



ARIA NUOVA

ecosostenibilità e progresso
in corsa per l'ambiente

11-14 June 2009



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Programme

During the first edition over 50 speakers in three days of debates and scientific challenges were present. A sporting competition organized by the FIA has been disputed and many people could test ecological cars on Monza track.

The second edition will take place from 11 to 14 June 2009.

Convention and deepening are on programme from Thursday to Saturday.

Saturday and Sunday the event will be enriched by a huge entertainment programme.

The event will end with the prizing ceremony of the 2nd FIA Aria Nuova Trophy, on the Formula 1 official podium.





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Institutions and organizations patronage

For the 2009 edition the Patronage to important associations and institutions has been asked, several of them were already present at the 2008 edition (*):

- European Commission *
- Presidency of the Republic
- Presidency of the Council of Ministers
- FIA *
- Department of the Environment *
- Department of infrastructure and transports (Bureau of Motor Vehicles) *
- Lombardy Region *
- Province of Milan *
- Province of Monza and Brianza Project *
- Milan Municipality *
- Monza Municipality*
- ACI - Automobile Club d'Italia (Italian Automotive Association)*
- ACM – Automobile Club Milano (Milan Automotive Association)*
- ANCI – (National Association Italian Municipalities)



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Associations participation

Next edition some association, some of them already present in 2008, could give their scientific contribution or could set up events (*):

- ANCMA – National Association Cycle Motorcycle Accessories
- ANFIA – National Association between Automotive Industries
- ATA – Automotive Technical Association
- CIVES – Italian Commission Electric road cars
- Confindustria Monza e Brianza
- Pentapolis *
- Pubblicità Progresso*
- Engineers Association*
- Rotary Club
- SAE – Society of Automotive Engineers
- Euromobility – Italian Association of Mobility Managers



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Convention

The conventions will take place on Thursday, Friday and Saturday morning.

ENERGY AND MOBILITY

RESEARCH AND OPPORTUNITIES

This is the convention main theme and it is also the inaugural session title.

Thursday 11th the representatives of institutions, scientific community, industry, automotive companies are in fact asked to take part to it and talk about their experiences.





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Convention

The days after will be widen on first edition themes:

Energy and emission session will be widen through two conventions at least: one on scientific research development, and in particular on automotive industry role and on the use of new fuels; one dedicate to Institution and local administrations commitment on legal updating and tax break.

SAE International in partnership with the Joint Research Centre of European Commission, University of Biel-Bienne and TTM is organizing, for the first time in Europe, a seminary on energy and emission theme.

As for the first edition will be given relevance to creativity with **"Shape is energy too"** session, a topic which includes and compare technology research on materials, aerodynamic research and design.



Convention

Energy and climate session, as in the first edition, will host the representatives of the most innovative researches in progress, with particular focus on medium period possibilities.

It will tackle themes like climate/pollution/health with explanation of studies and researches.

Among them Prolife research by Milan municipality.

Energy and communication session will be shown on Saturday and it will be dedicated to how communication can influence life styles.

It has already been scheduled a congress of 2040th Rotary district and a seminar which will be introduced during next Social Innovation Forum.





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Convention

	Session	Topic and elaboration
Thursday	Energy and mobility research and opportunities	Inauguration
		Electronics and accessories' role
		Logistics and goods transport, displacement optimisation, business cars
Friday	Energy and emissions	Environment and used cars
		Fuels distribution problems
		20-20-20: update on emissions' costs
	Shape is energy too	Researches on materials
		CX and design evolution
Saturday	Energy and climate	Fine dust
		Connection between illnesses and pollution
	Energy and communication	Public communicators role
		Energy's communicators



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Track activity

Monza track will be at disposal to companies for their tests on Thursday and Friday.

Saturday and Sunday track activity will be scheduled according to the rules of FIA race.

Each test lasts about 15 minutes and could see the presence on track of about 50 cars at the same time.

It would be possible to book individual or collective test sessions.

Everybody can test his ecological car (electric, hybrid, liquefied petroleum gas, euro 5).





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Track activity

	Trophy test	Activity
Thursday 12 and Friday 13 June		Ecologic vehicles access
Saturday 14 and Sunday 15 June		
09.00 – 10.00	1^ consumption and pollution	
10.15 – 12.15		Ecologic vehicles access
12.30 – 13.30	2^ consumption and pollution	
13.45 – 15.45		Ecologic vehicles access
16.00 – 17.00	3^ consumption and pollution	
17.45 – 19.30		Ecologic vehicles access



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Entertainment

Aria Nuova gives the insider the opportunity to meet one each other but it is also a meeting and entertainment event for families.

“Fondazione Lombardia per l’Ambiente” (Lombardy Foundation for environment) will set up exhibitions and entertainment on environment themes.





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Collateral events

In order to give a support to the institutional congresses, promoted by the scientific committee of Monza Circuit, other associations meetings will be organized.

- World Symposium on scooters emissions by SAE International
- Rotary Club 2040th congress
- Pentapolis congress, on social responsibilities of companies
- Engineers Workshop
- Public cars drivers meeting – organized by the category syndicate
- Mobility managers meeting





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Collateral events

The public will be allowed to test innovative cars and to participate theoretical and practice eco-drive courses which aim is to provide eco-driving skills.

They will gather information on how to save energy and fuel driving their “traditional” cars.

Bureau of Motor Vehicles of Milan, already present at 2008 edition, will increase his activity towards environment engagement.





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Display areas

Display areas are unique, they are able to give habitual services of a congress centre and an open-air display areas for over 50.000 square meters.

At disposal 60 pit garages used during Formula One Grand Prix and by all teams for tests and races all year long.

Companies, Associations and Institutions could organize and manage their events and activities.



PR Activity

Events:

Aria Nuova will be given relevance during the most important events at the track:

- World Sport Journalists Meeting (April, Milan)
- World Superbike Championship (May, Monza)
- Coppa Intereuropa (June, Monza)

Press Office

By AC Milan press Office

