

Massimo Manfredola

professional curriculum

Massimo Manfredola, born in Foggia on 07/05/1968, freelance journalist since 1994, begins his professional career in 1989 working for newspapers and television stations of regional interest after a glorious past as a sport pilot of open-wheel cars (**Formula Ford** and **Formula 3**) and **GT** (Maserati).



In 1992 he joins the editorial staff of Foggia in the national newspaper "Roma", working on the editorial section as well as being responsible for special pages dedicated to motorsport. In the same year he begins his collaboration with the specialized weekly newspaper "Autosprint", both as a correspondent for the motoring business in Southern Italy and for the races of the Maserati Ghibli Open Cup Europe in Catalunya (Spain) and Donington (Great Britain); **Formula 3** and **Super Touring Car** at Silverstone (GB) and **Eurocup Porsche Supercup** in circuits in Spain, Great Britain and Germany. In 1996 he is sent, as a reporter for "Autosprint" again, to the international events of the Formula 3 circuits in **Montecarlo** (MC), **Zandvoort** (NL) and **Macau** (P).

In the following season he attends the races of the newly-founded European series **ISRS** (International Sports Racing Series) with respect to the appointments of Donington (BG), Zolder (B) and Jarama (E). In 1994 he starts working for the daily sport newspaper "Corriere dello Sport", first for pages about Puglia and subsequently for national news services, special pages dedicated to engines in particular. The following year he works as a sport consultant and Head of communications in the company of the former **Formula 1** constructor **Enzo Osella**, in the factory of Atella in Lucania. Meanwhile, he joins the Press Office both of the racetrack of Levante and the Japigia Stable in Bari. In the same year he collaborates with Franco Nugnes as well in the writing of the book "Superturismo '94", published by Salerno Corse. From 1996 to 1998, moreover, he works on behalf of the organization **Peroni Promotion** in Rome, first as Head of sports programs of the Italian Prototypes Championship and Rover Italia **Mini Cooper Trophy** and then to fill the role of Head of Press and Public Relations of the same Capitoline company, concerning in particular the Italian Formula 3, Prototypes and Formula Renault Campus championships, and in single-brand Mini Cooper and **Lotus Elise Trophy** and national trophies reserved for GT cars, Ferrari Challenge included. From 1997 to 1998 he is Director in charge of two specialized magazines published by Peroni Promotion, "Peroni Magazine" and "Mini Cooper Magazine". He also works as a television technical commentator for the **Formula 3 Italian Championship** in pre-recorded broadcasts of **Rai 3** channel, edited by Stella Bruno, whereas he takes care of TeleMontecarlo channel special editions of Formula 3 racings in Zandvoort and Macau, in partnership with the Monegasque broadcasting station journalist Fabrizio Calia, in addition to the live broadcast of the **Grand Prix Lotteria di Monza Formula 3**. He works in television again in 1998, in the background of the TV program **Driving**, broadcast by satellite **TV Marcopolo** of Sitcom group, realizing both the commentary and the comments on the races of Formula 3 Italian Championship, Prototipi (**Prototypes**), **Formula Renault Campus** and Federal Formula 3, as well as special services for the international Superturismo and the global Sport Prototipi. In addition, in 1998 he starts working on behalf of Piemme Advertising on an insert of "Il Messaggero" newspaper, called "Roma Motori", sold in newsstands together with the Roman newspaper. In the same year he realizes, for the digital thematic **INN channel**, a special service in 13 episodes about **Bologna Motor Show**. During the first four months of 1999 he works for INN channel of D+ group and organizes and directs the sport editorial staff of the new satellite channel of Sitcom group, creating several special programs also about national sport automotive world. Again in 1999 he decides to found **Masman Communications Srl**, a company dealing with communication and marketing strategies through modern radio-television channels and multimedia sector with magazines design and websites management. In 2000 he devotes himself to motors world, taking care of his company's public relations and website management of **RC-Benetton Junior Team**, concerning **English Formula 3 championship**, and for Francesca Pardini, main protagonist of the Italian championship Prototipi. He is hi-tech sector expert for **E-Vision TV**, (encoded) thematic satellite channel, with reference to **Formula One**, in a specific feature broadcast on the eve of Grands Prix of the most important Formula. The following year he is Director in charge of "Arca Informa" magazine, periodical of the Recreational, Cultural and Sport Association of **Enel** employees, office that is also confirmed for year 2002. In 2003 he takes care, on behalf of **Rover Italia**, of MG Winter Tour press office in the wonderful winter resort of Roccaraso. 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On the occasion of the 29° edition of **Bologna Motorshow** he takes care, for **FGSPORT**, both of the press office and a special television program dedicated to the **1° Superstars car racing trophy** promotion. At the end of the year he draws up a collaboration with Incentive Group Spa Victory Engineering, as the presenter of the off-season award ceremony of European F.Renault V.6, GT FIA and Euro F.3 with racers Montanari, Pasini, Melo and the current F1 champion Kubica. In 2005 he founds a new colour free-press about motors: "**MOTORSNEWS**", provided for free during major sport events like Mondiale Superbike. In the same year he creates another newspaper, "**CHECK-IN**", totally dealing with cultural tourism, with a widespread and dedicated distribution in Rome. 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Massimo Manfredola

sport driver

Massimo Manfredola starts taking his first steps in karting in 1977, although his racing career begins in 1983, at 15, officially debuting in

karting, where he runs first in 100 Cadetti (100 Cadets) category and then, after several years of amateur activity, he gets to

Abruzzese racetracks, like Yellow track of Salinello in Giulianova and in Puglia, on private circuits obtained from street rings closed to traffic. On the strength of a good basic experience, he starts soon getting good results and victories, like placements in nationally recognized events, for example his participation to Campionato Italiano (**Italian Championship**) in "100 Cadetti" category on the Adriatico di Cappelle racetrack on Tavo di Montesilvano, a few kilometres away from Pescara. After racing for two years in single-brand without transmission category and earning several national awards, both on permanent and city racetracks, in 1985 the Federazione Italiana Karting (**Italian Karting Federation**) gives him the chance without reservation to skip to the highest category of rotary valve engines, that is "100/A Nazionale" (National 100/A), in which he tests himself with the at the time revolutionary **Dap** frame (brand back then linked also to late **Ayrton Senna Da Silva**, who raced in World Championship competi-



tions with the same made in Italy frames and engines), equipped with the new "baffi laterali" (lateral wings) and

well-advanced technical solutions, which allows him to keep a meaningful pole position in a qualified group of pursuers in the first round on the Fasano track of Brindisi. During the same season, the racer from Foggia wins with ease the regional championship of Puglia and Lucania, a result that gives him the right to participate in the **Italian Team Championship** in the Coppa FIK delle Regioni (**Regional FIK Cup**), which at the time was raced on the fast Pomposa kartdrome in S. Giuseppe di Comacchio. On that occasion, the starting formation envisaged, in different categories, leading car racing names like Gabriele Tarquini, Gianni Morbidelli, **Alessandro Zanardi** and Vincenzo Sospiri. In 1989 he successfully completes the **54° Pilo-**



ting Course of the Csai Federal School in Vallelunga, to earn the sport licence to participate in the Italian **Formula 3** Championship in the Toscana Racing team, driving a **Reynard 873/Alfa Romeo**. His experience in the second division



of Cadetti, which at the time could boast the attendance of over forty pilots in every race, was not one of the most profitable ones because of the limited available budget and, therefore, because of the partial competitiveness of the disposable mechanical



vehicle. He concludes his sport season on the Pugliese Binetto circuit, driving a Special Car category **Talbot Lotus** during competitions reserved for Centro-Sud Italia (Central-Southern Italy) tournament, where he gets on the podium reaching the second place in the special general rank. In 1990, after the failed attempt to take part in the Formula 3 Campionato Tricolore



(Tricolour Championship), all his efforts are invested in planning a program in **Belgian Tourism on Spa-Francorchamps** and Zolder racetracks, thanks to the offer of Lucio Casagrande, Belgian manager who invests on the Pugliese driver's talent to incline him towards endurance racings like the famous 24 ore di Spa (**24 hours of Spa**), placing him beside the local driver Luc Pensis. Later, in 1994, Massimo Manfredola is hired by Ghergo Srl company in Bari to dispute the 5° Campionato Velocità (Speed Championship) of Abruzzo, Basilicata, Molise and Puglia, driving a **Maserati Biturbo**. The Pugliese pilot, star of **Special Car** oltre 2500 (over 2500) category, gets on top of the special rank with three victories and a placement. In the same year he is instructor of the first



safe driving school "**Guidaintegrale**" of the **Japigia Stable** in Bari. In 1995 he takes part in two trials, Vallelunga and Magione, of **Henry Morrogh's Challenge Tricolore Formula Ford 1600**, driving a **Van Diemen**. In 1996 he presents, on Varano racetrack, the first sample of **Lotus Elise** "Trophy" version, which will subsequently lead to one of the most spectacular single-brand races in the national motoring scene. In 2004 he attends the training course for **Student Instructors in Aci-Sport** "Guidasicura" school in Vallelunga. In December of the same year he is one of the main characters on Misano racetrack during **KFI International Karting Endurance 24 Ore** competition with Rock No War team, race which saw professional pilots such as Gimmi Bruni, Pierluigi Martini and international F3 specialist Paolo Montin on the starting line.

