

# PRESS RELEASE



**Ricardo plc**  
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## **Ricardo Motorcycle celebrates success of second annual conference**

**Following a very positive response to its inaugural event last year, Ricardo Motorcycle held its second annual conference in Milan on 16th November – a one-day curtain-raiser for EICMA 2015, the premier global trade show for two-wheeled transport**

In excess of a hundred delegates, including senior management, engineers and thought-leaders from the world's motorcycle industries, discussed current trends and future drivers in the motorcycle and urban mobility sector – in the beautiful setting of the historic Sala del Cenacolo in Milan's museum of science and technology; the Museo Nazionale della Scienza e della Tecnologia Leonardo da Vinci. The papers and Q&A sessions covered a wide range of the most pressing engineering challenges facing the sector, including direction and trends of tomorrow's two-wheelers, future emissions legislation and the latest developments in rider assistance systems. This year's keynote address, on the influential place of racing in the motorcycle industry, came from Jan Witteveen, the engineering brain behind 23 world championship wins for Aprilia (Piaggio). There were presentations from other leading manufacturers and suppliers, and from leading academics and legislators in the broad field.

The conference was organized and hosted by Ricardo Motorcycle, which is based at the company's Schwäbisch Gmünd Technical Centre in Southern Germany. Staffed by highly experienced two-wheeler specialists, this company division leads Ricardo powertrain and vehicle engineering programmes for a range of leading motorcycle and scooter sector clients across the world.



“Our second annual conference has built upon the success of the first, with a strong international perspective running through all the papers, with innovation and technological rigour at the core of all that was discussed”, said Ricardo head of motorcycle and urban mobility strategy, Paul Etheridge. “I would like extend Ricardo’s thanks to all who gave papers and to everyone who attended the conference, which we hope to see become a permanent fixture in the motorcycle design, engineering and manufacturing calendar.”

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**NOTES TO EDITORS:**

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