

ASI MOTO SHOW 2012



ASI MOTOSHOW 2012

ELEVENTH EDITION

May 11 - 12 - 13
Varano de' Melegari (Parma - Italy)
Riccardo Paletti Track

The second decade of our event begins with renewed energy

As it is already in the habit, the second week-end of May means **ASI MOTOSHOW**. It is hard to define these three days with a single word: it is a reunion, a show, an exhibition, a cultural occasion, an exposition, a meeting. ASI MOTOSHOW is a bit of all these things at the same time, and, as the days go by, these aspects merge and melt together, pervaded by friendship and warm-heartedness which are typical of the two-wheels lovers. Varano de' Melegari is a meeting point for collectors, enthusiasts without a classic motorbike and simple curious onlookers ; friendliness reigns amongst those people, somebody makes questions and always receives precise, patient answers from the experts, who are very happy to introduce new initiates in their world. Usually people is smiling at **ASI MOTOSHOW**, maybe sometimes somebody

gets angry for a fussy motorbike, but soon the problem is fixed with the technical skill and know-how typical of the motorcyclists. The eleventh edition of **ASI MOTOSHOW** will take place, as usual, in Varano de' Melegari, near Parma. This location has proven to be the right one for this type of event, requiring a safe course, winding and without too many straight stretches. Varano doesn't simply offer its Track, but also the support of its Administration and the warm welcome of the people, that year after year have shown an increasing interest and passion in this event. ASI MOTOSHOW brings in the valley true motorcyclists, and not the Sunday noisy people. ASI MOTOSHOW had an harmonious development, either for what concerns the motorbikes' quality either for the number of drivers and Champions, which has been growing year

after year. In the last editions, a new element has been added: the public, which crowding on the steps starting from Friday, so many that in 2010 a sold out has been registered. Unfortunately, 2011 has not involved as many spectators, because heavy rain made unadvisable to run the Champions' Parade. **ASI MOTOSHOW** has been growing more and more popular abroad, with participants and clubs from all over Europe and not only. We may say that, nowadays, it is at the top Continental level. The figures of 2011 are a confirmation for this success: about one thousand exposed motorbikes, 600 of which have been driven on the track divided into 15 heats, 50 Champions of all categories and ages and winners of 40 world titles. Work is already in progress for the next 2011 Edition, to organize



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an attractive show with a rich program. This certifies ASI's engagement in the two-wheels world, a collectors' sector in big development, thanks to the new rules about the registration, which make easier to give a new life to many forgotten motorcycles. **ASI, Automotoclub Storico Italiano**, invests every year many funds, men and structures, hoping for a larger involvement of the Public Local Authorities. These two-wheels tourists are a "treasure", because, while taking part into the event, they have the chance to admire the natural landscapes and to go through the tasty cooking of the Food Valley. The interest they show for this area doesn't finish after the three-days event; it creates an affective long lasting bound and they come back for trips and holidays, generating a considerable economic feedback.



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Comunicato N° 53 -11



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