



Le Mans Analyse

Fallstudie, Team und Ingenieure



Le Mans Debrief

Case study, team and engineers



racewear24
Vom Händler zur Marke
racewear24
From dealer to brand

Hardware in der Schleife
Prüfstand und
Simulation bei TMG
Hardware in the loop
Testbed and simulation by TMG

Bilster Berg
Streckenportrait des Drive Resort
Bilster Berg
Portrait of the new test track

Formula Student
Bosch-Test-Event
in Boxberg
Formula Student
Test event in Boxberg

Tracktest McLaren
GT3-Sportwagen im Härtetest
McLaren test
GT3-sportscar in endurance test

Neue Serie:
Hotels an
Rennstrecken
New series:
Hotels near racetracks



Interview

François Lassalle, IBD Le Mans 2012

The IBD (International Business Day) took place for the fifth time this year. What was new?

We have found a new partner in the FFSA Auto Sport Academy, hosting the event in their premises. In addition we have been visiting the paddock with new racing teams entering the Le Mans 24 Hours race (Strakka Racing and Signature Technology Racing). In particular Dunlop Motorsport gave a technical presentation on the constraints for motorsport tires. We could welcome more buyers at this year's IBD and we've been pleased to say thank you to four companies, Engineered Mechanical Coating, Everest Team, Oreca and RaceTech Magazine, who have been faithful to the event from the very first moments four years ago.

How many company representatives took part in this event?
Almost 70 company representatives over the two days.

The quality and number of the car manufacturers participating are important to all suppliers. Who was present?

We could notice the participation of Oreca, Oak Racing, Pescarolo Team, Citroën Racing, Audi Sport, Signature Technology Racing and Toyota.

Besides the automotive and motorsports industry, did other industry sectors take part?

Through suppliers we recognised, amongst others, aeronautics, railways, energy, medical and construction.



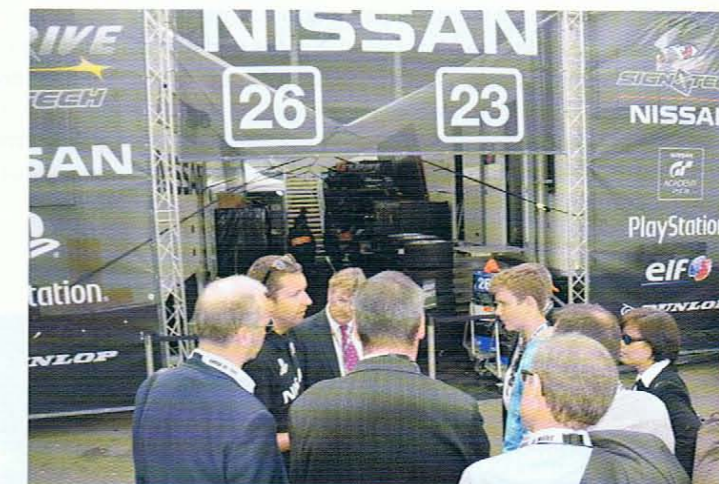
Despite the Institut Automobile du Mans, the FFSA Auto Sport Academy was chosen as new meeting location. How did this come about?
The FFSA Auto Sport Academy and the IBD share the same motorsports spirit and vision. On top of that, they're in possession of very convenient premises close to the venue of the 24 Hours race.

Which role does the location play within the framework of the 24 Hours race?

Given the proximity to the paddock of the 24 Hours race we don't necessarily need a shuttle service for our participants.

After five years, you can dare a look back. How has IBD evolved?

The event is now well integrated into the landscape of the Le Mans 24 Hours. The concept, format, quality and number of one-to-one personalized meetings in one day best express participant's satisfaction. The event is still called to develop while participants ask for keeping a human-sized dimension at the same time.



The European economic crisis also left its marks in France. How do you see the development for the French automotive market?
The French automotive market is suffering as many of the others in Europe, but the positive point comes from the Paris Motor Show. Presenting new models will constitute an essential leverage to revitalise sales. However, it's not certain that it is enough to improve the financial situation of the car manufacturers. In particular the French non-premium ones still depend very much on their national market. A price war is committed for several months, which presses on the margin.

How large is the share of foreign suppliers and in which direction could it change?

The participating foreign companies represented 30 % of the total, with two new countries this year: Poland and Thailand. We see the opening up of new markets in Eastern Europe, Italy and in the emerging countries.

Can you give our readers an outlook for the 2013 IBD?

We will keep our regular basis (close to 30 %) with more new participants firmly decided to return in 2013. This year we had almost 100 participants. We are going to see more buyers and a few more ideas, which will be discussed during the next steering committee meeting.

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