

# MOTOR WORLD



September, 2011 - n.11

MOTORWORLD is published by Lombardini srl - [www.lombardini.it](http://www.lombardini.it)



Unveiling the future

World premiere  
25th October 2011  
06.00 pm

Kohler is proud to announce  
the launch of the new engine  
that will take us into the future.

join in this live event registering on:  
[www.kohlernewproject.com](http://www.kohlernewproject.com)

Info: Europe:  
[www.lombardini.it](http://www.lombardini.it)  
USA & Canada:  
[www.kohlerengines.com](http://www.kohlerengines.com)

# KOHLER®

The time has arrived for Lombardini/Kohler to present the technical solution in order to comply with the new Engine emissions regulations (Stage IIIB/Tier 4 Final) that will take effect on January 1, 2013. A new family of engines with unique performance and low fuel consumption has been designed to satisfy even the most demanding customer applications. Innovation is the strategic philosophy under-pinning the new engine

design. Now you can follow the Lombardini/Kohler international NEW engine launch event live! After registering on the [www.kohlernewproject.com](http://www.kohlernewproject.com) website, those signed up can link up with the company's Reggio Emilia headquarters and view the launch ceremony on-line, via a live streaming video that will be made available on Tuesday, October 25th at 6:00 PM (CET).



## The Bold & Gracious Tour at the finish line

Margherita, Giulia and Francesca crossed the finish line at Lombardini Reggio, after a long journey that had started in Oxford and progressed through England, France, Germany, Austria and Italy. The girls travelled 2000 kilometers on a Kohler powered ride-on mower, a trusty steed that never faltered until they reached their final destination - despite the adverse weather conditions - which were sometimes unimaginable for July. The adventure was chronicled on a blog run by Margherita Tizzi, in videos shot by Giulia Verrini, and in photographs taken by Francesca Bassi. Enthusiasm, fatigue, friendship and willpower were only a few of the many feelings experienced by our heroines during their exploits.

Their finish coincided with the Lombardini Open Day and the girls were greeted by a round of applause, friendly smiles, flash photography and video cameras, which welcomed them as the stars they are. A thank-you from the entire Executive Committee of Lombardini concluded the event in a very appreciative and enthusiastic manner.



# Open Day: over 1000 guests and associates invade Lombardini



A great crowd turned out for the Lombardini Open Day on July 30th when both current and former employees, together with family and friends, attended the factory in Reggio. A tour was arranged following the route through the machining and engine assembly areas, to enable visitors to understand the efficient track through the various work stations that results in a finished engine. Demonstrations of robotic work stations attracted the attention of both mechanical engineering experts and those who were just plain curious, highlighting the advanced production capability and processes which guarantee the very highest finished product quality.

## Our Customers, our Partners



People who build engines love to see how they're ultimately used. And so, thanks to the contribution of some of our customers who participated in the Open Day, more than 40 machines were displayed to show the versatility of our products and their great variety of uses.



*Gianni Borghi, President*

"I'm really proud of the fact that an Italian company in the Kohler multinational group is now held in great esteem, and also that its human resources are highly valued, since the company's staff stands out at every level for the proactive manner in which it comes up with new ideas, and for its precision and enthusiasm. This raises our standing on the international level" commented Gianni Borghi, the President of the Lombardini Group, in his welcoming speech to visitors.



Lombardini has indeed come a long way since 1933. The company now produces engines for applications which include agriculture, power generators, various construction machinery, and microcars. During the Open Day, the company's museum was open to the entire city of Reggio Emilia. From the very first engines to the through to the CT-Move (Lombardini's latest diesel engine), the Reggio-based company has consistently innovated, and remained at the forefront of industrial diesel engine development.

# The Statistics of a Success



Since July 1, the date when “The Bold & Gracious Tour” started from our Oxford branch, the girls had travelled 3400 kilometers, of which 2000km were on-board on the Kohler powered ride-on lawn tractor, in a test of endurance lasting 30 days and interspersed with 24 events along the way. Received everywhere with great enthusiasm, our courageous girls took turns driving the tractor for a total of 170 hours. They told their story via social media sites, and more than 268,000 hits were recorded on Facebook. On their website [www.bg-tour.eu](http://www.bg-tour.eu), over 36,000 pages were scrolled. The videos of their adventure were played more than 10,000 times on YouTube. 5500 photos were taken, and 1200 minutes of video footage were recorded. “It’s a new way of generating communication”, remarked Nino De Giglio, Lombardini Communication Manager. An organization was put in place that enabled our company to be mentioned countless times, besides being the subject of more than 150 articles published in the Italian and international press (Il Resto del Carlino, il Sole24ore, La Stampa, just to name a few). The event was even the subject of 13 features on various radio stations during the trip.

## From Margherita’s blog

Reggio Emilia, 30th July 2011.

We have never woke up so quickly as we have done today.

At 7 o’ clock stand up and among a shower and a coffee we were thinking about the arrival, about the people we would finally hug. At 8.30 on the march and, this time, the caravan was complete: on the frontline Francesca at the wheel of the van, me on the lawn tractor and, closing the circle, there were Giulia and Marianna, the tour leader, to tame the camper.

We all wore the same dress (official Bold and Gracious T-shirt and black leggings), same emotion, same adrenalin.

Three hours of road crossing Emilia little towns among greetings, horns and welcome screams.

At 10.45 a last jump: the stop of the local police right outside Reggio. We thought it was a joke, I think it was the escort that would open for us the doors of the city. But when I heard “Driving licence and logbook, please” I had to change idea.

After the ritual explanations, we restarted our journey and at 11.20 we were there,

in front of Lombardini entrance. They stopped us to put a super photo camera on the lawn tractor and parked for the last time our means, we crossed the balloons arcade. All alone in front of hundreds of people clapping their hands, smiling and watching us. All alone with our emotions trying to find mum, dad, brothers, sisters and boyfriends lost among the crowd. And we were also submerged by the crowd and by photographers flash, among journalists questions and television cameras. When all this confusion has ended, this mess, we began to empty camper and van that were already anonymous, without stickers that made them unique and colored, recognizable. Clearing out our bags, we were losing our color. We were fading slowly and just like a rewind we came back to our life, everyday life. To reality.

But how much this fiction was beautiful?



Relive the tour again at [www.bg-tour.eu](http://www.bg-tour.eu)



Enrico Traino, Sales & Service Director

The Lombardini / Kohler sales and service network boasts more than 700 locations in Europe. Thanks to this far-reaching network, the Bold and Gracious Tour was able to stop off at one of our service centers every 80-90 Km. At every stop, a special event welcomed the girls and their fans, who were eager to get to know them.

## The “identity card” of the most famous engine on the Web



- Four-cycle gasoline
- OHV
- Cast-iron cylinder bore
- Aluminum block

Model	SV710
Power 3600 rpm Max hp (kW)	20 (14.9)
Displacement cc	725
Bore mm	83
Stroke mm	67
Peak Torque @ rpm ft lb (Nm)	38.4 (52.0) @ 2000 rpm

# The Lombardini Cup arrives at Montecarlo



There was an exciting Grand finale for the VII Palermo-Montecarlo, the 500 mile open-sea regatta organized by the Circolo della Vela Sicilia sail boating club and by the Yacht Club de Monaco. The latter club hosted an opulent awards ceremony attended by many authorities and all participating crews. After the final arrivals at night or in the wee hours of the following morning, the Jury officially certified the standings in corrected time according to both the ORC (Offshore Racing Congress) and the IRC (International Rule Club) - the two principal tonnage systems for offshore sail boating. The two trophies that symbolize

the Palermo-Montecarlo were then awarded. The *Angelo Randazzo Trophy*, in honor of the historic President of the Circolo della Vela Sicilia (who conceived this regatta) was presented by CVS president Agostino Randazzo to the *Lauria Chochina*, which came in first according to the standings in IRC compensated time. The craft is a Beneteau First 40 owned by Piergiorgio Fabbri of the Club Roggero di Lauria in Palermo, and its skipper is Marco Bruni. Second on the IRC standings was *Athantor*, and *Esimit Europa 2* was third. The *Giuseppe Tasca D'Almerita Trophy*, named after another historic president of the club and presented by Giuseppe

Tasca D'Almerita, went to *Esimit Europa 2*, the winner in real time. This maxi is owned by Igor Simcic, and Jochen Schuemann is the skipper.

The standings in ORC compensated time proved to be reversed, as the winner was *Athantor*, the CV Sicilia boat, which placed ahead of the *Lauria Chochina* and third place winner *Mandolino*, owned by Martino Orombelli.

The awards ceremony was hosted by Bernard D'Alessandri, the General Manager and Secretary General of the Yacht Club de Monaco, together with Circolo della Vela Sicilia President Agostino Randazzo. The many important figures who spoke included Salvatore Cordaro, representing the Region of Sicily; Alessandro Anello, councilor of the Municipality of Palermo; Carlo Cosentino, the Italian Embassy's representative in Monaco; Marco Piccinina, formerly associated with Ferrari and Luna Rossa, and now Finance and Economy Minister of the Principality of Monaco; Consul Emanuele Bruno; Giovanni Battista Borea D'Olmo, who heads the port; and Adalberto Miani.

Many awards were presented to the top three on the ORC and IRC standings, in addition to special awards by the CVS. These went to the *Vento di Sardegna* owned by navigator and sailor of the year Andrea Mura, for its special appearance in the regatta, and to the *Grifone III* of the Italian Finance Police (accepted by Major Matteo Guerra) for its prestigious official participation in the regatta. Finally, the Lombardini Cup trophy is presented to the craft equipped with a Lombardini engine that was highest on the standings. This year, the award went to the *Vento di Sardegna* owned by Andrea Mura.



## Forthcoming expositions

### GENOA BOAT SHOW

Genoa - Italy  
1 - 9 October 2011  
Marine

### BATIMAT

Paris - France  
7 - 12 November 2011  
Construction

### AGRITECHNICA

Hannover - Germany  
13 - 19 November 2011  
Agriculture

### METS

Amsterdam - Netherland  
15 - 17 November 2011  
Marine