

1st Point of interest

Misano World Circuit Square and Motor Valley

Welcome to Misano World Circuit “Marco Simoncelli”.

On 11 June 2021, during the Superbike, the new Misano World Circuit Square was inaugurated.

From the passion for engines and the entrepreneurial spirit of the Financo Group, together with the local partners, MWC SQUARE was born, the square of Riders’ Land.

Freely accessible to all citizens and the general public of enthusiasts, MWC Square will meet the needs of all those who want to come to the circuit to shop in the stores, rent e-bikes for tours inside and outside the race track – know the proposals of driving experience, test drive or having an aperitif at the new café to experience the unique and glamorous atmosphere of the square.

A meeting place where private and corporate events can be organized, where you can listen to the advice of expert drivers such as Michele Pirro, Rebecca Bianchi and Matteo Ferrari as well as Siegfried Sthor, former F1 driver, who will bring their experience to the service of fans .

Guided tours will also start from the square to discover every corner of the circuit that is increasingly being characterized as the great “Motor Park”.

Many services. The MWC Square – the PIAZZA DELLA RIDERS ‘LAND – will offer many opportunities.

- GARAGE 51 The new reference point for motorsport fans at the Misano circuit. Technical clothing, merchandising, accessories, specialized workshop, events.
- TECNOBIKE MISANO Tecno Bike Misano: Bike workshop specialized in e-Bikes, a single company in Romagna authorized by Yamaha, Bosch, Shimano, Brose, Flyon, DT Swiss, Ohlins, FOX, Magura, SR Suntour and Andreani.
 - o Romagna.Bike: large e-Bike rental for the whole family, with child seats, tags for animals and CargoBike. Mountain Bike School with Masters of the Italian cycling federation, organizes tours, courses and lessons for everyone, from the youngest to the most experienced, with spectacular activities even on the racetrack.
 - o BikeShopping.it: Misano showroom of the online store specializing in the sale of e-Bikes of the best brands Haibike, Husqvarna, KTM, Orbea, Lapierre and Riese & Muller. Over 3000 items always available, spare parts, components, accessories, clothing and protections.
- FOTO SNAP SHOT Photo Snap Shot is
 - o ... a photo agency specialized in the creation of photos and videos
 - o ... High professionalism, developed in over 20 years of work, and constantly evolving
 - o ... A brand in the field of event photography and video
 - o ... quality image, enhancement of the documented event
- SUMMERTRADE Since 1979 Summertrade is the company based in Rimini leader in the catering & banqueting sector of excellence. Specialized in events related to catering and banqueting, able to cover the most diverse needs and provide a first-rate service for receptions from ten to thousands of people. Summertrade not only takes care of the catering, but also takes care of the choice of locations, the scenographic and table settings, and the spectacularization of the event according to the specific requests of the customer, down to the smallest details.

2th Point of interest

Guidare e Pilotare – Management office – New Pit Building

- A) The first building below after the shops is the headquarters of Guidare e Pilotare managed by Siegfried Store. Security is a MENTAL balance. GuidarePilotare was born as a safe driving school in 1982 founded by Formula One driver Siegfried Stohr: the first in Italy. Since 1999 he has also started to carry out courses for motorcycles and, since 2005, for industrial and commercial vehicles. In 2009 it also became an official DAF school and since 2014 has managed the BMW Driving Experience. The experience and scope of training of GuidarePilotare include and develop knowledge of all the elements that contribute to safety: man, vehicle and the environment. GuidarePilotare is ISO9001: 2015 certified by the certification body CSQ. GuidarePilotare avails itself of the collaboration of over 40 professional instructors with specific technical experience on all vehicles and offers a training offer consisting of more than 220 modules for face-to-face courses or e-learning.
- B) In front of the Management Office we stop to see the map of the racetrack. It should be noted that for the Formula E races, two chicanes were created which reduce the track to 3382 metres. The information on the map is also written in English.

TEST TRACK: There is more than the International track. The Misano world circuit offers a set of collateral facilities aimed at the diversification of the activities and to respond to the demands of the market, both the fans and the companies for their promoting and trading initiatives and incentives. Opened in 2003, the multifunctional test track (Driving Experience Ring) is about 35thousand sq.m, 900 meters long and 9 meters wide. The drivers School "Drive Pilot" of Siegfried Stohr inside the race track provides driving safety Courses (motorbike, car, van and truck), sports driving training and sports driving training on Renault Formula Campus cars (incentives "Speed Drive Santamonica" organized directly by Santa Monica S.p.a) and other activities and commercial presentations.

During summer time from 6.00 pm till 12.00 pm you can safely vent your passion on board of powerful karts.

FLAT TRACK: The new track MWC was squeezed inside the circuit, it's more than 1000 meters long and fills out the big "motor park" in Misano. The racing track is a form of competition, where motorbikes – also cars in Misano – test themselves on an unpaved track.

Length : with various configurations from 235 mts to 755 mts

Driving direction : counterclockwise

- C) The new building was inaugurated on the occasion of the Superbike in September 2021. Designed by architect Mijic, it has 18 new garages at the bottom and terraces, conference rooms, hospitality and bars at the top.

3rd Point of interest

Terrace

From this point we can see:

- TERRANOVA MARCHANDISING
- THE MAIN ENTRANCE
- PADEL COURTS
- SANTAMONICA RESTAURANT is managed by the exemplary professionalism of Summertrade srl. It is located inside the Misano world circuit and has a swimming pool offering also the perfect solution for elegant dinner parties. A wide dining room with big glass walls, for fun and bright lunches or refined candlelight dinner parties. A self-service cafeteria where to grab a snack. A hot corner offering tasteful and fancy hot meals. A fully equipped coffee bar fills out the form of highest level dining facilities. Restaurant "Santa Monica" : a great asset!
- MEDICAL CENTER The Misano World Circuit Medical Center is one of the flagships of the Misano World Circuit, with instrumental equipment that makes it one of the best in the world, including a high-field MRI machine, CT scan and digital radiology. The Center is also a private clinic open to everyone, and not just to athletes who pass through the Circuit. Directed by Dr. Eraldo Berardi, responsible for medical services during all sporting events, the Center guarantees an international level medical staff for assistance on the track and for physical recovery therapies.
- SPACE FOR RESCUE HELICOPTERS

4th Point of interest

Gallery Marco Simoncelli – Race Control – Press Room – The Podium

- A) Gallery Marco Simoncelli. In 2012 the circuit changed its name, following the accident that occurred to the local driver, born a few kilometres from the circuit and raised on this track, Marco Simoncelli. The gallery wants to celebrate, through a photographic journey and some memories, the great champion of the Riders' Land and the new Team "Sic 58 Squadra Corse".
- B) Race Control. Our tour now takes us to the new Race control, usually reserved to sector professionals. During races this room is the place where the Race Direction stays. The technology of the race direction is at the highest levels, it's the "big eye" on the safety of the track both for drivers and the staff who work there.
8 Dome cameras, 32 fixed cameras, 34 seats.
Do you know who works in the Race Control?
Race Director, Stewards, Chief of the Marshals, Marshals communications manager, Medical Chief, Firefighting Chief
- C) Press Room. This is the place where always the press, from all over the world, meet for writing and telling what happens on the track in the motorsport championships.
320 seats occupied from the most important newspapers of the world (online and off line).
- D) Podium. We are nearly the end of our tour, it's time to get on the podium!
Here, every year, the greatest motorsport world champions rise the prestigious trophy!
Have a look to the drivers who has gone often on the podium and who has made the highest number of pole position on the Misano Track.

The story of the Circuit

1969 – 1990 The Misano motor racing circuit was designed in 1969 (3,488 m) and has always been under private management. Sports activities began after three years. At the sides of the track, small open pits and a building used exclusively to house racetrack offices..

The beginning of the 1990s saw the launching of a renovation project which over successive phases guaranteed the availability of an increasingly efficient facility.

1993 The first expansion project dates to 1993: the track was lengthened to 4,060 metres, making it possible to use two track configurations, a long and a short one; a building was also erected with new garages, technical rooms, reception rooms and a large pressroom of around 600 sq. m.

In 1996 and 1997, a second stage of work was carried out to complete the building and the pits. In 1998 the paddock area was extended to a total of 40,000 sq. m.

Construction of the 1st set of stands, with a seating capacity of 5000, was completed in 2001.

2005 – 2006 In 2005 the circuit launched a radical renovation and modernisation project. A new main entrance was inaugurated, followed in 2006 by the new medical centre, an area of 300 sq. m. which ideally represents the circuit's historical and scrupulous attention to safety issues.

At the end of 2006 the circuit was closed to permit the construction of a new even safer and more beautiful track, capable of hosting major world motor sports events.

In record-breaking time, only five months, radical work was carried out not only on the track, which was lengthened to 4,180 m with a reversal in the direction of travel (now clockwise), but also on structural parts. There are now four entrances to the circuit, the seating capacity of the stands increased to over 23,000 and the pressroom was renovated and expanded to accommodate 320 workstations. At the end of this impressive modernisation process the circuit also changed its name, becoming the 'Misano World Circuit'.

2008 – 2009 At the beginning of 2008 one last change: a new pit lane was realized having a length of 250 metres running parallel to the track just after the first "curva del rio" and the track entrance. Due to this modification the "rio chicane" became more marked.

The track length is now 4226 metres and thanks to this last change Misano World Circuit is now even more spectacular as the new chicane now gives new possibilities to cars and bikes to overtake. In 2008 a new grandstand named Brutapela hosting 3000 seats was realized at the end of the straight. At the beginning of 2009 new works have been carried out to offer higher comfort to Misano World Circuit: Grandstand C with its 3500 seats, located at the spectacular exit of the Carro corners, turned into a covered Grandstand. Now Misano World Circuit offers a total capacity of 75,000 places 26,000 out of which are in Grandstands.

The artificial lighting system also underwent radical modernisation: 17 generator-equipped light towers were erected. The circuit thus consolidated another of its unique features: the possibility to run competitions at night.

All of the structural upgrades of the facility have been accompanied with an innovative technological investment as regards the total wiring of the circuit and Wi-Fi coverage for Internet connections over the entire area of around four square km. An investment made possible thanks to the partnership with Cisco, a world leader in the supply of network solutions. At that time only two circuits in the world could boast such technology: the Misano World Circuit and Motegi racetrack in Japan. The Misano World Circuit chose to adopt Cisco technologies, thus creating new opportunities to enhance the experience of spectators, further improve the safety system of the circuit and offer new multimedia services.

A new race control room with a system based on digital recorders has also been set up; the pit building is completely wired; the whole area occupied by the Misano World Circuit now has Wi-Fi coverage;

2012 At the beginning of 2011, two more innovation projects were completed to further enrich Misano World Circuit. The Medical Centre, which has always been the pride of the structure, has been transformed into a health centre open to all, not just the sportsmen present at the circuit.

In addition, the company owner of the circuit has invested in clean energy and has built, on top of the stand covers, an ultra-modern 440 kWp photovoltaic system which, thanks to the sun, will produce over 450 kW of electrical energy with zero emissions.

Misano World Circuit is the only circuit in Italy and one of the few in the world hosting the two most prestigious motorcycle world championships

The MWC considers “sustainability” to be a primary element of its strategy. In order to better interact with all Stakeholders, while enhancing the territory in which the company operates requires to adopt sustainability policies that take into account social and environmental aspects, as well as economic ones.

The MWC promotes the economic, environmental and social sustainability of the events organized and hosted at the circuit following the values of good management, safety, integrity, inclusiveness and transparency.

The MWC undertakes to constantly monitor the performance of its Management System for the Quality and Sustainability of Events, applying the reference standards, in order to keep improving its service, keep its stakeholder satisfaction and increase the level of sustainability of both organized and hosted events.

Especially, the sustainable development goals defined in the United Nations 2030 Agenda have been shared and activities aimed to commitment will be planned.