

INSPIRE

BY **LCR**

INTERNATIONAL EDITION
JUNE 2012



LIFE IS A RACE

*"Consistency is almost
always a key for success"*
Luca Cadalora

BARRY SHEENE

*"A true legend of
motorcycle racing"*
Nick Harris

BIKES & MOVIES CHARLIE CHAPLIN

DRIVE RESPONSIBLY

Driving in Vacation

BUSINESS & PLEASURE RICHARD BRANSON

MONACO GRAND PRIX

"An amazing daydreaming"
Lucio Cecchinello

LCR RACE HIGHLIGHTS - LIFE STORIES - BEAUTIES - LIFESTYLE & EVENTS
VINTAGE EMOTIONS - CULTURE & PASSION - ART - TRAVELS

www.inspire-lcr.com

*"try not to become a man of success
but a man of value."*

Albert Einstein



INSPIRE

BY **LCR**

IN LOVE WITH ANIMA

*Light reflects
on Anima's
smooth shape,
clean-cut
edges and
crisp contours*



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IWONA





TOMBOLINI

“Il futuro ha radici antiche”

“Future has ancient roots”

Erny' Gambel

HONDA

The Power of Dreams



Honda presents the new
Honda NSX Concept



frue



EDITORIAL



Enrico Barbieri
Editor In Chief

It's show time, folks! The wheels keep on turning but we run even faster. It's great to be in the saddle when the bike is an LCR one.

Have you have been lucky enough to get a hard copy of the magazine, or maybe you're reading it online, on your computers, smart phones, well wherever you may find yourselves right now the truth is, this is the second episode of INSPIRE.

The most thrilling saga of the motorsports world. If you love bikes as much as we do, let me just say that you're in the right place. We worked hard to bring you another fantastic issue, you'll be the judges but I'm quiet sure you'll love watching Iwona, the queen of the cover, Charlie Chaplin in one of the first movies to ever feature a motorbike plus our special shooting in Monte Carlo during the F1 weekend. Sir Richard Branson shared some thoughts about MotoGP and we found some great images of an iconic legend: Barry Sheene.

And don't forget to check our interactive content, there's many videos for you to watch even in this issue.

It's show time ladies and gentleman!

A handwritten signature in black ink, reading 'Enrico Barbieri'. The signature is written in a cursive, flowing style.

KEY NOTE



Livio Suppo
Honda Racing Corporation
Communication and Marketing Director

First of all, it is a great honor for me to be asked by Lucio to write the introduction of this issue of INSPIRE.

Lucio and his team are a key part of the MotoGP Championship. A prime example of what a Team in MotoGP should be able to do to promote our sport, grow up young riders, and work together with Honda in the interest of this wonderful sport.

The economical situation, especially in Europe, is not the best in these days, but LCR Team is a good example of how, with passion, innovative ideas and a professional approach you can do a great job and achieve the results you are looking for.

As Honda Racing Corporation, we need to build up strong relationships with our Satellite teams, in order to work together in developing our bikes, give chances to young riders and increase the opportunities of promotion for our subsidiaries around the world.

We need partners that believe - as we believe - in motorcycle racing, in its capability to promote positive messages to the young generation and help us in increasing our technology.

Our 2011 World Champion Casey Stoner joined MotoGP as a rookie back in 2006 with the LCR team... we believe he won't be the only World Champion to be "born" from this team!

Pure adrenalin

Grand Prix
de Monaco Historique
Cooper T71/73, 1964



Chopard

CLASSIC RACING COLLECTION
CLASSIC RACING SUPERFAST CHRONOGRAPH

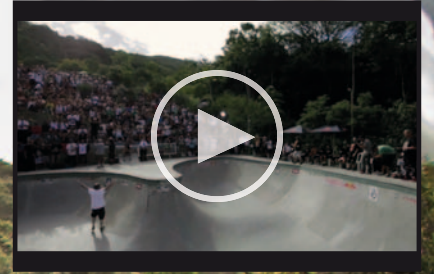
PHOTOGRAPHER
Helge Tscharn



Jeff Grosso competes at the Red Bull Skate Generation in Florianopolis, Brazil on April 1st, 2012

WATCH AND GET INSPIRED

Courtesy by Red Bull Content Pool
www.inspire-lcr.com/skategeneration2012



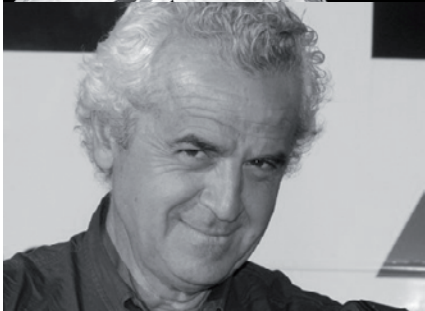
CONTRIBUTORS



Lucio Cecchinello

Former rider, LCR Honda Team Principal

I feel lucky to adore my job and I feel happy when together the guys of my team we can give a smile to our fans.



Gigi Soldano

Photographer, Photo Reporter and Cameraman

I am sport and men of sport photographer. What does it mean? Before taking a photo of a certain sport you have to know that sport deeply and maybe practice it as well. You must understand the men of sport trying to be discreet, a class mate quiet and respectful. This is the only way to obtain a REAL photo.



Tanja Gvozdenov

Stefan Bradl's Assistant and Customer Care & Business Developer

I speak 4 languages: German, English, Italian and Russian and I love travelling. I graduated at the International Development at the University of Vienna. I discovered racing competitions thanks to my fiancé and I immediately fell in love with this sport.



Fabio Alberti

Business Developer and New Media

I met my incredible wife 29 years ago and we are together since then. We have two beautiful kids that I love so much. I've been working in the communication and advertising industry for 14 years now and I joined LCR since 2009.



Oscar Haro

Public Relation and VIP Customer Coordinator

LCR Team historical collaborator. Lucio's mechanic for 2 years and Official LCR PR from 6 years. 22 years in the racing competition: both MotoGP and SBK.

I love my job, I love people and I love races!



Errico Gasperoni

LCR Graphic Division - Technical Area Director

I have got many passions: music, technology and cuisine. Every time I travel around the world I like to experience local cuisine.

I'M ALLLLLLLLLLL

the Way NaturALE.

No Phosphoric Acid or chemicals. →

LEMONS, limes & all Natural INGREDIENTS

Keep ME FIZZY & Fresh. → No Fake colors or flavors.

just LOOK at MY can.

- Coca Leaf extract
- Galangal
- Kola nut



Intrigued? Yum.

Want A Taste?

ALL NATURAL.
ALL COLA.

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not just a top case

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IN LOVE WITH ANIMA

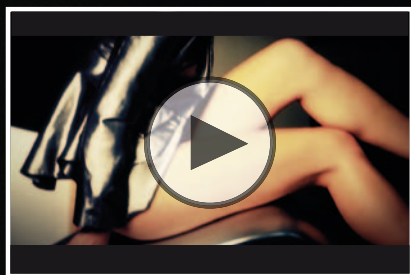
text: Massimo Visconti - photo: Davide Esposito

A piece of art designed and built by Rizoma to express and display their own philosophy finds refuge in a building nearby Milano, next to Malpensa International Airport. We headed to Rizoma's headquarters in order to show you a genuine piece of art.



WATCH AND GET INSPIRED

www.inspire-lcr.com/inlovewithanima



It took 45 days and a three-tonne block of aluminum to give birth to Anima.



Once upon a time, men dared to dream big and produced admirable works that were able to travel across history. These works of art are still here to show us their beauty and reveal the “grandeur” of our forefathers. Modern age and dreamers don’t get on so well. Their numbers may have decreased, nevertheless a visionary’s creative flair and fantasy doesn’t stop producing masterpieces.

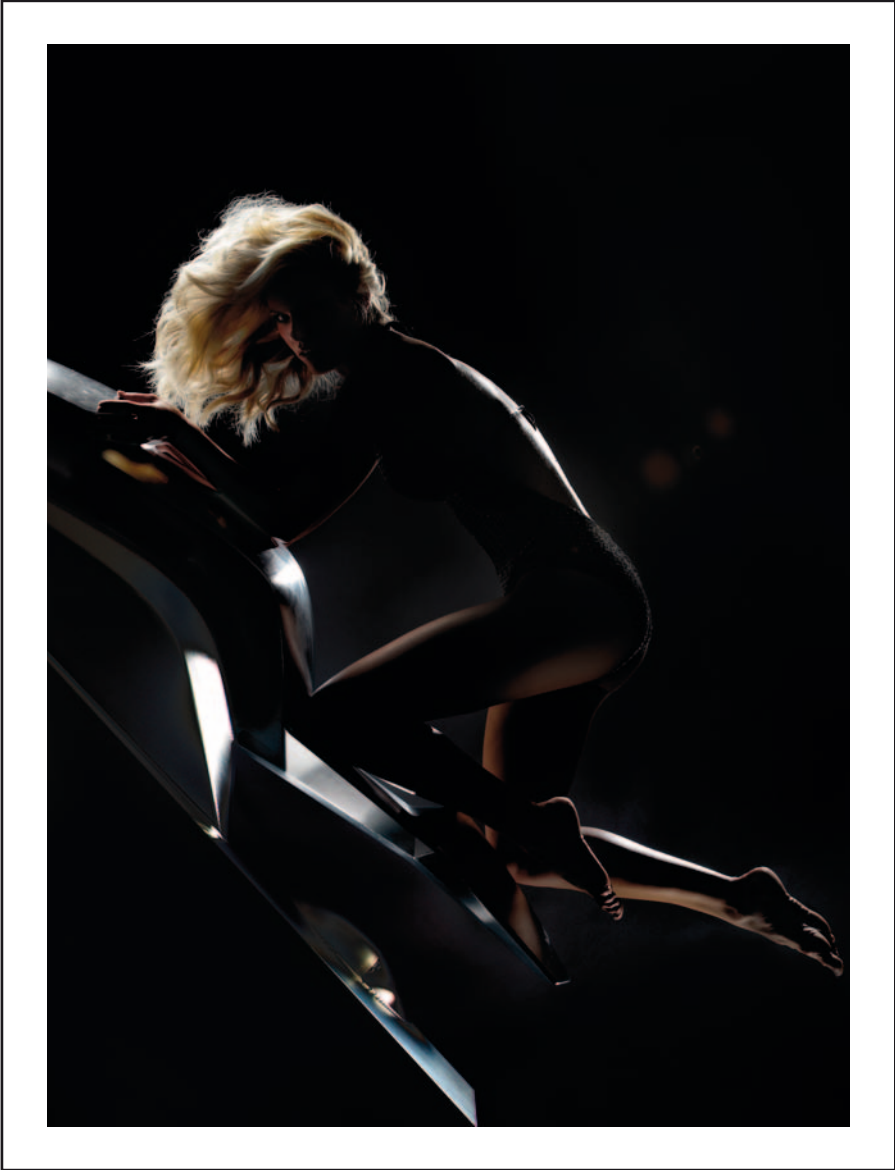
There might be no chance of finding a genuine Pharaoh in our metropolis, but an Italian company, a synonym of style, innovation and research seems to have followed the Egyptian footsteps.

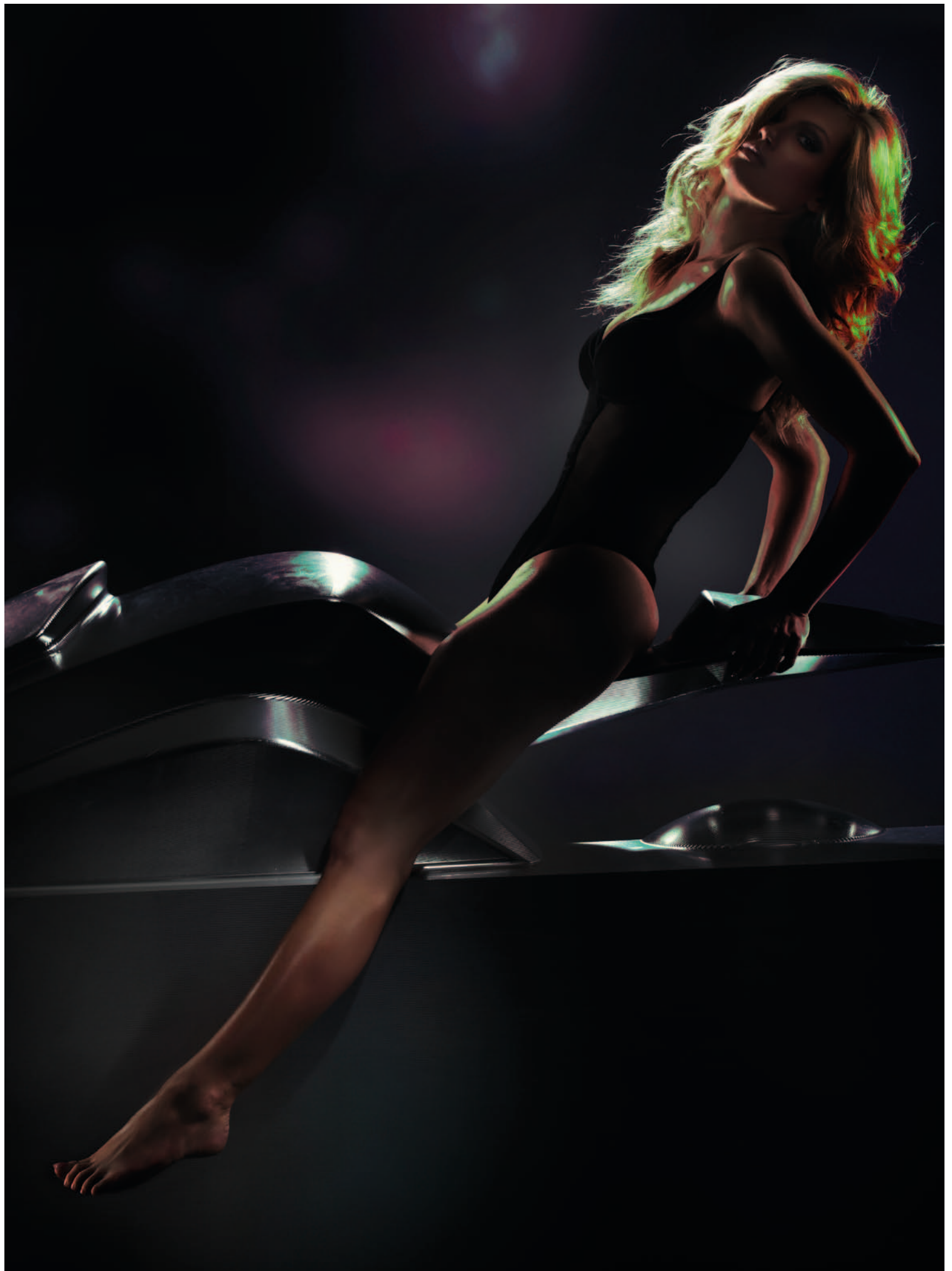
Rizoma draws on the beauty, the gloss, the brightness, the lightness and the resistance of aluminium, and chose aluminium to leave a mark that could withstand the passing of the years. Anima (Soul) is the name of the piece of art that greets visitors who step inside Rizoma’s Italian headquarters. Antonio Canova became famous for his marble sculptures that delicately rendered nude flesh. The artist could turn those cold white blocks into smooth, warm-blooded masterpieces. It must be no accident that Rizoma and the famous sculptor both come from the North of Italy and chose to work these apparently cold materials and reveal their pulsating soul.

It took 45 days and a three tons block of aluminum to give birth to Anima. A block of aluminum morphed to form a space-age like bike that rides the modern metropolis at ultra sonic speed.

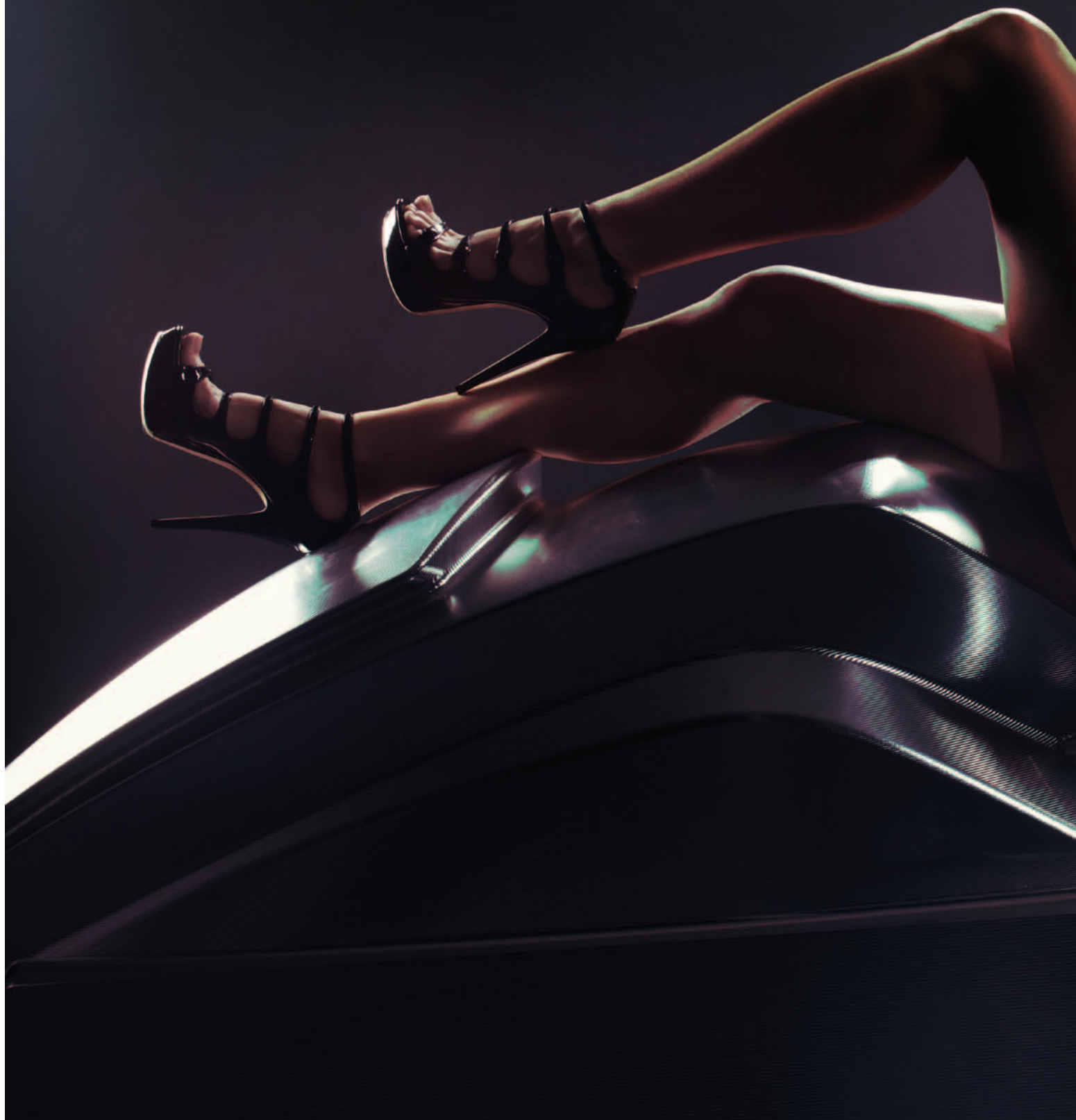
Well, this is just a sculpture, but that’s what you instantly think when you first see it. Light reflects on Anima’s smooth shape, clean-cut edges and crisp contours. A girl moves closer to the sculpture and leans her hand on the cold but impetuous metal. A photographer places himself right in front of them.

The shutter of the camera starts snapping ceaselessly while our tribute to Anima, comes to life.





*The artist could turn those cold white
blocks into smooth, warm-blooded
masterpieces.*









Model Iwona Lis @ 2morrow Model

Shoes Loriblu - Underwear La Perla - Jacket Krizia - Hair-Makeup-Style Luis Maruri

29 JUNE 2012



Charlie Chaplin

text: Elena Belli - photo: Gettyimages

WHEN A MOTORBIKE MEETS ONE OF THE MOST FAMOUS ACTORS OF ALL TIMES, IT BECOMES IMMORTAL

Way before 1969 Dennis Hopper's renowned masterpiece "Easy Rider", motorbike riding had already been the secret ingredient of several films. The first movie ever to show an actual ride sequence was probably "Mabel at the wheel", a short film starring Charlie Chaplin, dating back to 1914. This silent screen's hidden pearl was one of the very first films of the English actor, after he moved from Europe to Los Angeles at the end of 1913 to debut on the big screen as a member of the American Keystone Pictures Studio. Curiously, this was also one of the first shorts ever directed by a woman, which caused Chaplin more than a second's thought since he didn't like his boss being female, affecting the final result of his performance. This 18-minute long black and white comedy opens with an entire scene dedicated to a motorcycle ride in motion. We see Charlie Chaplin behind the handlebars of a Thor, a bike manufactured by the Thor Motor Cycle and Bicycle Co., a quite small company founded around 1908 in Chicago, Illinois. In the beginning, Thor's first





WATCH AND GET INSPIRED

www.inspire-lcr.com/mabelatthewheel



motorbikes were very similar - maybe too much - to Indian models, apart from some slight differences.

All the forgings may have been the same, however the frames were all built using different jigs and possibly different dimensions. Moreover, another difference between the two machines could be found in the right-sided spark advance. The Indian had a link arrangement coming out of the handlebar, the Thor had a sort of rack and gear arrangement at the headstock. Thor also had a kill switch on the engine case that triggered when the spark was completely retarded - Indian motors did not. But Thors changed with the times: in 1911 they offered a free engine clutch for the first time, while in 1912 an entirely new single and twin were offered both with rocker arms. The twin was now a more conventional V but unlike Indian's 42 degrees and Harley's 45 degrees Thor chose a 50-degree angle. Also offered was an optional two-speed transmission. This transmission was aluminium and it mounted to the side of the rear hub. Apparently of good design the aluminium Thor transmission was sold until 1914 and was even offered as an option on other motorcycles. Perhaps the most exciting change for 1912 was that for the first time Thor was available in white as well as blue. White color production lasted only three years, and that is just the color of Charlie Chaplin's ridden Thor. The motorbike at issue was more precisely a Thor IV, featuring -among other things - the following specifications. A motor with a twin cylinder, geared transmission and ball-bearing; a carburettor with an improved design; double grip control; a frame made from seamless steel tubing; a coaster brake strengthened and made wi-

*Thanks to Charlie
Chaplin's fame,
these vehicles have
been known by
people from all
over the world!*

der. The bike cost around 25 dollars (to have a basis for comparison: at that time Chaplin's weekly salary with Keystone added up to 150 dollars) and was meant to be "the most powerful motor-cycle yet known, with unlimited speed, the boss of the road and the pride of the boulevard", as its advertisement claimed. "Its exceptionally beautiful appearance will appeal to the thousands of riders who enjoy long trips and pride themselves on their neat appearance when touring", the ad continued, "Several of the most noted gasoline experts in the United States have pronounced this new twin cylinder motor positively the most mechanically perfect internal combustion engine of the age". Despite this engaging

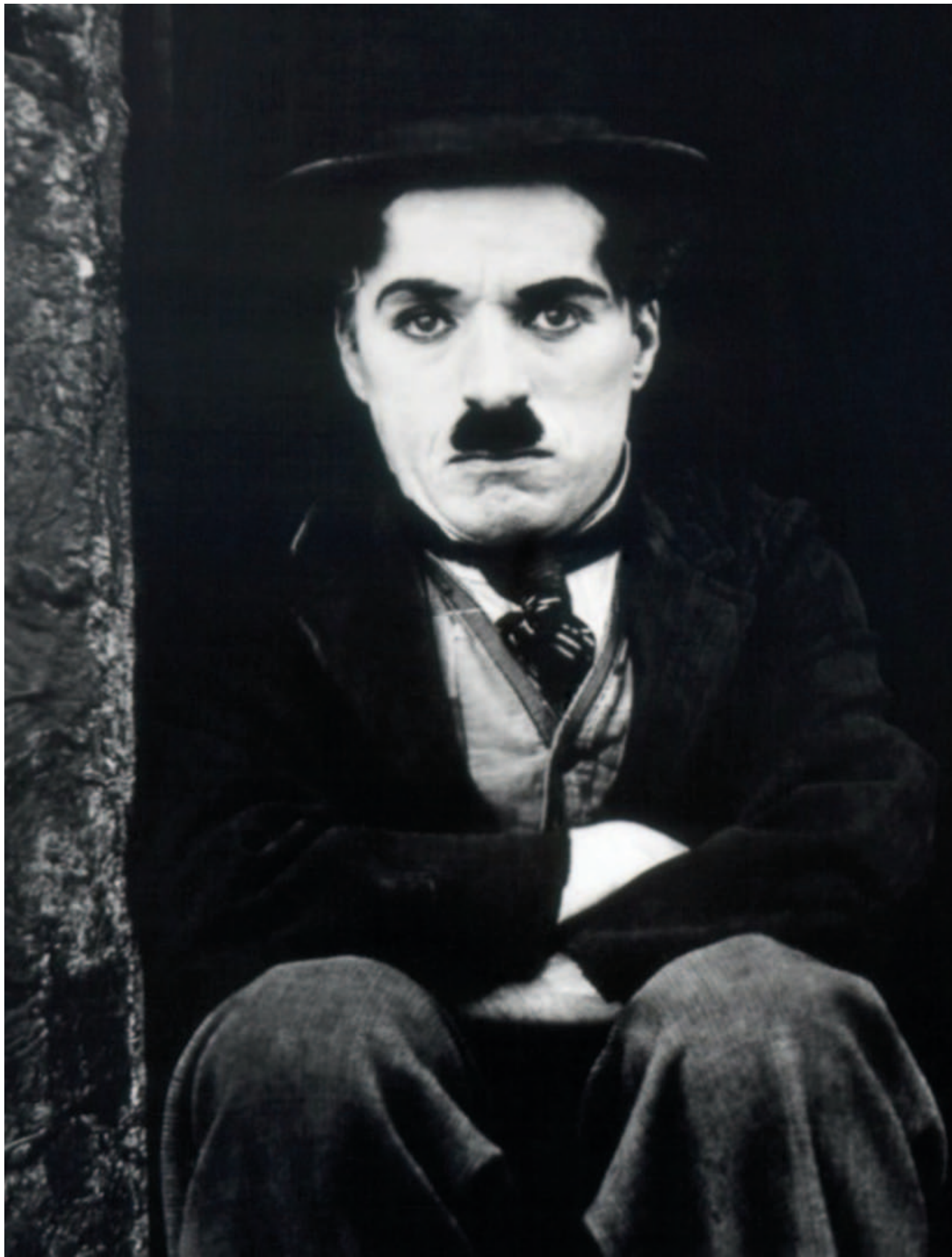
description of the ideal user of a Thor, Chaplin's character from "Mabel at the wheel" was not exactly a positive brave adventurer. In the comedy the English actor plays the role of the villain, trying everything he can to put an obstacle in the leading actress' way - performed by the very same director of the movie, Mabel Nor-

mand. Even though this short film was not at all a significant work within the career of the most creative and influential actor of the silent-film era, it's interesting to notice how motorbikes have been a crucial part of cinema since its very beginning.

Moreover, it's amazing to realize that if it wasn't for "Mabel at the wheel", perhaps Thor's bikes would have been forgotten by now.

Thanks to Charlie Chaplin's fame, these vehicles became known by people from all over the world, gaining an everlasting place both in the history of cinema and motorcycles.





*Taken from: "The Kid" 1921
directed by Charlie Chaplin*







*Taken from: "Modern Times" 1936
written, directed and produced by Charlie Chaplin*

RACE HIGHLIGHTS

ROSSI IS BACK!



FRANCE



text: Elisa Pavan - photo: Milagro, Andrew Wheeler - AutoMotoPhoto

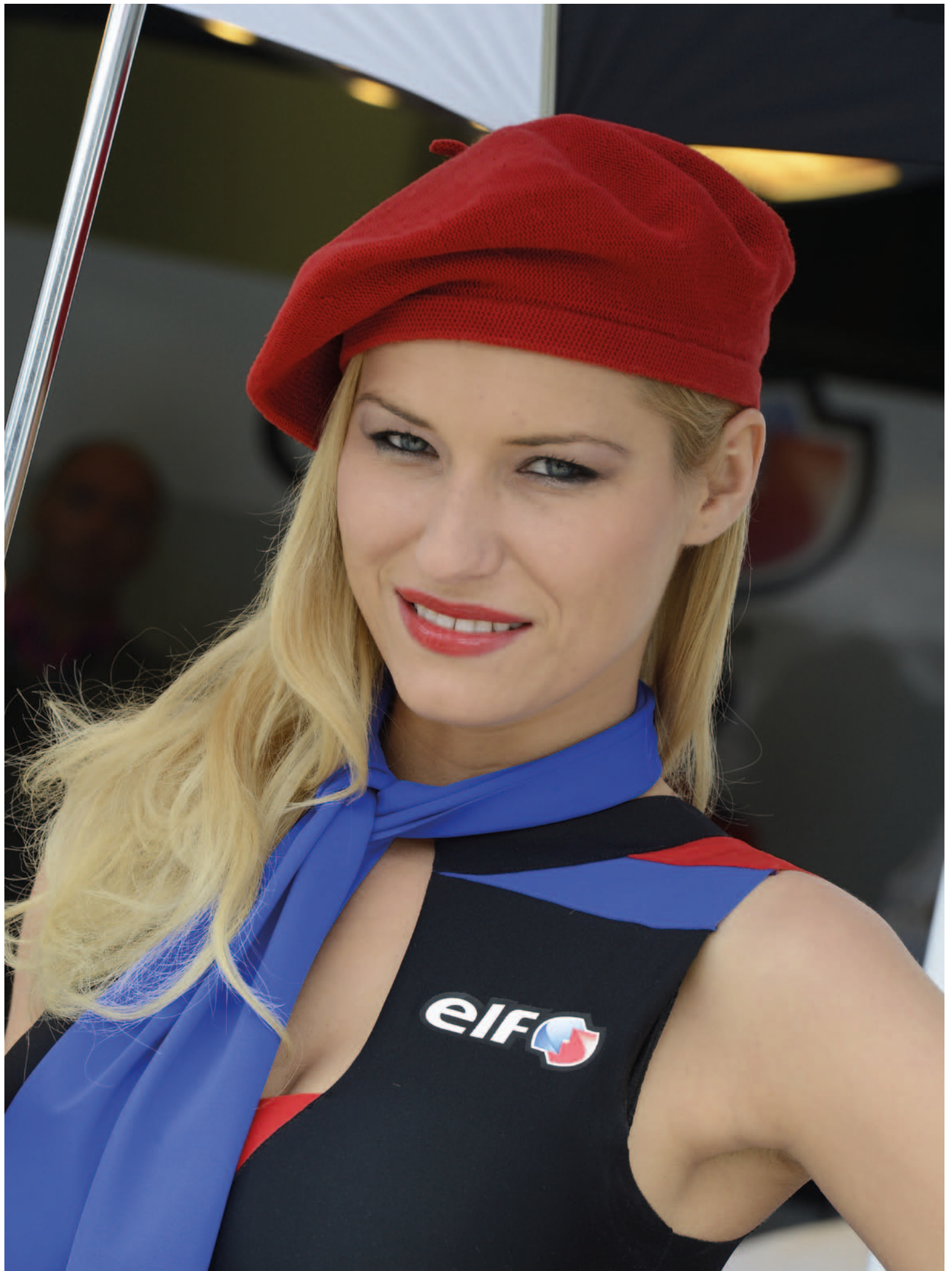
**FINALLY, AFTER A YEAR OF STRUGGLES, ROSSI CLIMBED
BACK ON THE PODIUM, WHILE STEFAN BRADL TOOK HIS
BEST RESULT OF THE SEASON SO FAR**



INVESTIGATING THE FRENCH SURFACE

Le Mans, 18th of May: The MotoGP World Championship continues its swing through the European heart of the schedule with a stop at the famous “24 Heures circuit du Mans” with LCR Honda racer Stefan Bradl occupying the 11th position overall (1’35.201) in the first day of practices. In dry but cool conditions, MotoGP riders headed out for the first free practices to get ready for the fourth round of the championship this season in the Sarthe region of France and the German rookie had to learn how to perform on this circuit aboard the RC213V.

***Stefan :** “It was a tough first day for me because it’s always difficult to arrive on a new circuit riding a new bike: actually I need one practice at least to get a base set up, the correct balance and a base ideal line. This morning was quite difficult for me considering the low grip conditions and I was struggling almost everywhere along the track. But in the afternoon we could really improve everywhere and I feel quite positive because we are closer to the P8. We can find something more in the overall package because we are not at 100% yet as I am struggling in the entry of the corners and I do not have enough front feeling”.*



BRADL STILL CONFIDENT

DESPITE HIS FIRST MOTOGP CRASH IN MANS QUALIFYING

Le Mans, 19th of May: cooler conditions marked the qualifying session at Le Mans race track today with premier class riders setting their fastest lap on soft tyres in readiness for tomorrow's 28-lap race. LCR rider Stefan Bradl occupies the 13th place on the grid (1'35.862) after a crash in turn five.

The German rookie started the weekend missing some front feeling from his RC213V on corner entries, but was able to make some set up changes showing good pace in the 60-minute afternoon session. Bradl hit the ground hard half way through the session but he was capable to rejoin the session unharmed.



Stefan: "Saturday in Le Mans is a day to forget asap. This morning it wasn't so bad because we were using a different strategy than other guys. Honestly the cooler conditions caused me some problems because it took me a long time to feel the bike on new tyres. In general at the beginning of the qualifying session it was quite dangerous not really wet and not really dry but I felt pretty good. We were the first to go out on slick tyres because we expected some rain through the session so it was the right decision from our side. Unfortunately I was attacking too much and had a big crash but I am okay. I am still looking forward for tomorrow because I think we are still able to perform well".

INCREDIBLE RACE

TAKES 5TH PLACE AT SOAKED LE MANS CIRCUIT

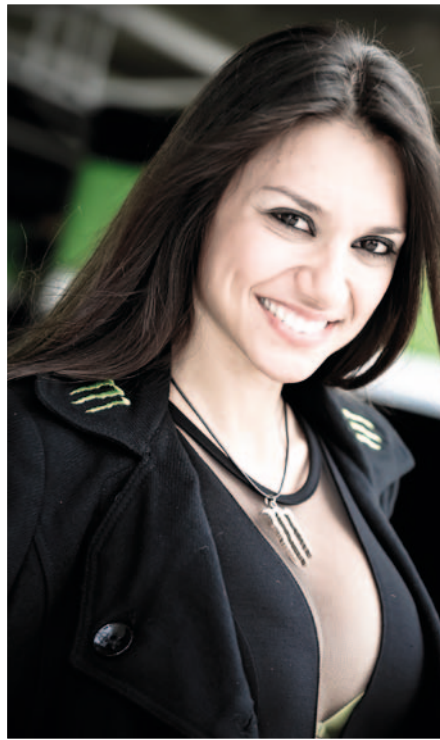
Le Mans, 20th of May: in a demanding 28-lap race LCR rider Stefan Bradl records his best ever result in fifth, ahead of Rossi's teammate Nicky Hayden in today's French Grand Prix held on a soaked Le Mans circuit. Stared from the 13th spot on the grid the German riding the RC213V moved ahead to claim another brilliant result in his first season in the premier class.

The German rookie had a challenging time at Le Mans in the last two days falling victim to the treacherous track as he suffered a nasty highside yesterday in the qualifying session. But his usual concentration and constancy enabled him to match the pace of the top riders in a very bad condition gaining an unexpected result.



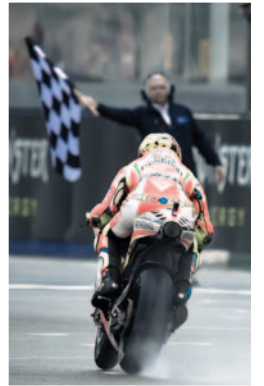
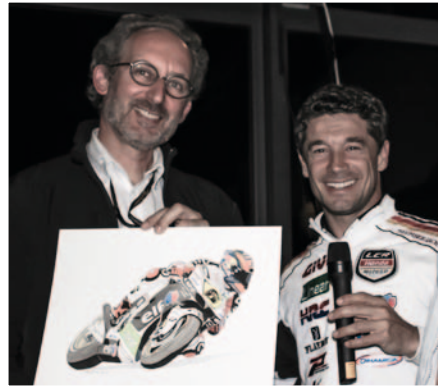
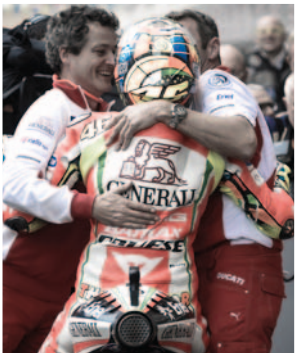
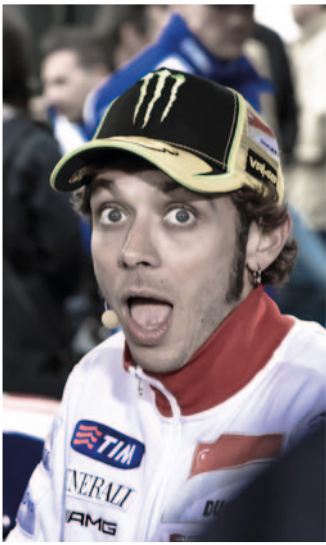
Stefan - 5th: "This is a fantastic feeling! I am very happy and the whole Team is happy too: this makes me very proud. Honestly I think nobody was expecting such a good result in my fourth race in this class. In general the weekend was tough because we were struggling a lot in finding the right set up for the dry sessions and I also had a big crash in yesterday's qualifying. Finally it rained before the race and I knew we had a good package on the wet. Already on my sighting lap I could feel that was my WOW bike and my first lap was amazing as after the first split I was holding the 7th position. After that I rode behind Pedrosa for a long time who has got a very precise riding style. I learnt very much from him. When it started to dry up I could ride with more confidence adapting to the situation even if Hayden was trying to catch me."





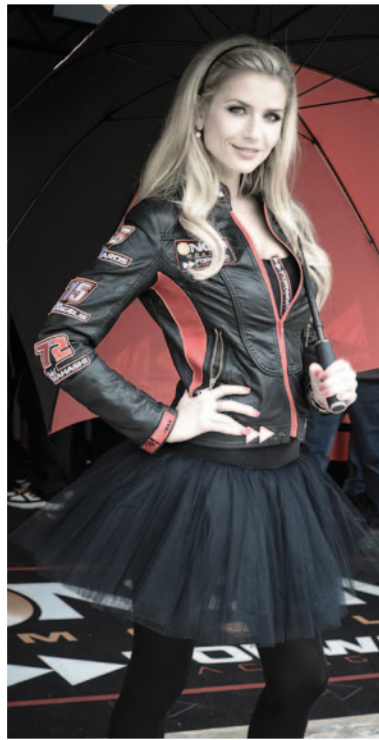
BEHIND THE SCENES





Vale can not believe he climbed the podium in such bad and slippery conditions: the King is back!
Duchamp or Monet couldn't do any better: Stefan on the canvas.
Blonde or brunette? Pick your favorite girl.

photo: Milagro



*“Un petit bisou” from LCR girls: Vive la France!
Directly from the Swan Lake? Ops.. she is just the beautiful umbrella
girl of NGM Forward Team.
From the showcase to the asphalt: freestyler Edgar Torronteras
supporting his Iberian fellows.*



photo: Milagro

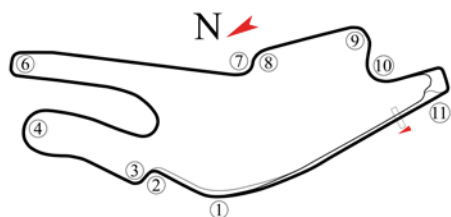
LCR





CIRCUIT INFO

LENGTH: 4.180 M. / 2,597 MILES
 WIDTH: 13M
 LEFT CORNERS: 4
 RIGHT CORNERS: 9
 LONGEST STRAIGHT: 674 M. /
 0,419 MILES
 CONSTRUCTED: 1966



Built in 1965 around the existing 24-Hour track, the Le Mans Bugatti Grand Prix race circuit lies 5km south of the city of Le Mans and 200km south-west of Paris. The venue has hosted Grand Prix since the late sixties but a serious accident to Spanish rider Alberto Puig in 1995 saw it struck off the calendar until 2000 whilst stringent safety improvements were carried out.

Le Mans is a tight track dominated by first gear corners that place the emphasis on late braking and hard acceleration, whilst rear end traction is also a key area. With the capacity to comfortably accommodate up to 100,000 spectators, the Bugatti circuit also plays host to the 24 hour truck race, the FIA GP2 Championship, French Touring Car and GT races.

LE MANS

ÀLEX CRIVILLÉ

text: Nelly Pluto-Prondzynska

Alex Criville was born on March the 4th 1970, in Barcelona (Spain) and became a well-known rider in Grand Prix racing. He loved bikes since he was a child and even... falsified his age in order to start racing at the age of 14, when the minimum age for driving licenses in Spain was 15! He began his career in GP in 1987, starting in the 80cc class and he proved his huge talent when in his first race he was second in the Spanish round. He was persistent on his road to glory and in 1989 he won the World Championship in the 125cc class, claiming 5 victories. After two seasons in the 250cc class without winning even one race, he graduated to the premier class, where he raced on a Honda. In his debut year in 1992 he scored his first podium in Malaysia and



then won in the Netherlands. Thanks to that he became the first ever Spaniard to win a 500 GP in his first season. From 1995 to virtually the end of his career he rode for Repsol Honda. Step by step he improved, finishing the 1996 season as runner-up behind Mick Doohan. Doohan's career-ending crash in 1999 at the Assen circuit opened the door for Alex, who became a leader of the team. He took six wins, and rode his 100th race in the 500cc class at Donington Park. At the end of the year he was the best in general classification and the first ever rider from Spain to win a world title in the premier class! His last two seasons in 500cc weren't so good, he was 9th and 8th in World Championship. Criville won his last ever race at the Le Mans circuit in 2001. After leaving Repsol Honda in 2002 he planned to race with d'Antin Yamaha. But before the season started, he retired from Grand Prix racing due to health problems (epileptic seizures). Symptoms began back at the beginning of 2000, but thanks to his passion, Criville was racing for the following two seasons. He ended his career with two world titles and twenty wins.

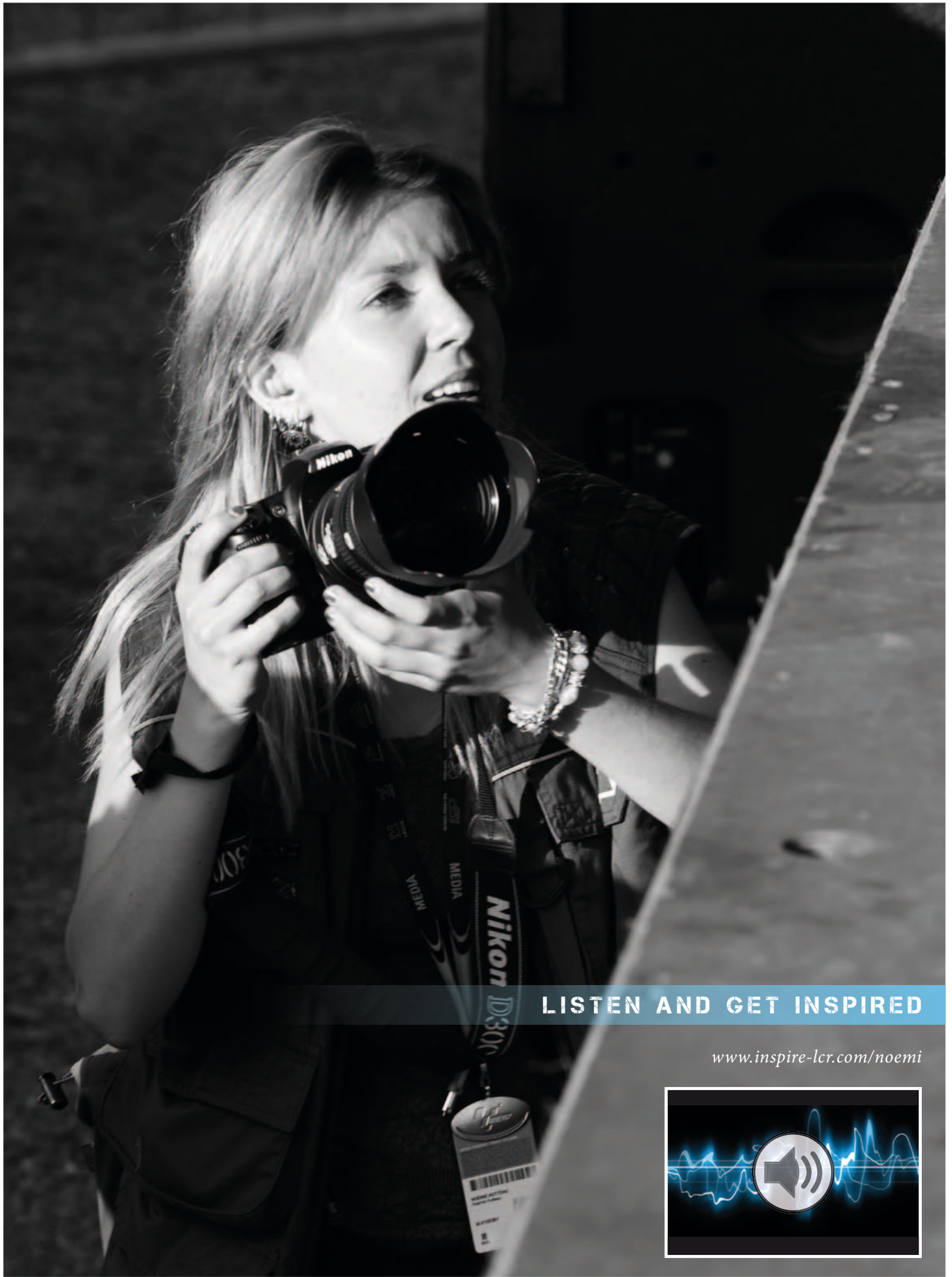




*“Another one
bites my dust”*



www.arrow.it



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www.inspire-lcr.com/noemi



Family Affair

text: Elisa Pavan - photo: Noémie Hutteau

NOÉMI HUTTEAU, DAUGHTER OF THE FRENCH FORMER RIDER JACQUES HUTTEAU, EXPLAINS HOW SHE GOT HER INSPIRATION FOR SHOOTING AND PRESENTS SOME FAMILY PORTRAITS FROM HER BOOK "TROMBINOSCOPE"

Your first time on a circuit?

Well.... I can say that I was born on track. My dad has been working in the MotoGP championship for a long time. More than 20 years now. The first time I hit a race track I was only one week old. Now I am 21.

When did you discover your passion for photography?

I was 11.....I inherited some photo books from my uncle and after a quick look at the images I fell in love with photography.

Why did you pick racing photos? You could have gone for something more "feminine".

Actually in the past I took different photos with different subjects but as soon as I started to take photos on track I realized it was my favorite subject.

Is your dad happy about your choice?

It's not easy because he knows the environment very well and there are a lot of contenders in the photography field. So sometimes he is a bit worried about my future. I think it's normal... he is my dad and he wants the best for his daughter.

So this will be the job of your life?

For sure I will continue with photography. On track I do not know...

I am going to work for MX Championship soon... but I love standing behind my camera so I am sure this will be the job of my life.

Your best picture so far?

I had the chance to take a stunning photo of Lorenzo planting the flag in the Le Mans gravel when he got his victory. Solo Moto (Spanish magazine) used that photo for the magazine cover. I felt so proud of my job.

What do you do with your racing weekend photos?

Actually I am working a lot for French magazine SportBike and sometimes teams ask me for particular photos like the Blues Bradls shots that I took for Lucio. People know that I am used to those different photos and they require my cooperation.

Tell me something about the idea of your recent photobook...

The idea was born in 2009. I took those photos in a special studio during the season but also in the garage, at the hospitality units and sometimes at the press conference rooms. My aim was to create something different taking riders portraits with a special light and atmosphere. The French Press liked my job so I think I will plan another book in the near future.

Do you feel comfortable in the paddock?

I mean... this is not an easy life for a girl.

Talking about my role I feel the competitiveness but I presume it would be the same in any other working environment. Obviously travelling so much it's a bit demanding sometimes and the paddock life is not simple for a woman. You

just have to keep your eyes open. I feel more protected because my dad is always beside me.

Do you have a boyfriend at home? Is he happy about your "gypsy" life?

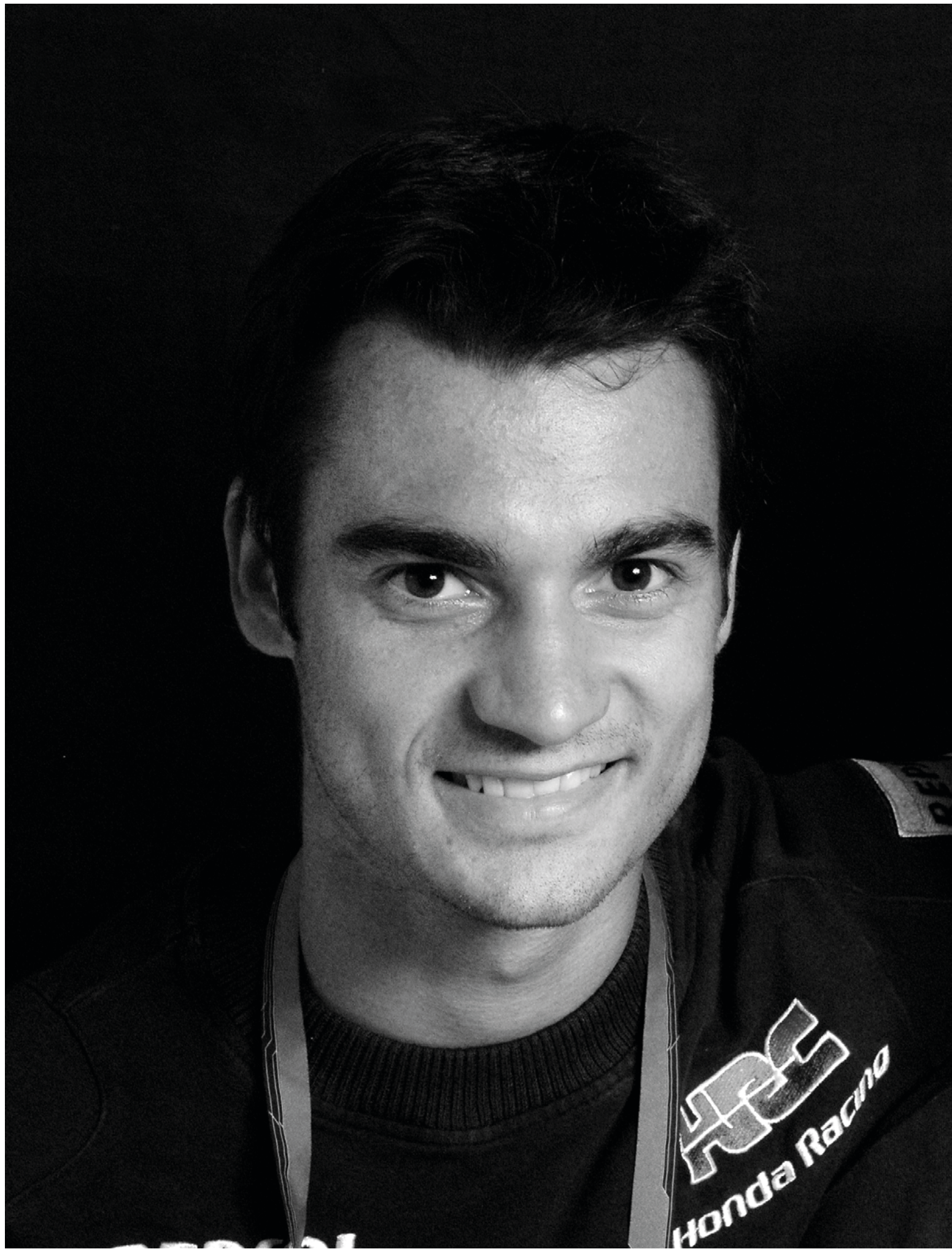
Yes, I live with him. Sometimes he is not happy because I am often abroad but he discovered this amazing sport though my job and he knows I am extremely happy about my profession.

"I love standing behind my camera so I am sure this will be the job of my life"

Alex and Marc Márquez







Dani and Antonio Pedrosa



Nicky and Tommy Hayden







Luca and Mattia Pasini





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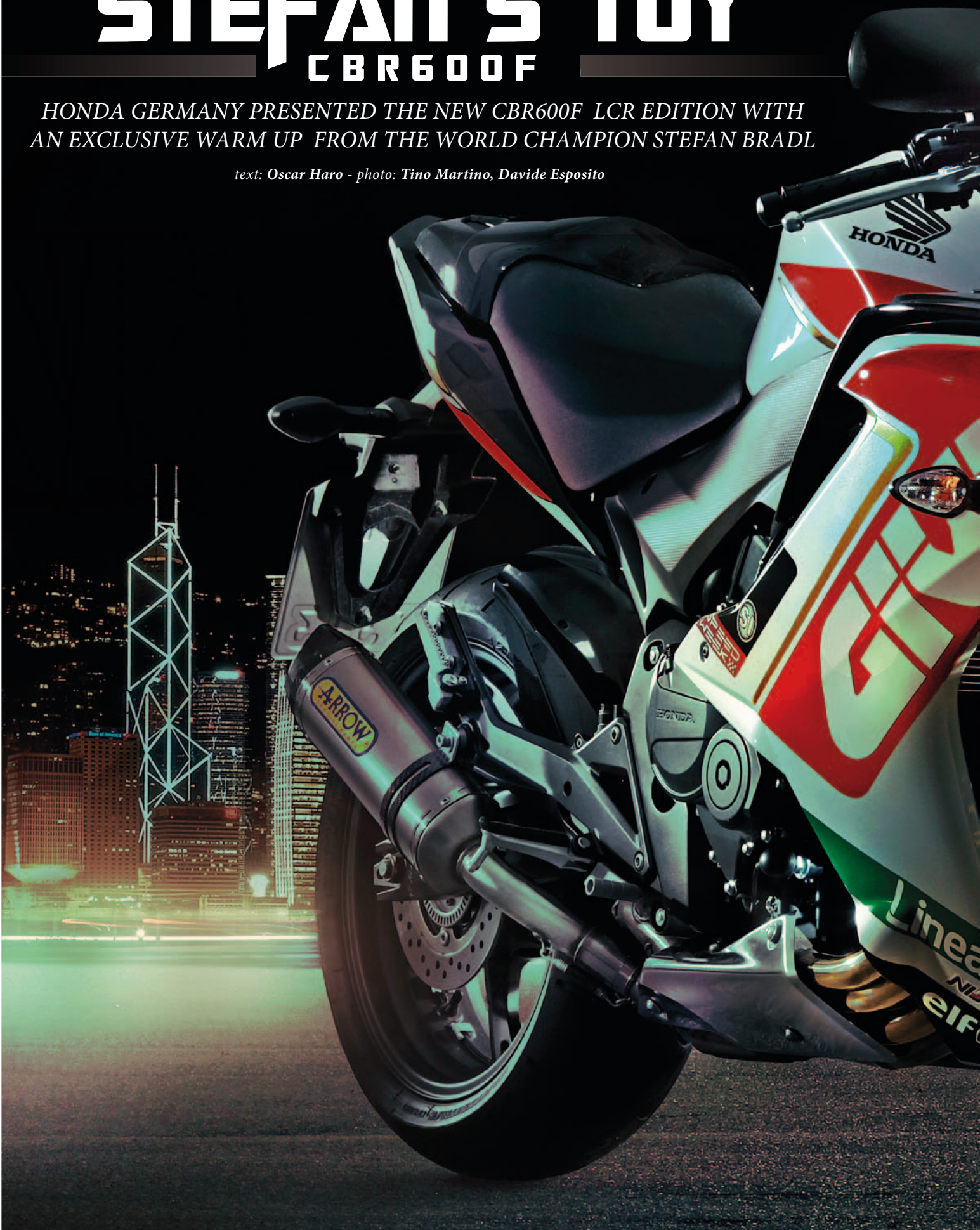
rizoma
refuse the usual

STEFAN'S TOY

CBR600F

HONDA GERMANY PRESENTED THE NEW CBR600F LCR EDITION WITH AN EXCLUSIVE WARM UP FROM THE WORLD CHAMPION STEFAN BRADL

text: Oscar Haro - photo: Tino Martino, Davide Esposito





HONDA

The Power of Dreams





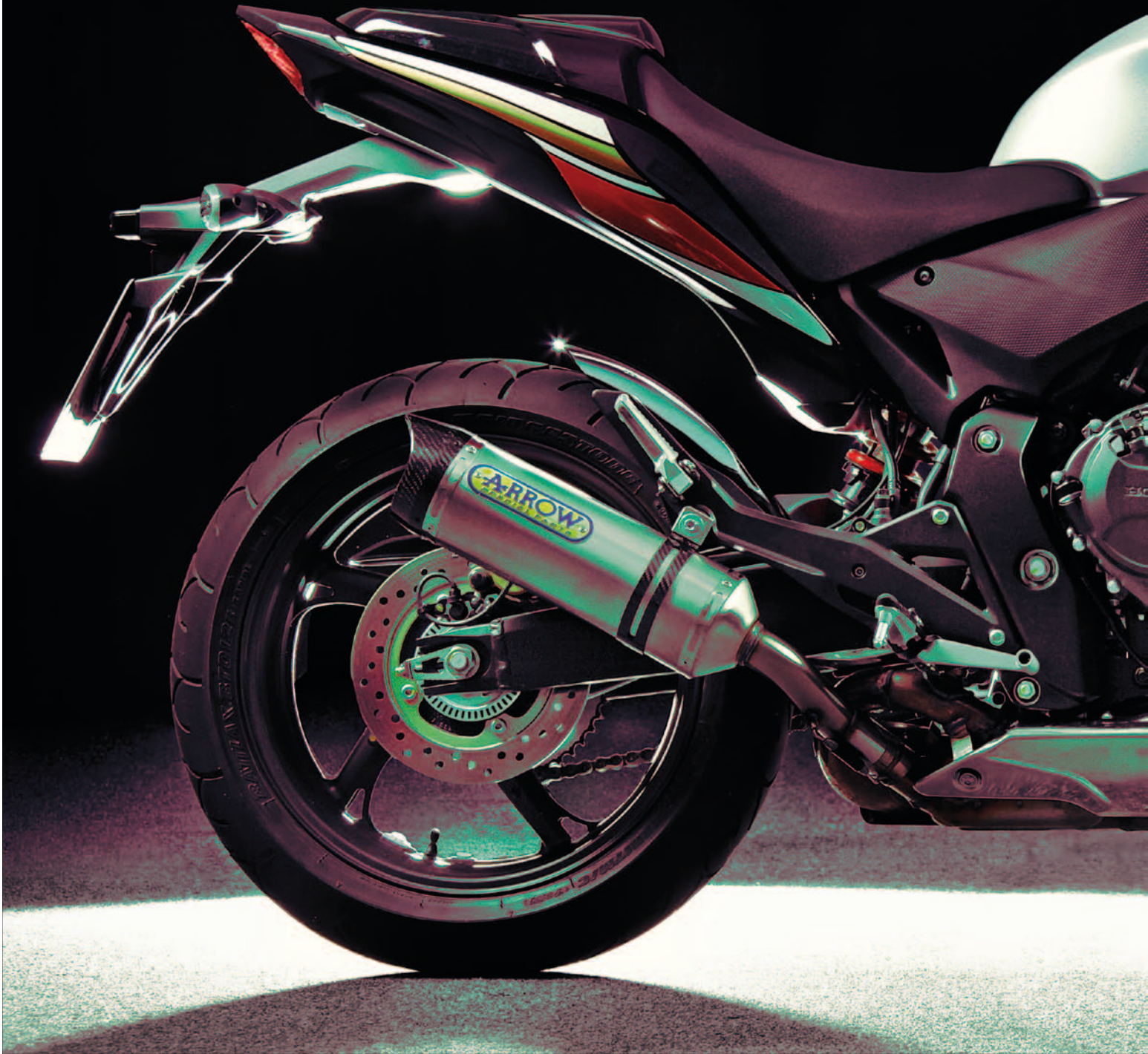
When you're a small boy, one day, all of a sudden you start to pay attention to the special things that happen around you. Like the day your mother who is carrying you in her arms, crossing the road on a zebra crossing; you suddenly become hypnotized, amazed and astounded, not being able to take your eyes away from someone stopped at traffic lights opposite. That someone wears a helmet on his head and sits astride a machine, a sight that without knowing why, causes you to feel sensations that you have never felt before. From that moment, the only thing that seems to exist is the desire to grow up and to one day be that person astride the machine that, without knowing it, has changed your life.

As you grow up, your passion for motorbikes grows with you as does the desire to form a "family" with your two-wheeled 'girlfriend'. You start saving until you are able to buy old second-hand motorbikes and little by little you begin to get newer and newer ones until one day your dream becomes a reality; You go to the bike shop where they sell one of the best replica of a racing bike that surely ever existed, the HONDA CBR 600 F. It's an amazing bike, 4 cylinders with enough potential to achieve more than 100 horse power, lightweight but at the same time aggressive weighing in at 203 kilos and with a distance of 1.437 mm between axles similar to the MotoGP distance. It's the motorbike that all of us have dreamed about and have watched on TV each Sunday, events where previous heroes like Michel Doohan, Alex Criville, Luca Cadalora, Helmut Bradl... and modern heroes got to climb those podiums with their two-wheeled "girlfriends". It's a bike that makes you feel the same way as your heroes feel on the other side of the TV, the sensation when it brakes, when it changes gear so smoothly, when you do a wheely and most of all, the exhilaration you feel when you become a man-machine as if you were metal being molded, creating a body that feels sensations never experienced before.

In June, the racing team LCR Honda were delighted to hear the news that Honda Germany planned to manufacture an amazing LCR replica bike with the racing team colours in honour of its rider Stefan Bradl. As soon as the first bike was finished, Lucio Cecchinello accompanied by his pilot Stefan, went to Honda to spend a day test driving this marvelous gift. There was only one thing that was even greater than that day of test driving, it was the Stefan Bradl's comments on his return home and with that bike safely parked in the garage: "It's like a dream for me to have a replica of my racing bike at home, it's like the toy I always dreamed of having. Today is an incredible day for me and it is such an honour that Honda Germany have displayed such generosity on my MotoGP class debut."

WATCH AND GET INSPIRED

www.inspire-lcr.com/stefanstoy







HONDA

The Power of Dreams

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BIKES AND PEOPLE

RICHARD BRANSON

BUSINESS AND PLEASURE





text: Shaun Curran - photo: Gettyimages

*EVEN AFTER 40 YEARS, SIR RICHARD BRANSON
PROVES HE CAN STILL FIND THE RIGHT COMBINATION
BETWEEN BUSINESS AND PLEASURE*

Richard Branson is a one-off. That may seem like a trite and almost lazy way in which to describe one of the world's most prominent corporate minds, but the 61-year-old's uniqueness in business radiates out in much the same way as his multi-stranded corporate ventures and ambitious leisure projects.

His success is such that he is recognized around the world, with his company, Virgin, having made him a personal fortune exceeding \$4.2 billion. But from the moment he rose to prominence in the early 1970s selling records via mail order in London, Branson has always seemed like a different breed to most business leaders - more a passionate, entrepreneurial dreamer than a cold, calculated money-man.

Not a shrinking violet like the publicity shy Bill Gates, nor brash and outlandish in the mould of Donald Trump, Branson seems as close to 'normal' as is possible for man of such wealth. Maybe it fits then that he emits the air of a man who cannot get enough of living life to the maximum.

Chatting to him does nothing to dispel that notion. He's jovial and easy, warm and passionate.

"You realise I've had to leave two nice ladies in order to speak to you?" he remarks, with a smirk, as we begin our exclusive Inspire magazine interview. It couldn't be more obvious that, for Branson, life is to be enjoyed.

"I do love life," he admits shortly afterwards, and with huge enthusiasm, the sort you may associate with a man who once attempted to fly around the world in a hot air balloon *"for the sheer fun of it"*.

"I think it would be quite sad if I didn't love life. I've got so much to enjoy, so much to live for. I just feel incredibly lucky."

He may feel fortunate, but luck has nothing to do with it. While he admits the cards have fallen in his favour once or twice in the past, Branson's story is predominantly one of inspirational ideas married with hard work. He has come a long way from his ill-fated attempt to maintain a student-focused newspaper in the late 1960s, and his Virgin Airlines and Virgin Mobile arms, amongst multiple others, have been astonishingly successful.

As such, his opinion and expertise is often sought on

a whole range of issues. Inundated with requests for advice for as long as he can remember, it has recently led Branson to compile a bespoke guide for aspiring businessmen in his new book *Like a Virgin: Secrets They won't Teach you at Business School*.

"It is actually my fourth book so it is something I am used to. I enjoy writing, I do a lot of it, and the idea for the book came from things I was being asked in my New York Times column. I would be inundated with so many questions - emails, tweets and letters - asking me about for advice on business, leisure, the news, everything. There were far too many to reply to, so it was suggested to me that I should present all the answers in book form."

"So this is me putting that into motion. Some questions I get asked all the time, other parts of the book are my personal slant on things. But I hope people read it and get something from it."

"At the end of the day, business is a labour of love for me. But it's one that always has a reward, and that's important. If you look at the business people who have been most successful in the past few decades, it's those who have followed a passion and an instinct. It can't be just about making money; there has to be something more to it."

"I learned to follow my instincts and passions, and they were often right. Not all of the time - I've made some mistakes, of course - but it has happened enough for me to be happy with many of my

choices. I am passionate about every idea I follow up, and I think that is vital. If you're not passionate about an idea, then why will anyone else be?"

"But the most important thing is to have that great idea in the first place. If you have a great idea that will make a difference to people's lives, then you are really onto something. It is so important to come up with ideas that people will like."

On top of that, Branson says one thing matters above all else - make sure you are the best and you can't go wrong.

"If you're really going to succeed, you have to make sure you're offering the best service you can. That is the key. If you're offering a train line, then you have to make it the best train line. If you're offering an airline, then you have to make it the best airline. If you're offering a media outlet, then you have to make it the best media outlet. If

"There has been contact with MotoGP, I can say that... it is something that we are keeping an eye on..."



you are offering the best products to the public, then they will trust you."

Branson famously never studied in higher education, his career taking an unusual, organic route where qualifications have come purely from the experience of learning.

"I just learned as I went along," he says. "I learned how to survive just by doing it. There was no grand plan and I didn't know what I was doing exactly. I just started at 15 when I left school."

"But I think that anyone can give it a go. I think if you have an idea you have a chance no matter where you come from. Business doesn't take a certain type of personality, although it does take perseverance, and I never let the failures stop me from trying something new. Everybody will have failures and you have to park them and move on. If you do that, then even if you fail, you can still succeed."

In amongst all the ventures, the Virgin Limobike was maybe one of the clearest references to a leisure passion being pushed through into Branson's business consciousness. Launched in 1995, it was the entrepreneur's first reference to his love of two wheels, and still exists today as London's quickest passenger motorbike taxi service, a service Branson himself uses when rushing between meetings in the English capital.

"Motorbikes are by far the quickest route around any city. It's perverse that we still

sit in taxis, having to wait in endless queues. Is there anything more frustration that inner-city congestion? When I launched the idea it almost felt as though people had forgotten how quick, efficient and mobile bikes were."

"Sure, I love to get out on a motorbike on the open road, but again, it's about matching leisure with business. There is always a crossover between the two; and my crossover was devising an exclusive two-wheeled taxi service."

"I think actually motorbikes have always formed some of my best ideas, mainly because I have a passion for being on them, even if I maybe don't get to go on them as much as I used to."

One extended ride did see Branson team up with Hollywood star Ewan McGregor in a project entitled Riders

For Health, which delivered 100 bikes to rural communities in Kenya, facilitating an efficient link for the supply of everything from malaria drugs to sexual health information to remote villages.

"It was a great cause to be part of," Branson continues. "The idea was not just to kick off this network of bikes, but to train the riders in maintaining the vehicles as well, so if ever the bikes broke down they could be mended and repaired rather than being left to rust. It was a far cry from the Limobike... and infinitely more important!"

And what of the one missing link, superbikes? Well, ever since Virgin Radio edged into the sport as a sponsor, rumours have been rife that Branson will follow up his much mooted interest in MotoGP. Is there any truth

in that?

"Well, yes," he says with a touch of audible caution.

"There has been contact with MotoGP, I can say that."

He takes another pause, as if working out how much exactly he can divulge. "It is something that we have thought about, and there has been an approach, and it is something that we have looked at very carefully in the past. And it is something that we are keeping an eye on as well; we will always be looking at it and wondering if it is something that we would like to do. I wouldn't rule it out. We'll see."

If there's one thing we know about Branson, it's that he has the courage of his convictions. Despite the life of luxury he enjoys – Branson lives on Neckar Island, a 74-

acre site he now owns with his wife Joan – the entrepreneur is still bristling with ideas, ready to continue to influence how we all live.

"I don't really need to holiday because of where I live," he says "and I am lucky enough that I travel a lot with work, so I am always tearing around the world. I suppose it comes down to the fact I couldn't imagine not getting up in the morning with some purpose."

"I still feel young," he says. "I feel healthy, I make sure I stay healthy and I look after my weight, because your health is all you have. And there is still so much I want to do. You never know what might happen tomorrow."

And with that, Branson cheerily says his goodbyes, no doubt already dreaming up his next move.





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Luca Cadalora

text: Nelly Pluto-Prondzyska





Luca Cadalora was one of the brightest stars in the smaller classes of Grand Prix, but his dream of winning a title in the 500cc class never became reality.

He was capable of fighting and defeating the best riders in the world, and he is still a well-known rider in motorcycle racing, even if he retired more than ten years ago. He was born on May 17th 1963 in Modena (Italy). When he was young, he started dreaming about being a professional rider one day.

He felt something special, every time he saw a motorcycle... Luca was only a few years old, when he started to spend many hours in the workshop of Walter Villa. This man produced motorcycles, so thanks to him, Cadalora learnt a lot. If you want to race - Luca's parents told him - you need to find yourself a bike.

Walter immediately gave him his chance. But he didn't give Luca too much advice... it happened only when he asked for them very politely. Luca began his professional career in 1984, riding on a MBA bike in the 125cc class and scoring a podium finish in the West German Grand Prix. The next year wasn't easy for him, but thanks to his passion, he came back in great style in 1986, when he won the World Championship with Honda. His success earned him a promotion to the 250cc class with Giacomo Agostini's Marlboro Yamaha factory racing team in 1987. The first years in the quarter-litre class weren't always easy, but were good for Luca.

He always was trying and doing his best. He gave everything to prove his talent. Thanks to his perseverance, his dream again became true. In 1991 with Honda he won the World Championship in the 250cc class, and defended the title again, one year later. When he was 30 years old, he debuted in the 500cc as a team-partner of the great Wayne Rainey. He won his first race in this class in 1993 at Donington Park. In the next season he was runner-up, finishing the season only behind Mick Doohan. The next two years he finished in the third place in the Championship. Even though he had big troubles, like having great rivals and lacking any major sponsor, he was still fighting in the top group. Luca started the season 1997 with a big chance as an official Ya-



maha rider, but again he had misfortune... because his squad had financial problems after just few rounds. These problems didn't break Cadalora's perseverance. Thanks to the help of Red Bull, WCM rescued the team and final-

ly he finished the season in not such a bad sixth place in the general classification. He spent his last three years in the World Championship riding only from time to time, and not as a full-time rider. In 1998 he returned to Rainey's team as a replacement rider for the injured Jean-Michael Bayle, and started working for MuZ.

Thanks to his vast experience on many bikes (Yamaha, Honda and even Suzuki), he helped this constructor to develop a new bike. Finally Cadalora closed out his career with Kenny Roberts' team in 2000. In the era of great riders, such as Mick Doohan, Wayne Rainey or Kevin Schwantz, Luca was an "enigma". He was capable of defeating the best riders in the world on certain days, he would just as often post poor results... he just lacked consistency at the highest levels of the sport. Consistency is almost always a key for success in the top motorcycle racing class. But more than everything, you need to be intelligent and Luca was....

He was too clever to fight for the world title like crazy. Everything changed when Rainey and Doohan had big crashes, and because of that, Wayne is paralysed until today. Cadalora knew that even if you had the dream of becoming a World Champion, sometimes it's not possible and it's better to stop. He retired with 34 wins in Grand Prix in three different classes and three world titles. He scored everything thanks to his passion, love of motorcycles and big perseverance.





HELMUT THINKS BACK OF HIS “GLORY” RACING YEARS, TALKING ABOUT LUCA CADALORA

text: Tanja Gvozdenc - photo: Gerhard Rudolph



Helmut Bradl
Former Grand Prix rider 250 Class

When you think back to the World Championship 1991, which three words come to your mind?

Only two. First: five nice victories, then “shit” (Helmut laughs).

Which three words come to your mind when you think of Luca Cadalora?

Determined, good team and good rider.

On a sport level you and Luca were rivals, could you also not stand each other off the track?

No, I think our relationship was “normal” and how you would expect it of professionals. I could stand him and I think he could stand me as well.

Do you think it’s an advantage in a duel when you’re not friends and don’t really like each other?

Yeah I personally think that it’s better for the duel if you are not best friends, because then it’s easier to fight against each other on the track. If you would go out together at night, you maybe find that the other person is nice and then it’s harder to be enemies on track.

Who had the bigger Motorhome, you or Luca?

Hmm....I honestly don’t know! Motorhomes back then were not that big and well equipped as they are now. And also the atmosphere was a different one back then. It was more family friendly and similar to a camping ground...the wives of riders would be hanging up the washing at the back of the motorhome, kids were running around and playing in blow up pools....it was just different. Today the Paddock is also much better organized then it was twenty years ago.

With which current rider from MotoGP would you compare Luca Cadalora with?

Probably Pedrosa. Luca was maybe a bit more open and friendly towards fans, but that would be the rider that I would compare him with the most.

You the Bavarian and Luca the Italian, who was riding with more brains?

Definitely Luca. He was more of a controlled daredevil and I was the wild daredevil.

When did you see Luca the last time?

Last year at the Mugello GP.

Did you talk a bit about Stefan?

Luca told me, “your son is better than you” (Helmut laughs).

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Arena emotions

text: Massimo Visconti - photo: James Pipino

JOY, FEAR, CONCENTRATION AND DETERMINATION. EMOTIONS TURN INTO IMAGES THAT REFLECT OUR FEELINGS AND STATE OF MIND WHILE WE WATCH, LIVE AND BREATHE THE MOTOGP.

The crowd is stuck, contemplating the riders on the grid.

Everything's ready, everybody is holding their breath while the light turns green. An overflow of emotions run at high speed on the track and up the backbones.

The seats rumble all over the place.

An excess of adrenaline barely kept under control, find its way through the wrist up to the throttle. It's just a fraction of a second and they're gone.

It all smells like tyre and gasoline now.

They'll be back in a minute or so, 21 sol-

diers marching in the fastest parade ever made, race against each other in front of their supporters.

From April to November visiting 12 countries, riding at full speed for more than 200,000 kilometres.

James Pipino is an Australian fashion photographer with a huge passion for motorbikes, MotoGP and of course beautiful women. These images tell a story, in the following pages the stunning Lou Heldeberg display part of the emotions we, as audience, feel during the race.

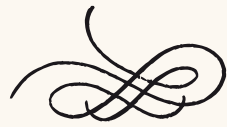


*The riders are on
the grid, waiting
for the green light*

CONCENTRATION







*A hazardous
overtake that
makes us hold our
breath*

FEAR



*The final laps
of an
epic battle*

DETERMINATION







*The chequered flag,
the podium, the
victory*

JOY

*Model Lou Heldeberg
Clothes Vass Arvanatis*

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ALESSANDRO BORGHESE

photo: Emacontino/AB Normal

***“Sometimes improvisation can turn itself into magic...”
(Paco De Lucia)***

“Friday Night In San Francisco” is an album by Paco De Lucia, John McLaughlin and Al Di Meola. It was recorded live, during an amazing performance of the three guitar virtuosos at the Warfield Theatre, in San Francisco. 1980, I was five and five was the number on the calendar in that cold night of December. Sleeping peacefully on my aunt Netti’s legs while those guitars gently wept. The sound of the solos filled the room and I was unconsciously witnessing a piece of art.

A masterpiece that I discovered on vinyl years later and still surprises me when I play it. Jazz, Fusion and Flamenco mixed together in such a way that can steal your heart, your soul. Such an ethereal wall of sound that takes your breath away.

This is the ideal soundtrack for a special dinner. When you need something unique, put the right record on and let the music flow. Let’s cook something traditional with a twist:

Dried salt-cured cod fillet with fresh broad beans purée, crispy iberian lomo and radish sprout.





Alessandro Borghese is the most esteemed Italian chef of modern times hosting several TV shows in Italy. Apart from being a chef he also runs a company focused on catering and private events called: Il lusso della semplicità.

Recipes that serve four people:

500g Drenched dried salt-cured cod fillet
 400g Podded fresh broad beans
 100g Iberian lomo cut in thin slices
 2 boxes of radish sprout
 Vegetable Broth
 Extra Virgin Olive Oil
 Maldon Sea Salt
 Ground Pepper
 Oven Paper



Directions:

Cut the dried salt-cured cod in thick slices, about 1cm. Sop them in olive oil.

Place the slices between two layers of oven paper, make them scald for few seconds on each side in a pan with no condiment and then place them on a dish. Boil the fresh broad beans in some salted water. When they're

cooked, blend them with some olive oil and salted water, add some salt and pepper, then sieve it all to obtain a cream with no lumps. Brown the iberian lomo in a pan and make it crispy. Place the fresh broad beans purée on a plate, add the cod, the crispy lomo and in the end decorate with the radish sprouts.



Alessandro Borghese

il lusso della semplicità

www.alessandroborghese.com



Motorsport Technology

THE MOTORBIKE TRACTION CONTROL

text: Sayaka Miyazaki - photo: A. Fuoco

A LOT OF FANS HAVE DIFFERENT OPINIONS REGARDING THE TRACTION CONTROL IN MOTORCYCLE RACING. THE TECHNICAL DIRECTOR OF HRC SHINICHI KOKUBU EXPLAINS HIS POINT OF VIEW

Since the start of the last four stroke engine era in MotoGP™ class (in the year 2002), the major motorcycle manufactures introduced the Engine Traction Control technologies. In fact four stroke engines allow easier applications of devices to generate fast power control in a very accurate manner. While motorcycle riders are riding powerful machines, there are several circuit points (mostly corner exits) where the rear tire is not able to transfer utmost power on the ground with the consequence of a “rear tire slip”. The phenomenon of “tire slip” is difficult to quickly be controlled by a “human action” (means fast throttle adjusting by hand movement) and the slip phenomena can create very dangerous situations for motorcycle riders, especially while they are in the lined position. Moreover, quick torque reduction is not only important to control tire slips, but also to stop bike wheelies during corner exits and race start procedures.

“I am aware that some motorcycle fans were happier to watch races like we had in the middle of the 80’s up to early 2000, where a lot of rear tire sliding offered a sensational spectacle” Mr. Kokubu said, “But let me say that rear tire slip phenomenon and the bike wheelies, firstly do not allow riders always to perform in lap time and, last but not least, it exposes riders to take big risks (from losing control to

high-side). Nowadays the latest Traction Control devices developed by Honda are more and more accurate in understanding as early as possible the tire slip phenomenon and they are now faster than ever in setting up a proper power control. Basically I can understand that there are several motorcycle racing fans that are nostalgic of seeing riders making more Rodeo with their bikes, but from a motorcycle manufacturer’s point of view, we must develop machines keeping in mind that the priority is top performance under the highest possible rider safety. Moreover the traction control is also important because it makes a tire life longer. But having said all of that I have anyway good news for the MotoGP™ fans: in the last two years HRC has been changing the direction of the Traction Control development which is, to create devices which allow riders to have safety slides that can help them to quickly turn the bike at corner exits and be faster. I am sure that you recently saw that Casey Stoner and all other Honda riders slide more!

By the way through our commitment in racing, Honda is now studying for applying those new technologies pro safety from the track to the production bikes for road motorcycle users and that is very motivating for all of us because we can give our personal contribution to the development of road safety”.

PHOTOGRAPHER
Mirco Lazzari





THE RACING SPIRIT IN ONE SHOT

Mirco Lazzari was born in Imola (Italy) in the traditional “racing heartland” of the peninsula, thus the passion for photography has been linked to the sounds of engines since the first shot. At first he started as an amateur but as the years went by his passion became a real profession in national racing fields from production car racing to endurance, from rally competitions to F1 until he began following the MotoGP championship in 2002. His never-ending wandering around the world, jumping from one circuit to the other holding his faithful Nikon camera, gives him the chance to shoot the racing atmosphere in 360° and not only there: from Stoner he pans to a dog running in the park and a housewife pushing her trolley at the supermarket. This is his philosophy, his way of thinking: the world is moving, life is moving too: fixing them in one shot is his aim. On and off track. In his opinion, taking photos is the way to let people see what he can capture through his watchful glance.



MONACO GRAND PRIX

AN AMAZING DAYDREAMING

riding & text: Lucio Cecchinello - photo: Davide Esposito

*I START THE ENGINE AGAIN... SANTA
DEVOTA, UP TO THE HILL... CASINO, GRAND
HOTEL... TUNNEL, LEFT AND RIGHT TO THE
POLLS, RIGHT AGAIN AT THE RASCASSE...
AND SLOWLY BACK TO REALITY...*







WATCH AND GET INSPIRED

www.inspire-lcr.com/monacograndprix



*I*t's a very particular atmosphere that you experience in Montecarlo during the F1 Grand Prix. A unique event, full of history, great challenges, glamour, VIPs, important celebrations and... many celebrations both for the winners and for the beaten.

A small city that in few weeks becomes a majestic Colosseum. A racetrack of 3.5kms made up with curves, chicanes, tunnels, down-hills, hairpins and straights where the powerful single-seat F1 can reach 300Km/h amongst the footpaths, in between the buildings and the zebra crossings!

The arrangements start approximately 3 months before the start, hundreds of men begin the works in the Porto Hercule Pools zone assembling the huge steel structures for the grandstands. In the following weeks they build more than 7Kms of crash barriers, they paint and assemble the curbs in the corners, they set up the pit-garages and the offices containers per the TV networks crews, they set up the special VIP lounge for the Ranieri Family close to the podium and they mount hundreds of square meters of advertising. Such an incredible system!

The week before the GP tens of mega yachts land at the port, thousands of tourists crowd the hotels, the set up works become more intense, the restaurants are fully booked and the traffic is heavier than usual. Some days before the first free session the security staff control every access to the garages, tens of colourful trucks park downloading tons of racing material and tools 24 hours per day and... stunning single-seaters which are real works of art made with the latest high technology. Though many years have been passed so far, I still feel a strong emotion admiring all the arrangements that must be done to create such a great scenario... leaving aside the shivers that overrun your body every time you hear the sound of a F1 engine that peals in between the buildings.









*Bike Honda CBR1000RR Fireblade - Helmet painted by Cisco - Watch Chopard Jacky Ickx edition V
Suit and Tie Tombolini - Shoes Cesare Paciotti*



LCR



The Saturday night before the race is the longest of the year, the bars in the city centre remain open 'til dawn, hundreds of persons line up in front of the discos for hours, the yachts are full of guests, thousands of tourists pack the city centre, a movement and a visibility which represent a unique show. I receive the Total dinner invitation, the Red Bull party invitation... funny moments but.. in the middle of the night I feel the desire to go mad for a while taking my motorbike down to the race track at liberty. Without saying goodbye to my friends I take the exit of the wonderful Red Bull Hospitality and I go back home to open the garage.

I put my helmet on still wearing my black tie and I switch on the engine and I warm it at the Vista Palace. I stop for a couple of minutes admiring the beautiful night view of the Principality and the delightful stretch of water in front of the Lavarotto beaches lit up by tenths of boats. The emotion is strong. I start the engine again, first gear, then second and third, turning right, the left and then right again... I arrive at the Monaco entry, take the voie-rapide accelerating, I exit reaching the starting grid using my imagination.

For an instance I become one of those riders ready to experience my own night GP aboard my bike but I know it's just a dream, impossible. But tonight I want to realize my dream exceeding every limit and using my fantasy.

I reach the first corner, Santa Devota, up to the hill... I am part of the race now: Beau Rivage, Massenot, Casino, Mirabaud Haute, scratching the footrest on the Grand Hotel curve kerb, Mirabaoud Bas, right at the Portier at full gas... I can not explain the sensation when I listen to the music of my 4-cylinder 1000cc rumbling inside the tunnel, I arrive at the Tabac, left and right to the Polls, right again at the Rascasse... and slowly I come back to reality, my heart beats drop but my heart is full of joy because once again I can say that daydreaming can make everybody happy.





RACE HIGHLIGHTS

“LOCO!”

WEATHER

text: Elisa Pavan - photo: Milagro

LIGHT NIGHT RAIN CHANGED THE ON TRACK CONDITIONS AND DISORIENTED THE RIDERS TYRES CHOICE. HONDA'S RIDERS STARTED WITH HARD COMPOUND AND GAVE AN ADVANTAGE TO A FABULOUS JORGE LORENZO WHO TOOK A STRONG WIN IN HIS HOMELAND.

CATALUNYA



HOT TRACK IN MONTMELÓ

Montmeló, 1st of June: tropical temperatures welcomed the premier class riders at the opening day of the Catalan round at Montmeló surface with Stefan Bradl continuing his progression on the LCR Honda RC213V. The German rider, who recorded his best result in fifth last time out, is looking to not get carried away this weekend, but he is aware that every circuit is a new discovery aboard his MotoGP machine. Despite the above, Bradl quickly adapted to the physically demanding conditions today recording the 8th fastest lap time overall (1'42.943).





Stefan: *“It was another good day for us. We have worked a lot in both session on used tyres and it was not easy considering the hot track temperatures. We are in good shape and we are working for the race.. I mean... eight position in free two is not so bad and in some sections we are on the top but we need to put the things together. We are missing a bit of confidence in the front with hot temperatures but in general everything is working quite well. There’s a quite big difference from the morning temperature to the afternoon’s one so the qualifying session will be tough but extremely important.”*



EVERYTHING CAN HAPPEN

FINE TUNING THE SET UP IN CRAZY WEATHER



Montmeló, 2nd of June: LCR Honda MotoGP rider Stefan Bradl clocks a remarkable 8th fastest lap time (1'42.065) today in a physically demanding 60-minute qualifying session at Montmeló circuit in readiness for tomorrow's 25-lap Catalan GP. The German riding the RC213V was

clearly enjoying the Catalunya circuit lapping with a fast and consistent pace since yesterday's first run out. Together with his hard-working crew Bradl responded very well to the fast traits of the 4.727km race track tweaking the set up of his Honda machine.

Stefan: "Well... this is not bad for us and we are in a good shape. Finishing in eight position considering the hot track conditions is quite positive but I was expecting something more: maybe the sixth or the seventh placement. During the session we could handle that position easily but at the end everybody went out on soft tyres pushing at 100%. I am happy with the bike package and our race pace is good so I am really optimistic ahead tomorrow's race. We will try to follow the top guys for a while and we will see considering the tough conditions: everything is possible."

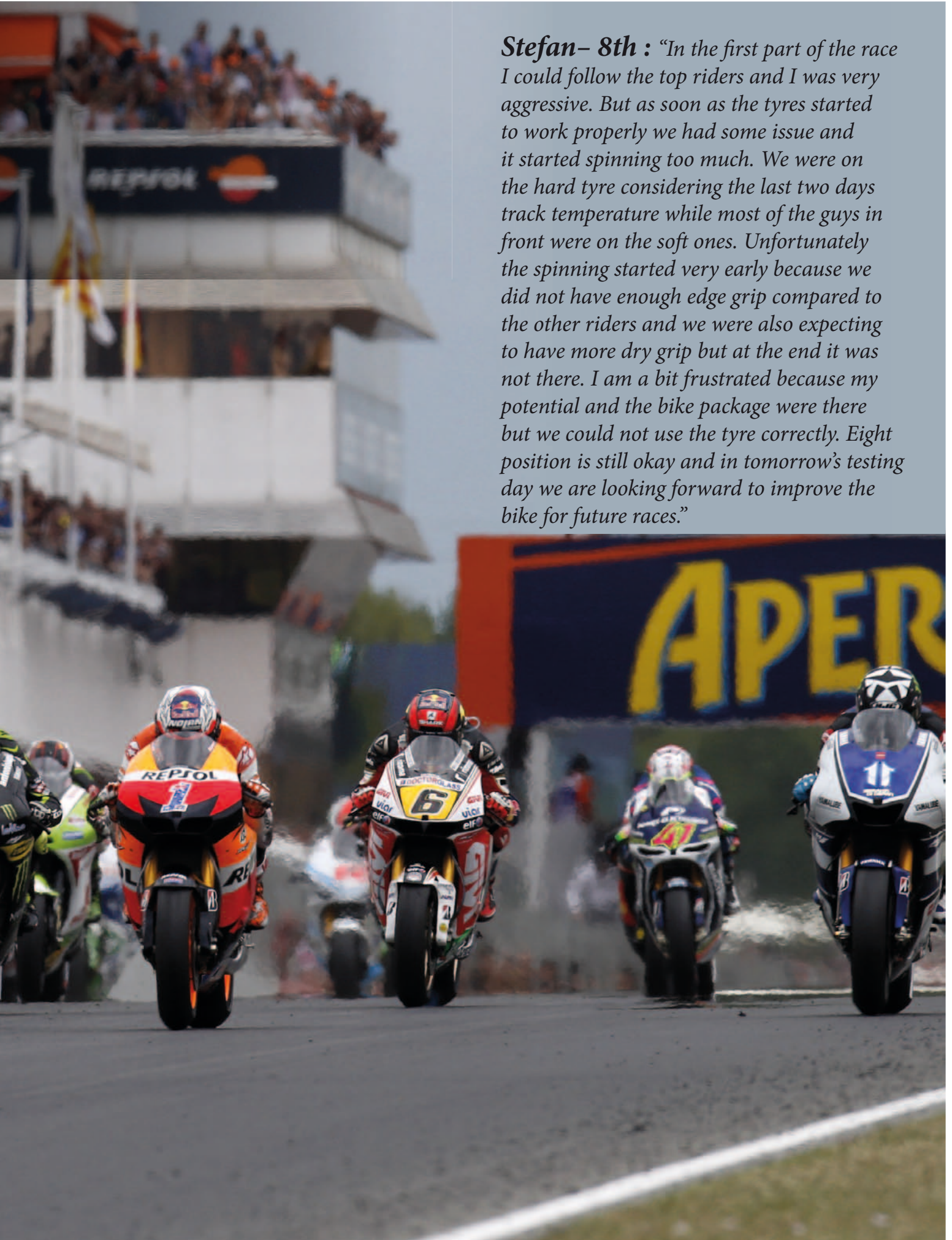
STRONG EIGHTH POSITION FOR BRADL IN THE CATALAN RACE

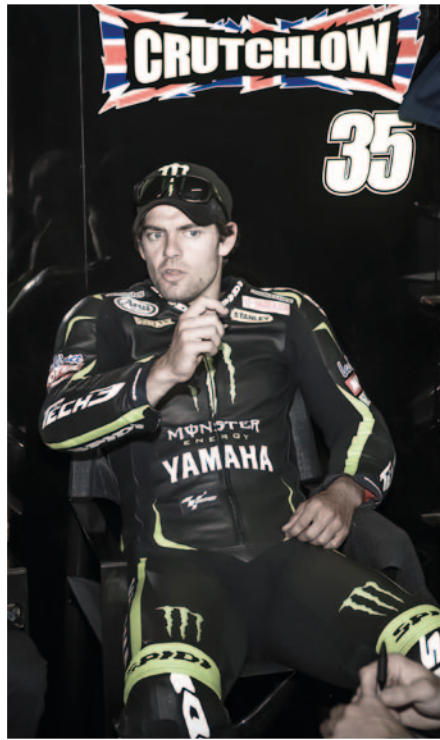


Montmeló, 3rd of June: after a wet morning warm-up, the field got way in dry conditions this afternoon for the 25-lap race at Montmeló track which saw Lorenzo conquering the win ahead his 70.300 local fans while Stefan Bradl finished eight.

The 22-year-old, riding the LCR Honda RC213V continued his impressive progress in his rookie MotoGP campaign, scoring further 8 points today. In cooler conditions Bradl started from the 8th spot on the grid with high aims but some spinning problems affected the German performance at one his favourite tracks.

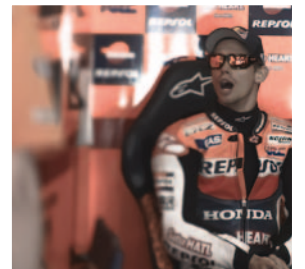
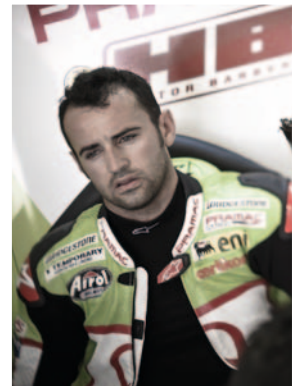
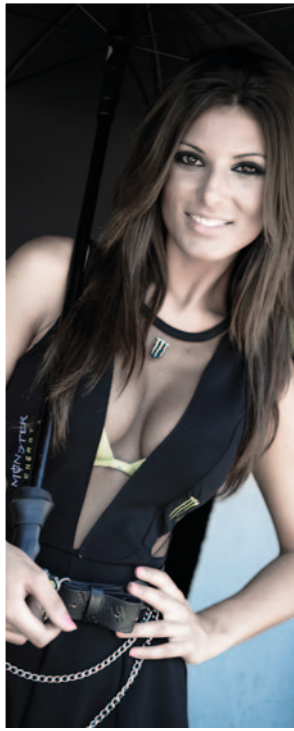
Stefan– 8th : *“In the first part of the race I could follow the top riders and I was very aggressive. But as soon as the tyres started to work properly we had some issue and it started spinning too much. We were on the hard tyre considering the last two days track temperature while most of the guys in front were on the soft ones. Unfortunately the spinning started very early because we did not have enough edge grip compared to the other riders and we were also expecting to have more dry grip but at the end it was not there. I am a bit frustrated because my potential and the bike package were there but we could not use the tyre correctly. Eight position is still okay and in tomorrow’s testing day we are looking forward to improve the bike for future races.”*





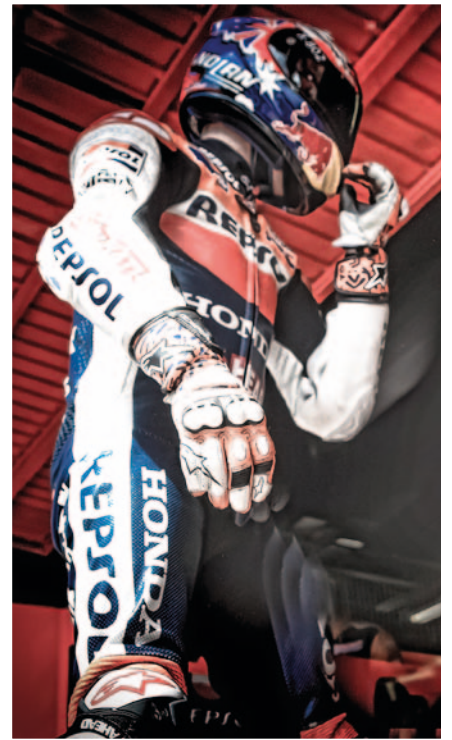
BEHIND THE SCENES





Lorenzo Chief Engineer Ramon Forcada is trying a brand-new shampoo whilst Jorge got a new land!
 Dovizioso back on the podium. Another Italian champion up in the pack. Is Ben listening to his engineer's suggestions or to some Heavy Metal songs?

photo: Milagro



What a charming look behind the red fan! That's why Stefan looks happy about his umbrella girl. All those fans on the pit lane are waiting for their favorite rider or favorite umbrella girls? Hard choice. Italian MotoGP fans enjoy Lucio's technical comments during the LIVE broadcast. Even Lucio is getting used to this new role.



photo: Milagro

LCR





CATALUNYA

MAX BIAGGI

text: Nelly Pluto-Prondzyska

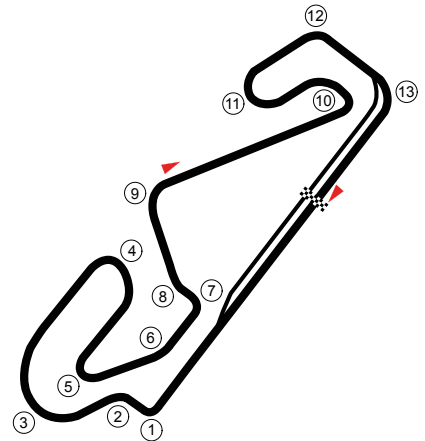
Max Biaggi was born in Rome (Italy) on June the 26th in 1971. When he was a teenager, there were no signs that one day he would be a World Champion... he was dreaming about being a footballer one day and playing for AS Roma. But everything changed in 1988, when he fell in love with motorcycles. His friend invited him to ride on the famous Vallelunga circuit. And there this story began... From the beginning of Max's career everybody knew that he has natural talent and great perseverance. He automatically also found a big passion riding on a bike and adapting to this new world for him. Biaggi graduated into Grand Prix, in the 250cc class, in 1991 as a "wild-card".



In 1992 he became a full-time rider in the quarter-litre class and at the end of season he won his first race – at the South African Grand Prix. It was the beginning of a great career in that class, because finally he won four titles in a row (1994-1997)! We need to add that from 1993 to 1996 he scored four wins at Catalunya, and then he won twice there in the premier class. In 1998 he graduated to the 500cc class. In this class he was runner-up in 1998 and 2001, then also in MotoGP in 2002. He is well known as Valentino Rossi's big rival, their battles and manoeuvres are still well-known. Finally Max ended his career in Grand Prix at the end of the 2005 season, and his final win came earlier that year in Germany. His dream about being a World Champion in the premier class never became true. Biaggi raced in GP for Aprilia, Yamaha and Honda. He's known as the "Roman Emperor" by fans, "Mad-Max" by his critics and "King of Brno" by everyone. Thanks to his big talent and perseverance he had a lot of success in Grand Prix and also in World Superbike (where he's still racing), like the title in 2010 with Aprilia.

CIRCUIT INFO

LENGTH: 4.727 M. / 2,937 MILES
 WIDTH: 12M
 LEFT CORNERS: 5
 RIGHT CORNERS: 8
 LONGEST STRAIGHT: 1.047 M. / 0,651 MILES
 CONSTRUCTED: 1991
 MODIFIED: 1995



In 1989, through the joint collaboration of the Catalan Autonomous Government, the Montmeló Town Council and the royal Automobile Club of Catalunya (rACC), work began on giving one of Europe's most beautiful cities a state of the art race track to match. The Circuit de Catalunya opened at the doorstep of Barcelona in September 1991 and welcomed its first international event that same month, hosting the Spanish F1 Grand Prix. It went on hosting the European Motorcycle Grand Prix, and in 1995 became home to the Gran Premio de Catalunya. Considered that it's one of the best designed circuits of the recent era, the Circuito de Catalunya won the much coveted IrTA 'Best Grand Prix' trophy for 2001 and has a general admission capacity of 104,000 spectators.

Vintage Emotions

BARRY SHEENE

text: *Gavin Emmett with the contribution of Nick Harris* - photo: *Henny Ray Abrams, Gettyimages*

BARRY SHEENE IS A TRUE LEGEND OF MOTORCYCLE RACING, NOT ONLY IN HIS NATIVE BRITAIN, BUT IN THE REST OF THE WORLD TOO. OF COURSE HE WAS THE PROUD WINNER OF TWO 500CC WORLD CHAMPIONSHIPS IN 1976 AND 1977, BUT BY THEN HIS CREDENTIALS AS A RACER WERE WELL-ESTABLISHED AND MORE THAN ANYTHING ELSE HE HAD BECOME HUGELY POPULAR OFF THE TRACK.



www.inspire-lcr.com/berrysheene

Writer of Sheene's official biography 'Barry', Nick Harris is a British journalist who was one of Sheene's contemporaries and still to this day works as a commentator for the MotoGP™ world feed. The veteran member of the paddock remembers the Londoner with fondness.

"Barry had more impact on British motorcycle racing than any other single person ever has. Obviously that was just Britain, but he also had a worldwide impact too. He brought something into motorcycle racing people hadn't seen before. He brought sponsors we hadn't seen before; not the usual oil or brake companies we'd only seen up

to then. He was such a personality that he brought motorcycle racing to a completely different audience and it was an explosion of interest around the world, but especially at home in the UK."

Sheene first came to prominence in the 125cc class, where he battled the likes of Angel Nieto for the 125cc title in 1971.

"He won his first GP in Belgium in the 125cc class," remembers Harris. "It was typical Barry because he borrowed money, saved money and I wouldn't say stole the money... but he somehow got the money to buy an ex-works Suzuki that they raced in Britain and in the world





championship. They pushed very hard to win the title in 125s with the Suzuki - fighting champions like Angel Nieto. They then became great rivals."

His career progressed, but was almost over before it had seriously got going when he suffered an horrific accident at Daytona in the USA in 1975.

"The Daytona crash made his name throughout the world though, before then he was just another motorcycle racer. The incident and his recovery were broadcast everywhere, and it made him an instant hero long before he was a World Champion. He became the people's hero and he got iconic status from that crash. He was very brave and a great racer, all the other things came after that."

He went on to win the 500cc Dutch TT later in 1975, toying with Giacomo Agostini just months after breaking his leg, collarbone, arm and two ribs in that high-speed spill at Daytona. His Dutch triumph was the first of 19 wins and 40 podiums in the premier class over nine full seasons. Sheene gathered numerous British titles and thrilled his army of fans with some unforgettable races against Kenny Roberts in the late 1970s and early 80s, one of the most memorable being the Silverstone classic on 1979 which saw the riders separated by just 0.03 of a second, one of the closest finishes of all-time.

"The rivalry between the two was very much in the Valentino Rossi - Max Biaggi mould!" laughs Harris. "Barry tried everything to undermine Kenny off the track, but on it Roberts battered him and stole his thunder by then winning the championship three times in a row. They became good friends in the end though, as so often happens."

This unlikely friendship emerged from their united front against the organisers of the GP series as Harris explains, "He put riders in a very different place. When he came into GP racing it was a very different game; the riders were treated so badly - mainly by the organisers who didn't pay them any money, and safety was appalling. But the likes of Barry and Kenny Roberts amongst others made an enormous amount of difference to safety and to the amounts of money riders were paid and the way they were treated and respected."

He was on-track for a third 500cc crown in 1982 (with five podiums from seven rounds) until the huge practice smash at Silverstone that battered both of his legs and further drove his profile into the stratosphere. By now

Sheene was the biggest name in British sport.

"There is no doubt, he was the real 'playboy' of MotoGP. I'm surprised he wasn't sponsored by them back in the day! Him and James Hunt, who was the Formula One World Champion at the time, they took motorsport throughout the whole world from the sports pages to the front pages of the newspapers. They had glamorous girlfriends and went to all the glamorous places - they were 'naughty boys' in every sense of the words!" He continues, "Sometimes people forget though, he was an absolutely brilliant, top-class motorcycle racer. I think since then many people have tried to be like Barry, but they've forgotten the one important thing - you've actually got to race a bike better than anybody else to start with." This is most true in Britain, where Sheene remains the last British rider to

win a premier class race (the 300th, Sweden in 1981) and the UK's last two-wheeled World Champion.

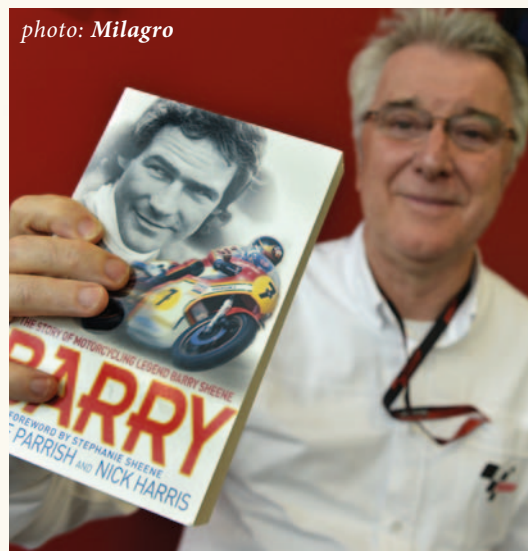
"I think he left a massive void in Britain and I honestly think that people felt after him that if you could have the Playboy image and everything else in place that was enough, but you have to have the ability. He came from a father who raced motorbikes, and a father who tuned motorcycles - from a real motorcycling family. He also had complete faith in his own ability, the utter belief that all great World Champions had. Total belief in what he could do with a

never-say-die attitude and amazingly brave."

Sadly that braveness was unable to prevent the cancer he contracted during 2002. Having moved to Australia and having become a popular celebrity over there as a commentator on Formula One and MotoGP, he found out in that year that he had terminal cancer, and passed away on March 10th, 2003 aged just 52.

However as one of his close confidants, Nick Harris knows that he would still be enjoying the spectacle of MotoGP were he alive to this day, "He'd be worried that there aren't enough barbecues and parties going on these days! That side of it is slightly different now, but the world of professional sport in general is like that. I think racing-wise he would think it was great, and would have loved to get his hands on a 1000cc MotoGP bike and slide it around."

Unfortunately all we are left with are the memories, but for many around the world, and especially for the Britons, those memories are indelibly etched in our minds.



Nick Harris - DORNA Commentator
Introducing Barry Sheene memorial book







presents

GREEN LIGHT

LUCIO CECCHINELLO

Former Rider - MotoGP Team Manager

DRIVING IN VACATION

Writing this column is a real pleasure for me! It's a LINEAR idea, an Italian leading insurance company that operate in the on line car and bikes insurance policies field, increasing promotional activities through the sponsorship of our Team. They asked me a personal input to develop an uncommon project called "GREEN LIGHT".

A very motivating project because it gives me the opportunity to give a small input to the spread of the road safety message (supported by the important researches from the LINEAR Observatory. Video shoots available soon!) in order to develop the concerned matters in this column GREEN LIGHT and through the INSPIRE magazine they can be extended worldwide.

In this issue we speak about Vacations, the majority of our readers will start soon! If you have decided to drive to your destination first you must check the maintenance of the vehicle: if you miss to do it regularly during the year your car probably needs a deep check up. All cars, even if they are almost new, have particular components subjected to regular wear/use like the cam timing belt, the liquids levels such as the batteries ones, the exhaust pipe and the concerned elastic joints of the chassis ...and, essential, the pneumatics pressure (you can



also do it on your own). Your Maintenance Book should indicate the right pressure of the pneumatics (for your information normally its included between 1.8 and 2.2 Bar) but do not forget that in case of long trips in summer time when the asphalt temperature is pretty high, it's recommended to increase the pressure of rear tyres from 5% to 10% including the fact that, besides the passengers, you carry loading over 70/100 Kgs.

If you are driving abroad please consider that, out of your country you have to cope with different si-

FEATURING

DOCTORGLASS



tuations! First take a look of the road signals: sometimes they look different compared to your national ones and sometimes they can look incomprehensible especially if they report a different language.

You must be very careful while you are driving, every single distraction could be a serious danger! Personally speaking I am travelling around the world from 25 years and I saw/made the incredible (luckily I never caused/suffered any damage): for example I took the opposite direction, I drove for roads closed to the traffic and once I failed giving the wrong priority in Great Britain. So abroad you must be more careful and rational because the location of the road signal might be different of what you expect!

Another matter which is always underestimated is the safety distance! It must be adjusted to the speed, the traffic condition, the road conditions, the vehicle type you are driving and... I am not exaggerating... multiply for two! We are not talking about the points of the driving license or the law decree, it's mandatory to respect the breaking space including the eventual distractions, hazards, other drivers behavior, slowing down progressively avoiding the risk to be crashed into your car. Driving abroad we could not recognize the road educations/style of

the national drivers: for example... in the middle of the traffic of the Latin countries, in the Middle East and all Asia it is required even more attention.

Then, always considering the road safety, there are many factors to examine that affect the performance of our car. First of all watch out the weather because rain, snow, fog, cold and hot temperatures affect a lot your driving style such as the road signals referred to the surface: it could be very slippery in case of rain. Please remember that asphalt is not the same everywhere, rather there's an abyss between the last generation asphalt and the old one so keep your eyes open if you are driving on a not-draining surface. Keep the same attention if you are driving on a coast road because the asphalt, especially in the early morning and late in the night, it's full of saltiness taken from the sea.

The last advice: the others. I mean the other drivers while you are on the road. All of them not only the drivers.

It's recommended to understand properly what they are doing: bikers, pedestrians etc... this helps us to avoid mistakes and dangerous situations. Now I just want to wish you a pleasant trip... and watch out the speed on the road. Let us make the real races on track!

Lucio Cecchinello

GREAT BRITAIN - 15th/17th JULY

GETTING READY FOR THE NEXT GRAND PRIX

text: Sayaka Miyazaki



It's not easy to say what you must see and where you should go in this truly diverse city. London has everything, for everyone! You can enjoy watching sport events in the country where Football, Rugby, Cricket, and Golf originated. In cultural terms, you have everything, from Shakespeare to Harry Potter, from the world's most famous Museums such as the British Museum, Tate Modern, Victoria and Albert Museum... As an entertainment experience, you can enjoy the British traditional music, classic music, opera, musicals and ballet. Also enjoy the heat of the upcoming Summer Olympic Games!



Buckingham Palace located in the city of Westminster.



Palace of Westminster, the House of Parliament.



British Museum has over 13 million objects.

NETHERLANDS - 28th/30th JULY

GETTING READY FOR THE NEXT GRAND PRIX

text: Sayaka Miyazaki



Pretty tulips and dutch windmills welcome you once you arrive at the Schiphol, international airport. Let's borrow a bicycle and get around the city! You can enjoy the seventeenth century canal ring, one of the UNESCO World Heritage. Go to meet Gogh (at the Van Gogh Museum), Rembrandt and Vermeer (at the Rijksmuseum, national museum). The Netherlands are not only lovely, but they also stand for world peace and justice along with the Anne Frank House and the International Court of Justice (The Peace Palace) in the Hague.



Canal of Amsterdam,
UNESCO World Heritage.



Peace Palace in the Hague.



Rijksmuseum, National
museum in Amsterdam.



*Team LCR is extremely grateful to all the friends and brands involved in our projects.
With your hard work, support and passion, you keep on making us bigger as a MotoGP team. Your efforts
also helped us in giving birth to an amazing magazine, we'll be forever thankful.
Life is a race, let's get inspired.
We keep on running!*

HONDA





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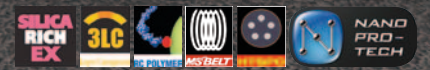


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Nothing else
comes close

Motorrad TestCenter



BATTLAX
HYPERSPORT S20



Bridgestone's all-new Battlax S20 hypersport tyre has thoroughly impressed one of the most demanding testers - the Motorrad TestCenter of Stuttgart. In a recent dry-handling test with three other manufacturers' offerings, the S20 emphatically outscored the competition. If your demands are anything like as stringent as the Motorrad TestCenter, there really is only one choice of hypersport tyre for you - the new Bridgestone Battlax S20.

- | | |
|---|---|
| 1st - Bridgestone S20 | 4th - Bridgestone Battlax BT-016 PRO |
| 2nd - Dunlop Sportmax Sportsmart | 5th - Michelin Pilot Power 2CT |
| 3rd - Pirelli Diablo Rosso II | 6th - Michelin Power Pure |

Test date: November 2011, Test bike: BMW S1000RR, Test tyres: 120/70ZR17, 190/55ZR17, Test facility - Bridgestone Europe Proving Ground, Italy, Testing organisation: Motorrad TestCenter, Stuttgart, Germany



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