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JULY 2012 No. 141 UK £5.50 USA \$12.50

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IBD CONTINUES TO GROW

THE INTERNATIONAL Business Days Le Mans 2012, now a regular part of Le Mans week, was this year hosted by the Auto Sport Academy on the Technoparc des 24 Heures.

On the Wednesday, the participating delegates went on paddock and pit visits to Strakka Racing, Oak Racing, Pescarolo Team, Signature Technologies and Dunlop Racing. This was followed in the evening by the traditional gourmet dinner at l'Auberge du Mans and the opportunity to view qualifying from a private location situated at the second chicane of the Mulsanne straight.

On the following day, the business end of the event, there were 70 delegates from 53 companies from Europe, Canada and the US, while members from the Thai board of investment also participated in some 265 pre-arranged 1-to-1 meetings. There were also presentations from 3A Industries on the Moduleo, a modular new-generation electric vehicle, from 3D Industries, Ansys, MG2 Systems and the Everest Team. Participating companies included Böhm + Wiedemann from Germany, Danisi Engineering from Italy and IS Clarendon from the UK, although it was the French companies that were most numerous.

"I was very pleased that this year we had

more teams participate," said François Lassalle, managing director of FL Conseil and IBD organiser. "We had buyers from Audi, Toyota, ORECA, Oak Racing and Signature Technologies Racing all attending. The concept is now well-established although we had to reduce the one-to-one meetings from 30 to 25 minutes due to the number of meetings this year as well as the greater number of presentations from sponsors and partners. Over the five years IBD has grown into a significant event during Le Mans week and we are already planning for next year." **IT**



ABOVE The IBD goes from strength to strength