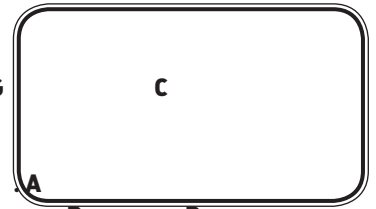


# LAUNCHING AT AUTOSPORT INTERNATIONAL

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BF1 Connect is to announce a new initiative, 'Electrical Roadshow', at this week's Autosport Engineering show. During 2009, the company will visit teams, car manufacturers and preparation specialists to present new wiring harness and connector technologies. As well as presenting their products, technical experts will also be available for problem solving, harness optimisation, weight saving as well as proposals for KERS and alternative powertrains.

"The Electrical Roadshow will make it easier for engineers, buyers, technicians and designers to see all the latest products at their own facility," said BF1 Connect's Gary Norman. "We come to them; minimising their time out of the office and making it simpler for representatives from numerous departments to see the new products."

BF1 Connect offers motorsport engineers a complete range of electrical interconnect solutions and wiring harness components for race and rally applications. An official and "preferred status" distributor for the Souriau Autosport range, the company holds vast stocks in locations across the US and UK to ensure parts are dispatched quickly. Its in-house assembly operation means even unusual connectors and keyways can be delivered quickly.

## NIRA IN CONTROL AT THE SHOW

The NIRA edc/cr is a rugged engine control unit designed to control modern diesel engines with the efficient common rail technology. It comes complete with an application tool,

NIRA rk, for loading of software program, tuning of engine data, monitoring etc. Together they constitute a system that offers users full access to, and control of, the engine functions.

Those behind NIRA Control AB have been developing advanced electronic control units for over 20 years, whilst the company itself was founded in 2006.

# EXHIBITOR PROFILE

## CSW: THE WINNING TECHNOLOGY

**ESTABLISHED:** 2003  
**HEAD OFFICE:** Shire Hall, Warwick  
**MAIN CONTACT:** Sackie Somal

### Business activities:

CSW: The Winning Technology, a partnership between Coventry, Solihull & Warwickshire local authorities, will be exhibiting for the first time at Autosport International. Under the brand 'CSW: The Winning Technology', the three authorities have joined forces to promote the advantages and opportunities that the region presents for potential investors who are looking for the perfect location for their business.

### Sackie Somal, Inward Investment Manager, CSW: The Winning Technology.

"CSW: The Winning Technology is well-known throughout the industry. We have helped many companies throughout the motorsport and high-performance engineering sectors with their relocation or expansion plans, or acted as facilitators putting them in touch with the right people. The Autosport International Show is right on our doorstep and perfect for promoting our region to the world. This is our first year exhibiting at the show, which will surely be a platform to build on our success."

## GROW YOUR BUSINESS BY TARGETING THE DEFENCE AND MARINE INDUSTRIES



In times of economic insecurity, all companies must be proactive in generating new custom from new areas. Huge synergies exist between the Motorsport, Defence and Marine sectors, yet the realisation of the technology transfer potential between these industries is still in its infancy.

To help, the MIA is offering two FREE TO ATTEND networking events, within the Defence and Marine Industry Sectors, to members and non-members alike at Autosport International in January 2009:

### **Motorsport to Marine Technology Transfer Networking Event MIA Members' Lounge, Thursday 08 January 2009**

Members of the British Marine Federation will be present in the MIA Members' Lounge throughout Thursday. Please visit the MIA stand (Stand 8020 - Hall 8) or contact Brian Kinzie at the MIA by calling +44 (0) 2476 692600, or emailing [brian.kinzie@the-mia.com](mailto:brian.kinzie@the-mia.com).

## YOUNG INSURANCE



Young Marmalade was created in 2006 to help young drivers overcome the initial

insurance barrier. By supplying a new or nearly new car with a high EuroNCAP safety rating (minimum 4\*), Young Marmalade has created a safer environment for the most vulnerable sector of the driving community.

Young Marmalade uses discounts and marketing support from manufacturers to offset the first 12 months premiums, which are traditionally the most expensive. There are now eight manufacturers directly supporting the scheme: Fiat, Ford, Peugeot, Renault, SEAT, Toyota, Vauxhall and Volkswagen.

SEAT UK Limited has kindly supplied a new SEAT Ibiza 1.4 Sports Coupe for the Young Marmalade Stand (8002), at Autosport International.

# DNA

### **Motorsport to Defence Workshop Supported by Alcon 2:30 - 3:30pm, Concourse Suite 23, Friday 09 January 2009**

Representatives from the Ministry of Defence (MoD) and Supacat Ltd will be on-hand in the MIA Members' Lounge throughout Friday. At 2:30pm, Lieutenant-Colonel Nick Wills from the MoD's Specialist and Utility Vehicle (SUV) Integrated Project Team will present a workshop outlining the current range of MoD vehicles and explain how to secure supply contracts for urgent ongoing projects.

Please visit the MIA stand (Stand 8020 - Hall 8) or contact Adam Pointer at the MIA by calling +44 (0) 2476 692600 or emailing [adam.pointer@the-mia.com](mailto:adam.pointer@the-mia.com).

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