene is very big and healthy.

In Europe we also have a good number of manufacturers, which are present in the “naked” market and have some difficulties to promote their brand in other kind of competitions. The key concept is to allow racing bikes sold in at least 30 identical units in Europe with engine capacity over 600cc and max 1000cc. (if 4 cylinders, 1150 if 3 cylinders and 1350cc. if 2 cylinders).

Technical specification will be quite similar to superstock, but some further investigation will be necessary to guarantee an equal level of performance to have a fair and spectacular racing.

Further contacts will be taken by the UEM with manufacturers in the next few months to better understand the interest on this idea and refine the technical specifications.

UEM OFF ROAD ACADEMY

The idea was created together with Youthstream to promote the growth of young riders.

The creation of the UEM Off Road Academy, is according the guidelines in the Statutes regarding the aims of the UEM :

- it will make possible the organisation of training courses for the young riders engaged in continental contests and to enable them to have a faster growth on the international scenario;
- an interchange of experiences between the Coaches and Trainers will be possible through their participation to stages, seminars and conferences. This will allow to conform methodologies and actions to common standards;
- training and professional updating courses for the Officials engaged in continental contests will guarantee the constant increase of quality of the services provided.

The Academy is situated in Sevlievo (Bulgaria) and will start with some experimental programs in 2008.

ALTERNATIVE ENERGY WORKING GROUP (AEWG)

Being also member of the FIM “Alternative Energy Working Group

(AEWG)”, I took the chance to present to the Industry one program that this

“ ...demonstrate that it will be possible to have a cleaner competition in the future using alternative energy (biofuels, hydrogen, electricity, etc). ”

working group is now developing. The occasion was a proper one because from the Industry, there were



Mr. Silvio Manicardi illustrates the program of the "Alternative Energy Working Group" (AEWG)

(Motocross Promoter), Mr Marc Pawels, to explain the changes, which are foreseen for the next few years as per the recent press release of FIM.

In particular it was presented the idea to have in the same category 2 and 4 stroke machines of same engine capacity, and having 2 stroke categories in the smaller categories to have cheaper racing and allowing more young riders to compete at reasonable cost.

Some industry representatives were not in agreement on what said and the matter will be further discussed also with the FIM probably during the next FIM Conference meetings in Geneva at the end of February.

An interesting and final subject for discussion was how to reduce the cost of travelling in Europe.

UEM represents 43 national Federations from Portugal to Russia and travelling from one area to another could be very demanding.

Different opinions emerged during the discussion, but Mr. Bartlett pointed out that this matter has already been deeply discussed inside UEM.

The decision was to let the riders free to race all around Europe and especially young people to compete with as many young riders as possible. In such a way they could grow to be ready to afford racing at World level.

The meeting was closed with the promise to meet again before the end of June.

Silvio Manicardi

many Off Road experts.

The basic philosophy is to demonstrate that it will be possible to have a cleaner competition in the future using alternative energy (biofuels, hydrogen, electricity, etc.)

The general program of this WG has been presented already in Japan last year and more recently to an Executive Board meeting of ACEM.

After that meeting there was another one in Brussels where it has been decided to progress with the study of a demonstration motocross race with 450cc. machines using Bio-fuels of second generation.

The FIM AEWG will meet to better define the future actions regarding this matter at the end of February.

NEW DRIVING LICENCE DIRECTIVE

Mr. Antonio Perlot of ACEM presented the new European Commission Directive on driving licence and has shown the implication that this Directive could have on our sport.

It has been addressed the possible difference of age access in the different countries for the same licence.

This will create an unfair situation for the riders who could have a later access missing the possibility to compete at the same age as some of his luckier European citizen. This problem is particularly affecting the Enduro racing because sometimes part of the competition is in open public roads . The matter will be further discussed in an ad hoc meeting between the Industry interested in Enduro racing and both FIM and UEM.

MOTOCROSS

UEM has invited a representative of Youthstream

“ ...the application of the European Commission Directive on driving licence could create problems in future on motorcycling sport, in particular on Enduro ”



Riders at the starting grid of an Enduro event