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# Piccola: A Moving Industrie™

Monday 26<sup>th</sup> May 2008

Last weekend illustrated a further ripening of the team's burgeoning popularity with Piccola Scuderia exclusively participating in an Industrie™ event at the new Paddington suit store, and a televised speed comparison between Aussie Race Cars and Piccola's F304 Dallara at Oran Park Raceway in Sydney. In what was a great Saturday spectacle, Managing Director of Industrie Clothing™ - Nick Kelly, asserted just why Piccola Scuderia Corse have become the tour de force of Australian Formula 3, and a uniquely niche tool for arousing brand awareness from their racing and Ferrari heritage:

'The car caught the attention of 'Paddo' and underscored the natural enthusiasm and excitement that motor racing of this genre has with the public. To those in the industry the sight of racecars can remain simply a part of the normal day, but this off-centre public appearance of the Piccola Scuderia Corse F3 had a brilliant and profound effect on the mood, the glamour, the branding and the sales on the day. Sophistication and racing don't often touch in a landscape dominated by V8 Supercars but it showed that done correctly the F3 scene could be the Melbourne Cup to the V8's day at the dog track. We will embark on a program replicating and maximising this successful and local marketing event throughout our 350+ points of sales in the highest traffic areas of Australian Fashion Retail.'

Piccola Scuderia are honored by Industrie's decision to support - further fueling what is already a radiant marketing front. Industrie™ are very much a defining brand for modern Australian culture, and Piccola are committed to helping young drivers, partners and sponsors such as Industrie™, share in a marketing function that is clearly expedient, creative and highly measurable.

On Sunday, PSC driver Justin Tate also took to the wheel of an Aussie Race Car for a little bit of fun, before climbing aboard his Industrie™ - powered Formula 3 car for the scheduled televised drag event. Piccola was again the fastest on track, with Justin launching his F304 Dallara racecar (in current Phillip Phillip Island trim), swamping the 0-100kph mark in a time of 2.5 seconds. The growth of the Aussie Race Car category is truly a credit to Phil Ward and his team, and Piccola Scuderia Corse hope this can be the start of more such meetings with the category - like the Indy300 on the Gold Coast in October. With a Remote control helicopter filming the event, Piccola will gain access to raw footage which will be aired on both FOXSPORTS and Piccola Scuderia's website - [www.piccola.com.au](http://www.piccola.com.au)

Channel 7 and Network 10 stars Grant Denyer and Greg Rust were on hand to watch the action unfold, both taking time out of their busy schedules for Justin and to check out the beautiful red PSC Dallara. The weekend's activities highlighted many positive areas that the team having been working hard on in 2008, and hopefully the team will attack Phillip Island with the same vigour that is evident off-track.

Piccola Scuderia will attend the Sydney Children's Hospital, Randwick on Thursday 29th May with a Ferrari 430 Challenge for an event designed for the kids, in addition to donating a Ferrari one-day-rental (Prancing Horse Car Rentals), as a fundraising prize for the Sydney Children's Hospital Annual Gold Dinner.



The entire PSC team is definitely working hard on the very detail that will be their success. For more information about Piccola Scuderia please visit: [www.piccola.com.au](http://www.piccola.com.au)

Piccola Scuderia Corse would like to express their appreciation to partners and sponsors: QANTAS, INDUSTRIE, XENITH CAPITAL, BILSTEIN, HEASMAN'S STEERING, KOKEN TOOLS BEEF-EATER BARBEQUES, BERLINA BODYWORKS, iRACE, NEXUS-MG, POGGIOPOLINI TITANIUM, UBER CONSULTING, FERROCON, TOP-HAT ROOFING, FIBRE-GLASS INTERNATIONAL