



Press Release

FORMULA SAE ITALY OPENS 2022 WITH A NEW LOGO

On the eve of the teams registrations for this edition of the event, Formula SAE Italy renews its image and starts a new course after the pandemic difficulties

Turin, February 3rd 2022 - 2022 opens under the banner of renewal for the Formula SAE Italy, which, now in its seventeenth edition, today unveils the new logo of the event, which will be followed, in the coming months, by the development of a new event identity, whose graphic concept will be declined on all communication tools.

The new logo, in its essentiality and compactness, combines the fidelity of the logotype to the event's historic name, graphically connoted by the Italian flag, with a distinctive pictograph of the semantic field of motorsport, the icon of the chequered flag, maintaining chromatic continuity with the previous logo.

This news comes on the eve of the teams registrations for the 2022 edition of the event - which will take place from 13 to 17 July at the "R. Paletti" racetrack in Varano de' Melegari - scheduled next week: the early registration - reserved to the first 3 classified in Class 1C (combustion cars), 1E (electric cars) and 1D (driverless cars) and to the first 2 classified in Class 3 (car project without prototype) of the 2021 edition and to two non-European teams - will open on Monday February 7 at 10.00 am and will close on Tuesday February 8 at 1.00 pm, while the time interval for the main registration will open from 10.00 am on Wednesday 9 February to 1.00 pm on Wednesday March 9, with the classic "click race" that will see the teams competing for the participation slots available this year (30 for Class 1C; 35 for Class 1E; 10 for Class 1D and 5 for Class 3).

Renewing its image, the Formula SAE Italy aims to start a new course, leaving behind the difficulties faced during the pandemic, with the goal of offering to young students of engineering faculties worldwide an increasingly interesting experience of training, personal growth and access to a rapidly evolving labour market, and to the companies of automotive, motorsport and mobility chain in general, which support and take part into the event, new opportunities for recruitment and dialogue between companies and between universities and companies.

For all the updates and the organizational details of the event: <https://www.formula-ata.it/>

For more information:

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ANFIA - Italian Association of the Automotive Industry

Born in March 1912, over these one hundred years, ANFIA mission has always been to represent the interests of its associate members and ensure effective communication between the Italian motor vehicle industries on the one hand, and the Public Administration and Italian political bodies on the other, with regard to all technical, economic, fiscal, legal, statistical and quality-related issues referred to the automotive sector. The Association is structured in three product-based Groups, each one chaired by a President. Components: motor vehicle parts and components manufacturers; Car Design & Engineering: companies working in the sector of design, engineering and style of motor vehicles and/or parts and components for the automotive sector; Motor vehicles: motor vehicles manufacturers in general, including trucks, trailers, camper vans, special means of transport.

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The Automotive Production Chain in Italy

5.156 companies

268.300 employees (direct and indirect), more than 7% of the employees in the Italian manufacturing sector

92,7 billion Euros of turnover, which means 9,3% of the Italian manufacturing sector turnover and of 5,2% the Italian GDP

76,3 billion Euros of tax levy of motorization

Formula SAE Italy

Formula SAE was established in 1981 on the initiative of the Society of Automotive Engineers (SAE) and requires the participating students to design and build a prototype single-seater racing car destined for eventual sale. They must follow specific technical and financial constraints as if a company in the automotive sector commissioned it for a non-professional user. During the event, the teams of students take part in static tests - Design, Business Presentations and Cost Events - and dynamic tests on the track (Acceleration, Skid Pad, Autocross, Endurance; for Driverless Class, the Endurance is replaced by the Trackdrive).

The event aims to focus not on the competition itself, but the skills acquired by the young people in terms of engineering knowledge, commitment, organisation and adherence to deadlines, design coordination and product presentation. Thus, the competition is an educational event in which young people can learn teamwork dynamics, with strict rules and deadlines that must be respected and be put to the test in the actual construction and design phases of a prototype and with all the difficulties that this entails. Formula SAE arrived in Italy in 2005, organized by ATA (Associazione Tecnica dell'Autoveicolo). After 12 editions, since 2017, with the acquisition of ATA by ANFIA, the organization of the event passed to ANFIA, which organized four editions at "R. Paletti" Racing Track of Varano de' Melegari (Parma).

<https://www.formula-ata.it/>

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