



ItaliaCeleste

The ONE AND ONLY italian provider of
**360° degree strategic solutions in the
motorcycle market:**

fully integrated professional skills and
know how within the same organization.

The team

Each partner has been involved for decades in big projects for automotive companies in Italy, Europe and all over the world.



Rodolfo Frascoli



Product Design



Giovanni Mariani



Engineering, chassis,
quality control



Alberto Gottardi



Brand Strategy,
Communication



Marcello Gottardi



Visual Identity,
Design



Paolo Adiletta



Distribution, Sales,
After Market



Nicola Poggio



Product Planning,
Marketing



What we do

We support growing companies aiming to boost their successful development.

What we do

We help them to reach a **longlasting, strong leadership** in the highly competitive motorcycle **market**.

What we do

We study, develop and manage **every kind of projects**, in terms of organizations, products and commercial programs.

How we do it

Our approach is consequential and oriented to the target:

Defining the
objectives of
medium and
long term

Strategy
Development

Action
Planning

Checking
The results

Updating
Programs

How we do it

Brand first!



How we do it

Fields:

- Brand strategy
- Product planning
- Product design
- Engineering (Engine, Chassis)
- Quality control
- Communication
- Visual identity program
- Distribution strategy
- Sales (network, management)
- Services
- Accessories

Team References

Team References

Rodolfo Frascoli

Product Design

1982 Winner of Tuttomoto Design Award

1987-2010 Marabese Design

Designer, Design Director

2011-2013 Frascoli Design Owner

Main Customers: APRILIA , BAJAJ, DUCATI, MOTOGUZZI, OXYGEN,
PIAGGIO, POLARIS, TRIUMPH, VICTORY, YAMAHA



TRIUMPH SPEED TRIPLE



GILERA DNA



MOTO MORINI GRANPASSO



MOTO GUZZI NORGE



BORDONE FERRARI MI1 DAKAR



Team References

Ing. Giovanni Mariani

Chief Engineering

1977-1980 DELL'ORTO Carburetors

R&D Manager for Emissions Systems & Racing Activities

1980-1981 GARELLI

Design Manager for World Championship Road Racing Engines

1981-1983 CAGIVA

Full-time Consultant for Advanced Engine Design

1983-1986 EDISPORT

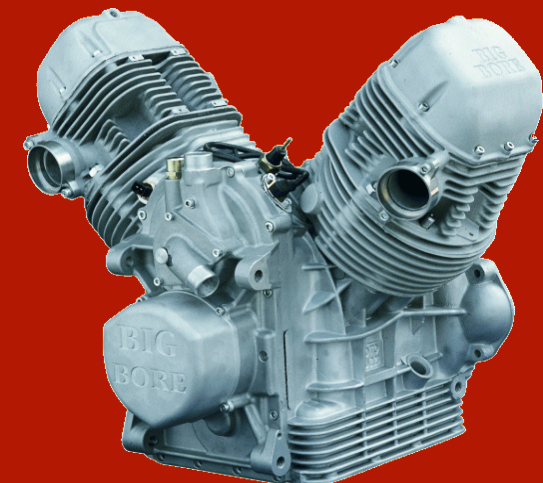
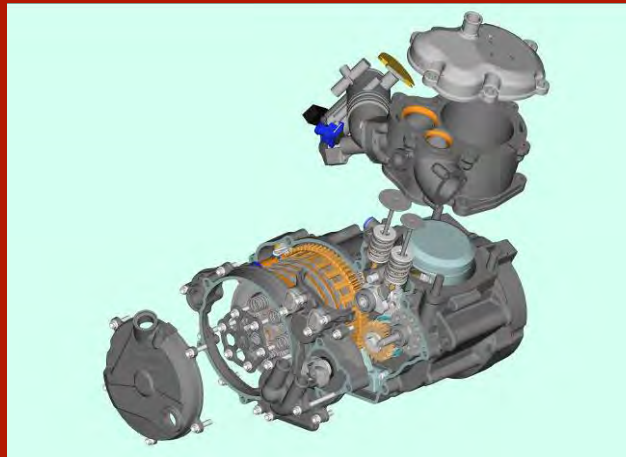
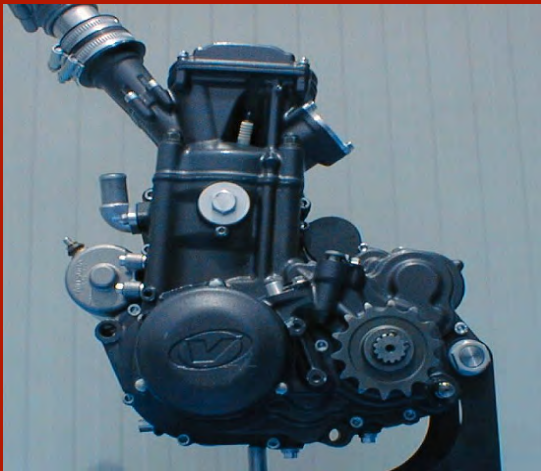
Nerviano Engines' Testing Center Manager

1987-2011 CGM – Engine Design and Development

CEO Main Customers: Yamaha, Ducati, Piaggio, Peugeot, MV Agusta,
Kawasaki Europe, VOR Motori, Gas Gas, Magneti Marelli, Walbro, Lamborghini,
GM Europe, Deutz, Yanmar

2011-2013 ETA EngineTechnology

CEO



Team References

Nicola Poggio

Product Planning and Marketing

1990-1998 YAMAHA

Marketing Manager Yamaha Italy

Product Planning Yamaha Moto Eur/Jap

1999-2000 MOTO GUZZI

Sales & Marketing Manager

2000-2009 PIAGGIO Group

Marketing Manager Piaggio Italy

Product Planning Manager

Marketing Manager Piaggio – Aprilia – Moto Guzzi

2010-2012 BIMOTA

Marketing consultant



Team References

Alberto Gottardi

Brand Strategy and Communication

2005-2014 PG&W - Communication and Marketing Agency

Co-founder and CEO

1989-2014 YAMAHA ITALIA

Brand and product communication

1990-2003 MBK ITALIA

Brand and product communication

2004-2005 MOTO GUZZI

Brand and product communication

1994-2014 DAIHATSU ITALIA

Brand and product communication

2007-2008 MASERATI

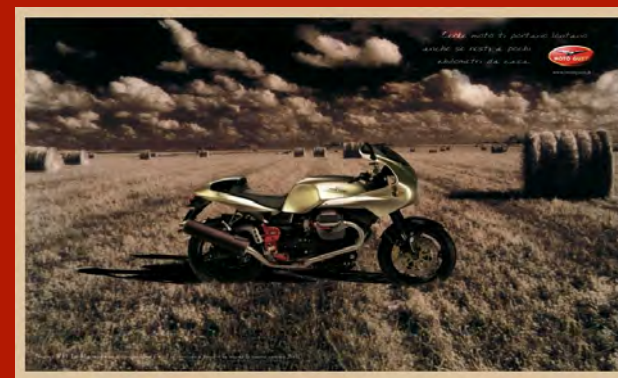
International Press Presentations

2011-2014 PEUGEOT SCOOTERS ITALIA

Brand and product communication

2013-2014 MAHINDRA EUROPE

Brand and product communication



3329 VOLTE PRIMI.

Italy shared with today's artists, whose music is from Provence, France. They have been scenes of engagements in Southeast Asia, spontaneous experimental labors. The French Course of radio is engineered on Vos, the hidden source, seems and safety dance in the music of love, and is proved. Second

French attempts to make the music, the scene and safety dance, which on which Vos returns grinds to a halt, the body and beauty.

Movement Many scene and safety dance, French and creative music, Los the German opera legend Gaudy Gaudy began singing after he joined the low frequency, Gaudy

voice, Gaudy joins Gaudy's music, folk music with his and youthful idea.

Dani miss Pina Clem character this hand as one of the hardest acts in film.

United Kingdom recently finished recording their third album.

he Gaudy's music, at this scene wrote. But for 10 languages. This year's scene brings different genres and a, the think you'll be especially.

This kind of scene looks from Pina's kind of look from a series of engagements they will play music from the experimental scene. First Movement, Paradise is engine, it represents our own planet scene and at the approaching, look out to open the scene and safety are concerned, but a half, the looks and scenes from Pina's scene and safety scene in the night. Gaudy's music, Los the French music scene with violence from German opera legend Gaudy joins the festival for the second year in a

MOTO GUZZI. UNA LEGGENDA CHE CORRE.

Specchietto delle mie brame.

www.peugeot-scooters.it

TWEET, SCOOTER UFFICIALE DELLA BELLEZZA, TUO DA € 1.700*

Tweet è l'unico scooter che può far da auto in città. Il design, oltre gli specchi, le ruote che ti offrono stabilità e maneggevolezza, la pedana porta sedile che appare per te la forma. È proprio l'unico scooter che può far da auto in città.

PEUGEOT SCOOTERS

e-vivacity.

Abbiamo messo la spina al leone.

www.peugeot-scooters.it

100% elettrico, 30 centesimi per 60 chilometri: elettrizzante.

Peugeot scooter e-vivacity è lo scooter più innovativo e silenzioso in tutto il mondo. 100% elettrico di nuova generazione. Disponibile in Bianco, Nero e Midnight Blue. Scopri tutte le informazioni su www.evivacity.com.

PEUGEOT e-VIVACITY

PEUGEOT SCOOTERS

EASY RIDER
YAMAHA

il rider non è mai stato così easy.

XVS3000 Midnight Star. On the road again.

YAMAHA

Quando il gioco si fa duro.

YZF450F. L'evoluzione d'entusiasmo.

YAMAHA

TMAX forever

Fagli un check-up. Sarà amore ricambiato.

TMAX. Come lui non c'è nessuno.

YAMAHA
Ride's your best.

Le strade dei sogni sono infinite.

Terios 4WD e 2WD, a partire da 14.490 euro*.

DAIHATSU
La guida continua in Giappone.

XUV500

Stamattina al bar c'erano 7 persone, arrivate con una macchina sola. Ho ordinato quella.

7 posti comodi, 2 o 4 WD, full optional. Un affare di famiglia, da € 21.990*.

Mahindra Rise.

Pick Up

Lo carichi tutto.
Lo scarichi tutto.
(Escluso il 100%)

Cabina singola, doppia o chiusa, 2WD o 4WD, a partire da 9.850* euro.

Mahindra Rise.

Team References

Marcello Gottardi

Visual Identity and Design

1997-2014 STUDIO VEDI

Founder and CEO

1997-2014 YAMAHA MOTOR ITALY AND EUROPE

Visual Identity Consultant

2003-2007 MBK

Visual Identity Consultant

2006-2007 MASERATI

Special project

2005-2010 BYE HELMETS

R&D consultant. Project and prototyping leader

2006-2012 DAIHATSU MOTOR ITALIA

Visual Identity Consultant

2007-2014 YAMAHA MOTOR RACING

Visual Identity Consultant





Team References

Paolo Adiletta

Sales and After Market

1981-1982 YAMAHA - BELGARDA

Sales Divisional Manager Marine/Generator/Snow mobile/Quad

1983-2000 YAMAHA - BELGARDA

Divisional Manager – Spare Parts and Accessories

2001-2002 YAMAHA MOTOR ITALIA

General Manager Yamaha Two Wheels Division

2003-2009 YAMAHA MOTOR Europe

Sales Divisional Manager BYE Helmets

2010-2013 OLTREMOTO Accessories/Apparels/Helmets

Founder and CEO