



**MOTORSPORT COMMUNICATION & MARKETING**



**We are a brand new advertising agency and are passionate about achieving exceptional results through innovation. Our dynamic, integrated marketing, social, design and communication agency focuses mainly in sports and Lifestyle. We put together intelligent creativity with a real life approach**

# WHAT WE DO



Communication



Marketing Strategy



Sector Expertise



Press Office



Events



Graphics & Creativity

## **COMMUNICATION**

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**Successful businesses know well what they stand for, where they are heading and how to communicate their ideas. Being clear about what you want to obtain and how you will do so will create a strong company. We know the industry well enough to create a synergy. We will then work alongside with you to set the best means to build a strong and differentiated brand and communication platform.**

## **SECTOR EXPERTISE**

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**We are sports specialists. Our team possesses the sector knowledge and experience to deliver campaigns that have an impact across business areas. With proven expertise in motorsports and the points at which they meet other industries, we can provide insight and support for communication projects all over the world and enable growing in international markets.**

## **STRATEGY**

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**Over the last years we have organized workshops across a diverse range of businesses, from start-ups to market leaders and across many sectors as as diverse as home automation, domotics, banking sector, electronics, logistics and more. We believe that moving across a spectrum of strategy areas, from brand articulation to digital strategy, help shortcutting what can become a full and complex drawn out process. Thats' why we aim to put together all involved parties in a room and facilitate them to define a roadmap for success.**



## **EVENTS & EXPERIMENTAL**

We are very good in the organization of corporate events and experiences which will help you tell the story of your brand, build strong working teams, present exceptional products or communicate your company values in an engaging way. We are in a position to offer our clients a wide range of services which may include assistance to sports championships all over the world.

## **PRESS OFFICE**

We are happy to support your communication: news releases, media relations and partnerships, social video, community management and much more. With a huge knowledge of the media, we know what audience wants to see, read or hear and understand that brands need to be put at the heart of it.

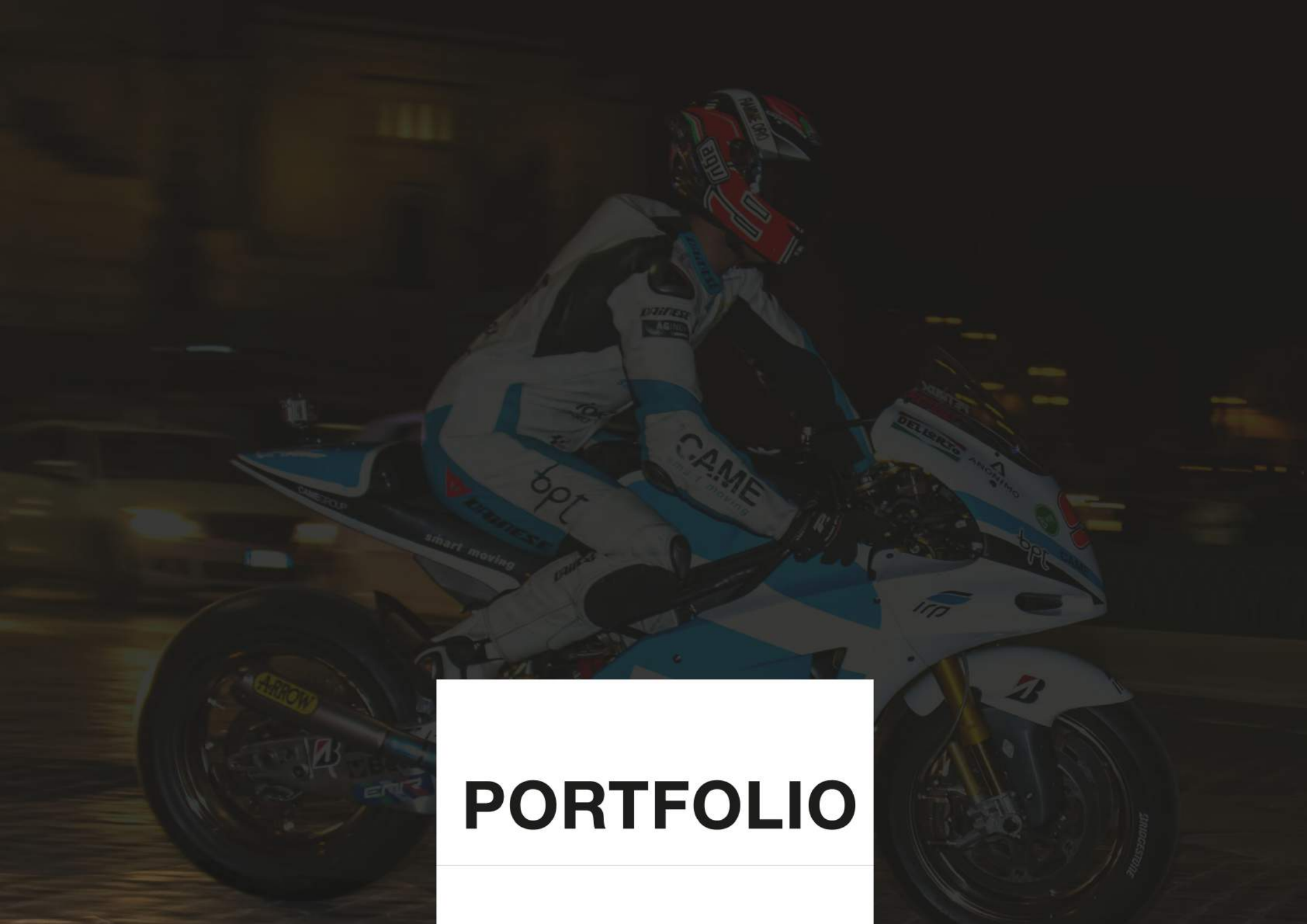
## **GRAPHICS & CREATIVITY**

Our job is to catch the heart of your messages and objectives and transform them into creative campaigns. We take a strategic approach, and work along with your business to deliver simple and measurable outcomes. Being part of an integrated agency, we can call on specialists in strategy, branding and digital to set whatever your campaign needs.

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***We help brands become part of the  
popular culture across the world***

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# PORTFOLIO

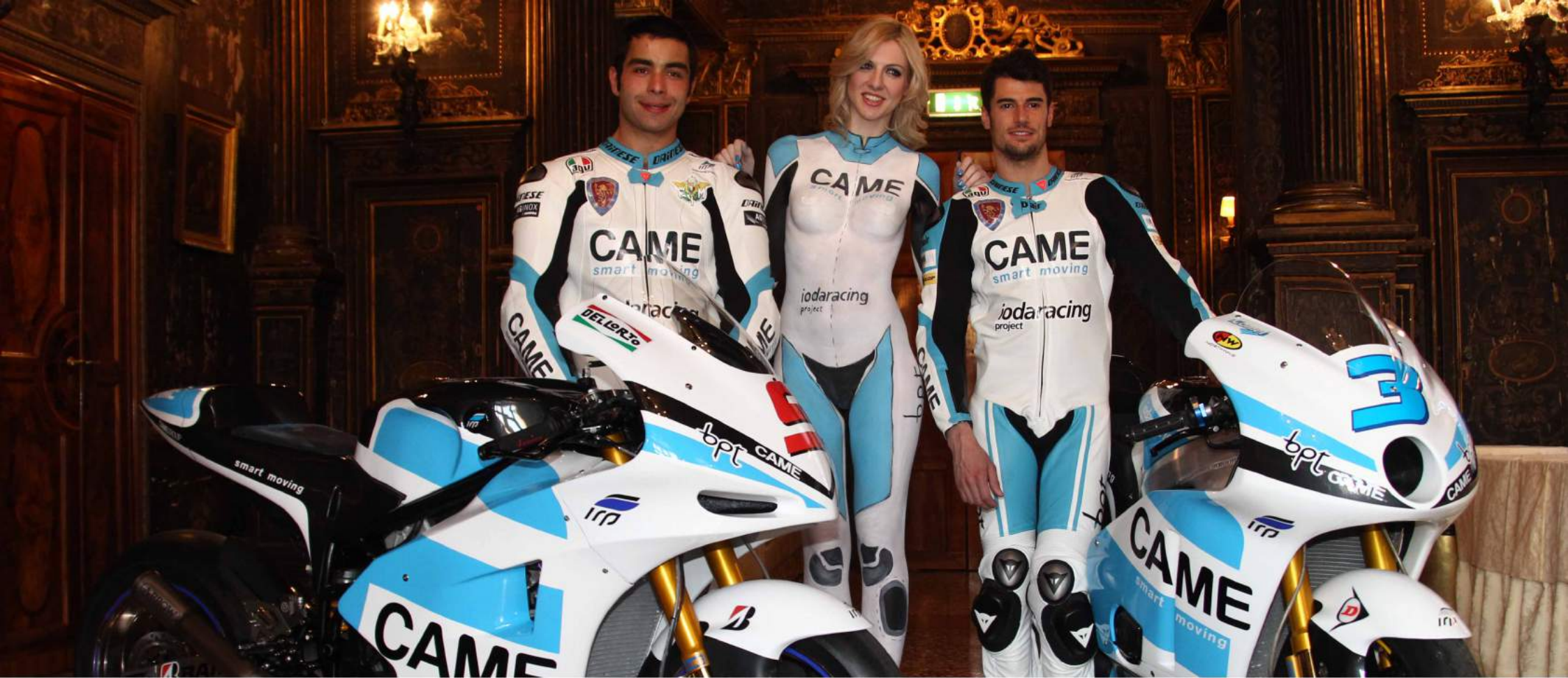




Event:  
**Milan, EICMA 2011**

Unveiling the first Iodaracing Project  
Moto3.





Event:  
*Iodaracing Project team unveiling at  
"Casinò di Venezia".*





Event:  
***Iodaracing Project at "Ciock in Roma"***

A MotoGP rides through the streets of ancient Rome for the very first time.





## ***Company incentives***

Banca Mediolanum at MotoGP.  
“Be a part of our team” campaign.





Event:  
**EXPO, Milan 2015.**

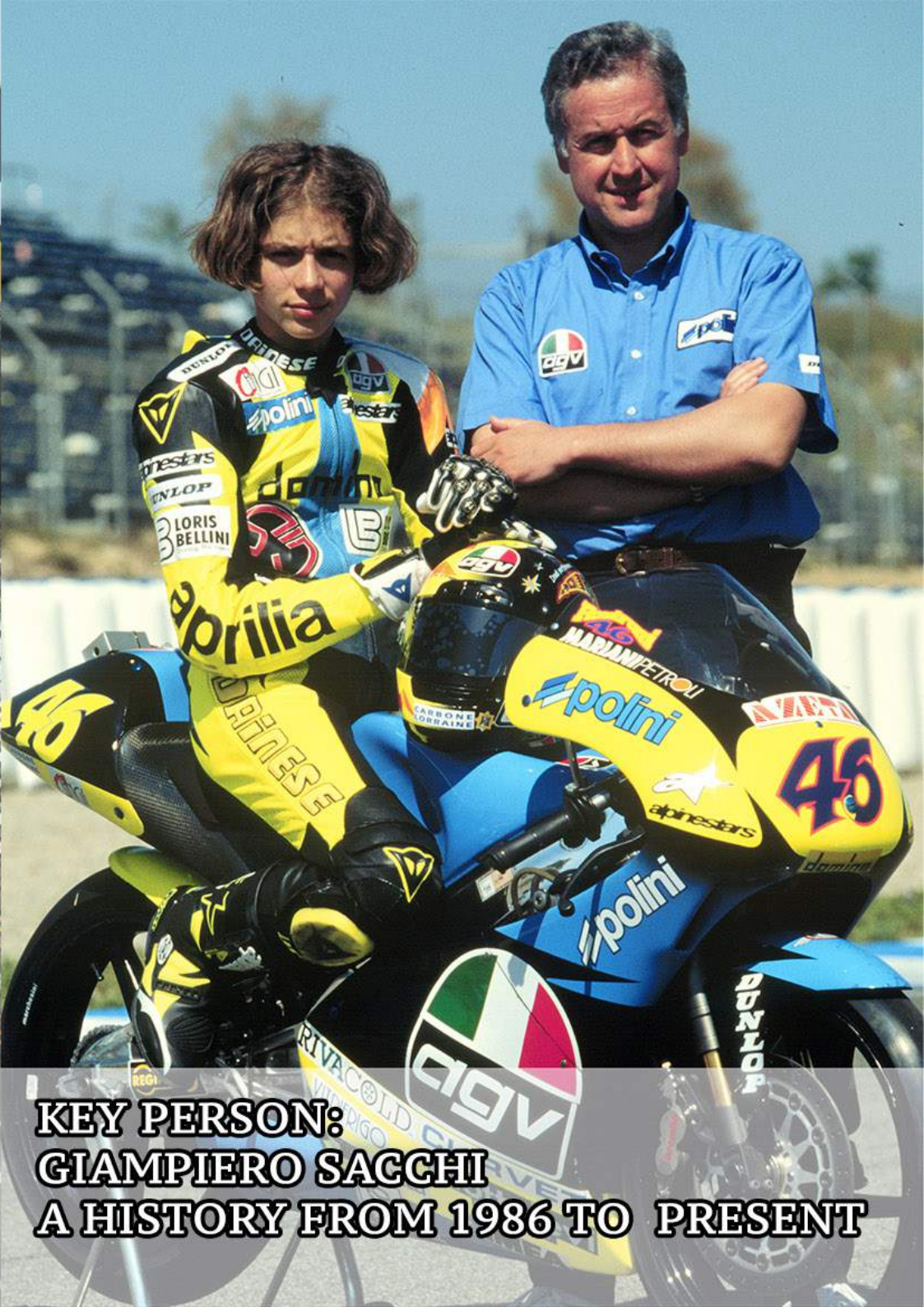
Republic of San Marino Stand - Grand  
Prix of San Marino and Riviera di Rimini  
2015 unveiling.





Event:  
**Bangkok, 2016.**  
**Chronoforce Watches Commercial**  
**event company meeting.**





**KEY PERSON:  
GIAMPIERO SAGCHI  
A HISTORY FROM 1986 TO PRESENT**



# // 1986 - 1995

Loris Capirossi // Max Biaggi

Giampiero Sacchi arrives at the Motogp World Championship during the early eighties and fulfills managerial and public relations roles. In 1986 he is side by side with Angel Nieto, Domenico Brigaglia and Marcelino García. Later on, in 1988 Sacchi runs with Garelli and world champion Fausto Gresini. Almost achieved the 125 cc title with Ezio Gianola in 1989, becomes Loris Capirossi personal manager from 1990 to 1993 when the rider from Imola acquires the two consecutive 125 cc world championships. Sacchi repeats the victory experience while being personal manager to Max Biaggi in 1994 and 1995, when the rider from Rome wins his two first world championships in the 250 cc class.





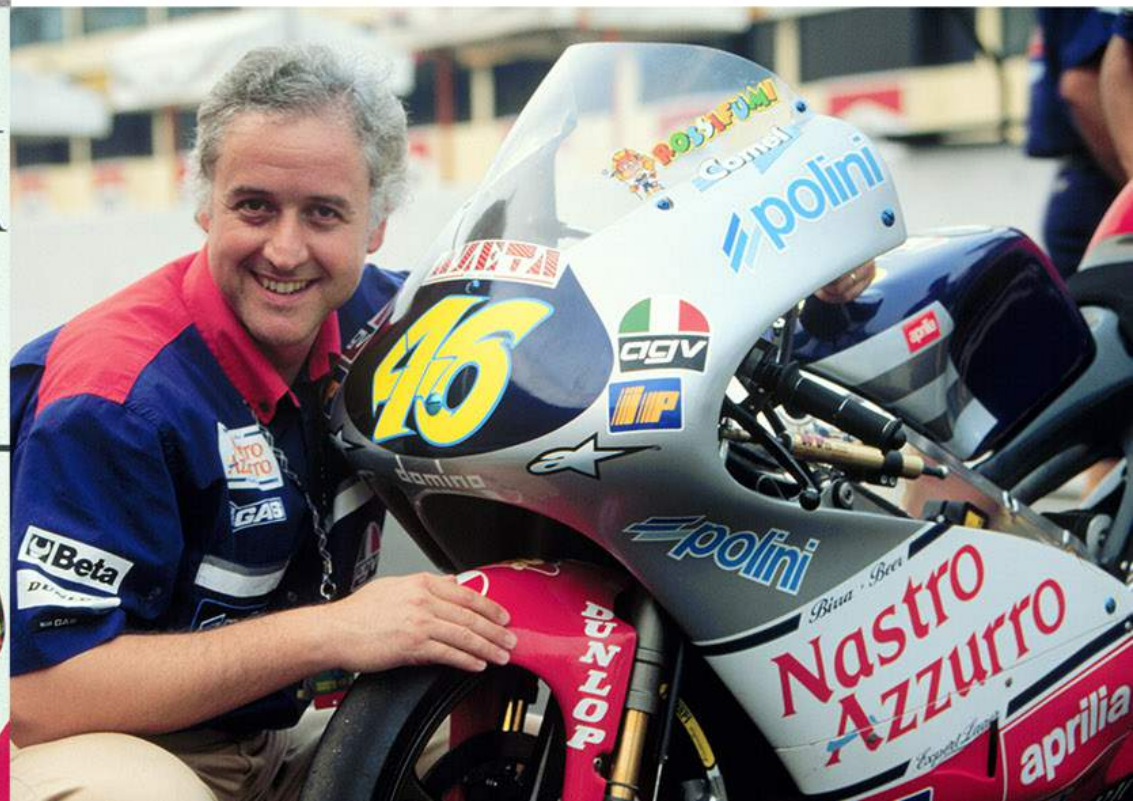


# // 1996 - 1997

SCUDERIA GARRIZOSA  
Valentino Rossi // Luca Boscoscuro

1997 - 125 World Champion  
VALENTINO ROSSI

> From 1996 to 1998 Sacchi runs his own racing team. In fact, Scuderia Carrizosa takes part to both 125 and 250 cc classes of the World Championship. In these three years the team achieves a number of international awards and wins three races of the European road racing championship plus the Irta Cup championship with rider Luca Boscoscuro. On the smaller class, Scuderia Carrizosa sees the very first victory of the many in a row which would be achieved in the following years by Valentino Rossi and becomes the host team of the Rookie of the Year which is obviously assigned to the rising star. In 1997 Valentino Rossi and Scuderia Carrizosa achieve their first world championship by winning 11 races out of 15 of the world championship.







// 1998

SCUDERIA CARRIZOSA  
Luca Boscuro  
Roberto Rolfo





# // 1998 - 2005

DERBI GILERA

Manuel Poggiali // Youchi Ui // Jorge Lorenzo

2001 125cc World Champions with Manuel Poggiali.

In 1998 Giampiero Sacchi is requested at Spanish Derbi to guide the historic company's comeback to racing world as their managing director. In 2001, as a result of Derbi's inclusion in the Gruppo Piaggio, Sacchi leads the return of the most iconic Gilera brand. This date marks the beginning of a great period full of victories which sees Manuel Poggiali world champion in 2001 on Gilera while Derbi classifies second in the 125cc 2000, 2001 and 2002 world championships in a row. In particular, 2002 marks the return of the Team Italia with Gilera, while the Derbi team becomes the home of talented rookie Jorge Lorenzo, who confirms his good reputation with his very first victory in the world championship which took place in Brazil in 2003.







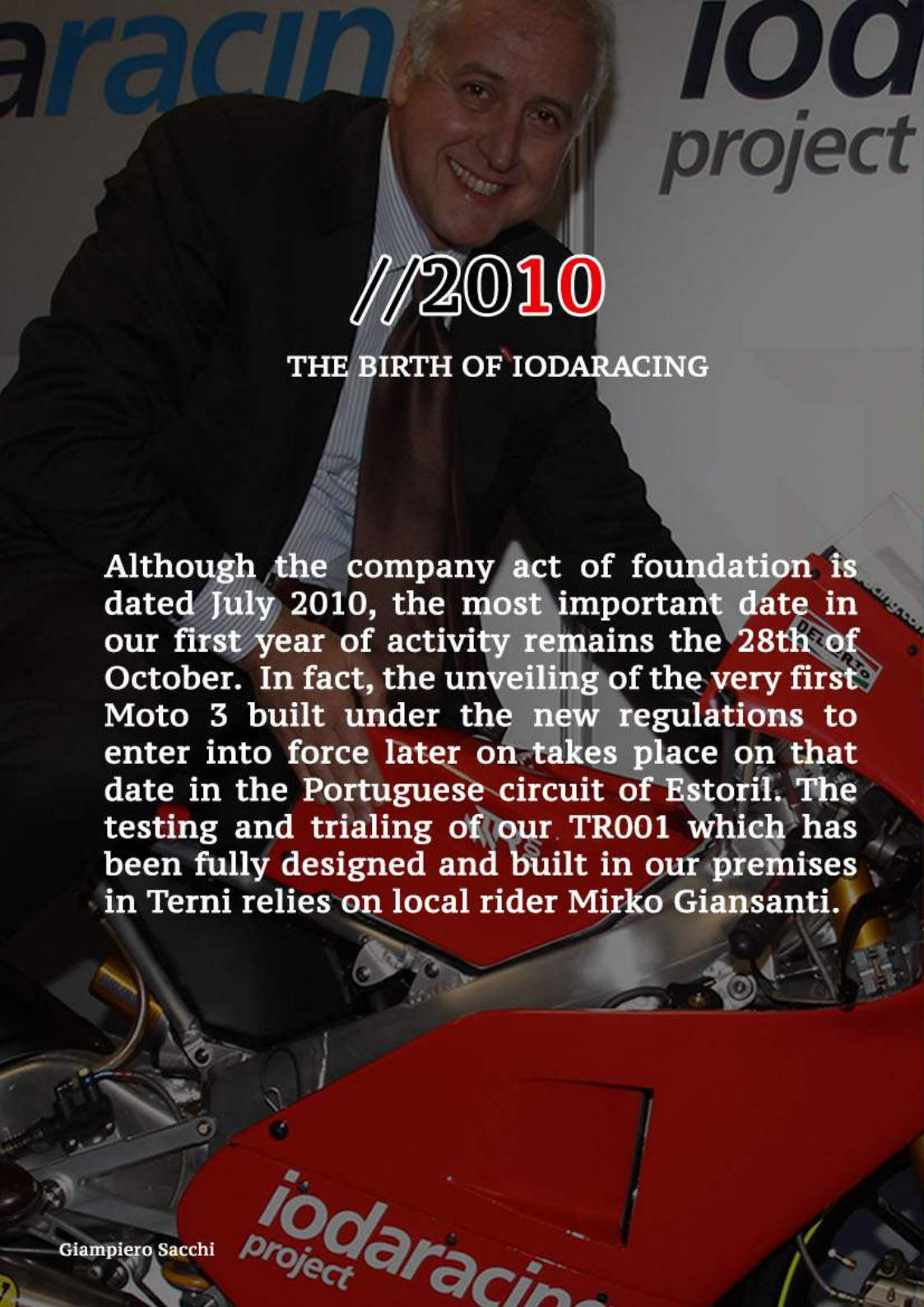
# // 2005 - 2010

Jorge Lorenzo // Mike di Meglio  
Marco Simoncelli // Max Biaggi

From 2005 to 2010 Giampiero Sacchi is in charge of all sporting activities of Gruppo Piaggio which gather Derbi, Gilera and Aprilia on a common racing department. First action is to call back Jorge Lorenzo to race under the Aprilia livery, which demonstrates to be the perfect match as the pair win the 2006 and 2007 250 cc world championships in a row. Not to be forgotten the many victories achieved by Mike di Meglio and Marco Simoncelli in 125 cc and 250cc with Derbi and Gilera respectively. As the managing director of the Gruppo Piaggio sporting activities Sacchi supervises also Aprilia's participation to other competitions, and stands at the podium in the Czech Republic's Brno Circuit together with Max Biaggi in the very first victory of Aprilia in a World Superbikes championship race.







# //2010

## THE BIRTH OF IODARACING

Although the company act of foundation is dated July 2010, the most important date in our first year of activity remains the 28th of October. In fact, the unveiling of the very first Moto 3 built under the new regulations to enter into force later on takes place on that date in the Portuguese circuit of Estoril. The testing and trialing of our TR001 which has been fully designed and built in our premises in Terni relies on local rider Mirko Giansanti.



# //2011

## BACK TO MOTOGP WORLD CHAMPIONSHIP

Simone Corsi // Mattia Pasini // Armando Pontone

2011 marks the company return to competition in World Championship. Designed riders were Simone Corsi and Mattia Pasini, both racing in Moto 2 class. Needless to say that track activity is not limited to World Championship. In fact, the Iodaracing Junior Team which is composed of two riders takes part to CIV (Italian road racing championship) with Ioda's TR001 and win 5 races out of 6 allowing Armando Pontone to rise the Italian title trophy. While the competition team is well occupied in both fronts, Moto3 development project goes ahead with new strength. In fact, the new EMIR engine, a result of a partnership between Iodaracing and an Italian engineering company, is unveiled in the most dynamic frame of the Italian Grand Prix in Mugello. The year closes up with the participation to the most prestigious Eicma, the Milan motorcycle fair.





//2012

**A HIGHLY DEMANDING YEAR:  
MOTO3, MOTO2 AND MOTOGP**

**Danilo Petrucci // Simone Corsi  
Jonas Folger // Luigi Morciano**

A highly demanding year, Iodaracing takes part to all the three classes of the Motogp championship.

Moto 3 class team engages Jonas Folger and Luigi Morciano both on TR002 powered by an EMIR engine, while Moto 2 team focus on Simone Corsi with an FTR chassis. The great news come from the Motogp regulations which open a large window to innovation by allowing CRT (Claiming Rule Teams) at the starting grid. This great opportunity enhances technical excellence in Ioda's TR003, which takes part to the 2012 and 2013 Motogp class of the world championship with local talented rider Danilo Petrucci at his debut in the Motogp championship.

Enormous satisfaction comes from both Moto 3 and Motogp classes as both teams score world points and become part of the racing history. Racing activity was also supported by an intense-promotional activity which includes a spectacular ride through the ancient streets of Rome of our Ioda TR003.

This unprecedented event, which was held in the frame of an international fair saw Danilo Petrucci spectacularly riding our prototype through the streets of the Eternal city.



//2013

**MOTO 2 & MOTOGP CHAMPIONSHIP**

**Danilo Petrucci // Lukáš Pešek // Johann Zarco**

As a result of a joint partnership between IRP and the swiss Suter with BMW as engine supplier, Motogp team doubles participation by adding Lukas Pešek to the existing group. In Moto2 talented French rider Johan Zarco becomes part of the team.

Our engineering and industrial commitment sees the unveiling of the new TR004 powered by Honda during the Grand Prix of Catalonia race held in June and of the beautiful Telaio Rosso, a Motogp replica based on our TR003 which aims to satisfy our most demanding clients.





// 2014

Danilo Petrucci // Randy Krummenacher  
Jorge Navarro // Marcos Ramirez // Youchi Ui

Team livery is represented by Danilo Petrucci and Randy Krummenacher in Motogp and Moto 2 partnered by Aprilia Racing, supplier of ART and Suter respectively. Needless to say that our commitment to competition does not end with Motogp. In fact, Iodaracing takes part to European CEV with great results as our TR004 ridden by Jorge Navarro wins one race and achieve the second position of the final standing twice. TR004 also wins two races and reaches the podium twice with Marcos Ramirez, and wins the Asian Cup race held the in most historic Suzuka circuit ridden by Youichi Ui.



// 2015

Alex De Angelis // Florian Alt  
Damian Cudlin // Broc Parkes // Joan Mir

Alex de Angelis rides Iodaracing's ART throughout the racing season while german Florian Alt, a new entry in the world Championship arriving from CEV rides the team's Suter Moto 2. After the important injuries caused in the accident which took place during the last testing session of the Japanese Grand Prix held in Motegi in October 2015 was replaced by Damian Cudlin first and Broc Parkes afterwards. At the same time, TR004 success keeps on going at the Junior World Championship where IRP gets outstanding results. Iodaracing is now represented by Joan Mir, who wins four races and achieved the second position twice. Iodaracing is a guest of honour at the San Marino pavilion of Expo 2016.





// 2016

THE NEW CHALLENGE  
WORLDSBK CHAMPIONSHIP

Alex De Angelis // Lorenzo Savadori

2016 marks the team debut in the WorldSBK championship with two Aprilia RSV4 ridden by Alex de Angelis and Lorenzo Savadori. Teams' debut into the championship becomes a success both in corporate communication and sporting results, with best achievement to be a second place in race 2 at the German race held in Lausitzring, notwithstanding the many top ten results and final standing of 246 points. TR004 still brings great satisfaction with an outstanding participation at the Asian Cup.



// 2017

Leandro Mercado WSBK Rider  
Armando Pontone WSSP300 Rider

2017 has been a good year for IRP. Although still focussing our main activity in WSBK we decided to take the new challenge in WSSP 300 cc first year of activity, an interesting and competitive class. Results were up to expectations in both classes: while Leandro "Tati" Mercado was often within the top ten in the final standing, and started from the second place of the grid once, Armando Pontone did really well and achieved an outstanding second position in Misano, among other important results





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