

ALESSANDRO TARTARINI 'CHINA CYCLE' INTERVIEW

Q 1) Tell us briefly about your background and evolution of your work?

A 1) Alessandro Tartarini was born on June 19th 1966 into a family that has a long tradition with the Italian motorcycle industry. His grandfather, Egipto Tartarini, was an official rider for Moto Guzzi during the early part of the 20th Century, while his father Leopoldo Tartarini was also a rider for the Ducati and Benelli and he was the main protagonist of 50's Motorcycle races. After his riding career, Leopoldo founded the Italjet Company in 1959. A worldwide known company famous for the style and innovation of its models.

Alessandro, or 'Alex', shared the family passion for two wheelers and studied to become a designer. He was in his father's company until 2000. At Italjet he worked on new designs, developing all the major models including the Italjet Dragster, Italjet Formula and the famous Velocifero – first retro-styled scooter.

He received major international recognition in 1994: NEWSWEEK declared Velocifero 'The object most desired by Americans' He has models showed at the museum Gughenheim of New York and Bilbao.

The magazine 'SPOON' has declared Alessandro as one of the Top 100 industrial designers in the world.

In 2001, He founded his own design company specialized in design, engineering and marketing.

Providing innovative design and manufacturing services. I.e. from concept design to its production

Q 2) how will you define a good design and what is your design philosophy?

A-2) Combination of function and emotion is maybe what a good design is all about.

Well the first thing the consumers fall in love with is the design. After that function, ergonomics, comfort, after service and the quality have to be a MUST. You can love a beautiful lady but if she has no brain for sure your love will disappear very fast...and the same thing will happen if you can't satisfy your consumers.

To elaborate, in the last 10 years the market had a very big evolution. The market has become worldwide and due to the wide exposure of internet, the consumers are now well informed about the product evolution. The products that were considered to be niche market have now become interesting for the main motorcycle manufacturers.

I like to break the rules, this is what I have in my DNA, in 1993 when all the scooter industry manufacturers were developing modern and aggressive scooters, even PIAGGIO, at that time had stopped producing Vespa model, I designed the first retro scooter, it was a big bet! But finally it became a very successful model and now we can see that even car manufacturers are trying their hand on retro style.

I have many examples of others pioneer products, the first 3 Wheels scooter was designed by me and then Piaggio Mp3 followed. The first classic or café racer motorcycle equipped with 125cc engine was designed by me in 2008. I remember that at that time I had to put in a lot of effort to persuade the company to go ahead with this project because they were skeptical about it as there was no other product like that in the market at that time. But ultimately it was a huge success. These are just few examples but I can list much more.

Personally I found a better opportunity as a "design Pioneer" To be a "design Pioneer" is not a choice, as I said it is in my DNA. In the past I faced many difficulties as everyone thought I was too far from the real market. But now the market has changed and the companies are looking for innovative products and I am ready for them.

We invest a lot of energy in marketing research to analyze and identify the current trends of the market. We are not just a design studio, our company is able to develop from the concept to mass production. In recent years I have created a strong Team that is able to offer to our customer a complete project.

It is important to say that we are not a traditional design studio. We also have our production line that is worldwide and is sold under the brand VELOCIFERO.

This combination between design and production gives us the opportunity to be very close to the market and understand the current trends of the market. To understand where the market is going and what the

people are looking for, you must stay in the front line. If you don't want to be a follower.

Q 3) According to you, How Motorcycle design has evolved over the years? Especially in the Chinese two wheeler market?

Now Chinese motorcycle manufacturers are facing a very critical phase. If we see what has happened in the past after the Second World War in Europe, USA, Japan, many companies were producing motorcycles, but only few companies survived after the economic booming phase. The survived companies were the only ones that invested in design and technology all the others were closed. Just an example, about 50 years ago in Europe we had over hundreds of motorcycle companies, now you can count in 2 hands.

This will happen in China, the only Manufacturers that will invest in design and technology can survive to the worldwide competition.





In the last decade the main reason of success of Chinese motorcycle manufacturers is linked to the prices they offer. Now the market has changed, there is a better knowledge of the products and the consumers understand that the price is not the sole reason to evaluate their choice.

In addition, Indian Manufacturers have also started to focus their attention on export and they are the direct competitors to the Chinese manufacturers. The price gap between a Chinese product and a Western product has been reduced due to the globalization of the companies.

So, the condition of the market has totally changed. I feel that a new era have started for the Chinese Motorcycle Company's. Personally I think it is a good opportunity for the professional manufacturers.

Q 4) You have helped many renowned and upcoming brands in uplifting their brand image by providing pioneer design DNA. Tell us something about that?

A 4) It has been my privilege to help upcoming brands and also renowned brands in uplifting their brand image by coming up with an amazing design that can define their brand image in a much expressive and attractive way. And which will eventually make their product more desirable to the customers.

I take this process very seriously because creating a DNA for a brand is like giving birth to a brand once again. So I get involved in all the processes till production, while nurturing the product to reach its best version. I take every project as a new challenge and work very hard not just to satisfy my client but my main aim is to make the project 'successful'. And with every design I try my best to make it a 'timeless design'.

Q-5) What keeps you going?

A-5) As I explained my family have a long tradition in the Motorcycle

Industry. I never thought of pursuing any other profession. I rode my first bike, when I was only 3 years old and from that age I fell in love with motorcycles. I have been working in this field for more than 2 decades now, and I have never felt that this job is too hard for me. Because I love my job, it is like a dream job for me. And when you do what you love the most, it becomes effortless. And also my client's immense trust in me gives me a lot of positive energy to provide the best and innovative solutions. So it is always a team effort, being the captain of the ship, I get to guide my team in a positive direction which makes them more dedicated towards the project and the end result is always mesmerizing.

Q-6) how did Velocifero happened? What it stands for and what it represents?

A-6) First of all with Velocifero I can be free to express all my creativity. Secondly I believe in the global electric scooter market but especially in China the electric scooter market is growing very fast. In 2020, it is estimated that the volume of electric scooters will cross 40 Million vehicles. Now the electric vehicles are designed by adapting the style of a gasoline scooter. If you look at the past, when the gasoline engine was first equipped to the car, the car was very similar to a "horse draw carriage" just the horses were missing from the front. The same thing is happening with the electric scooters now, till today, the designers are designing the scooters very similar to the gasoline one, losing the opportunity to evolve the electric scooter style due to a different technology constraint.

I like to anticipate that very soon you will see a series of very innovative electric vehicles branded Velocifero.

Q 7) what are your future plans with Velocifero? Where do you see Velocifero in the next 5 years?

A 7) We believe in technology applied to the design that is 'form follows function'. We are investing a lot of energy in research and development. The limit of electric vehicles are the battery, if you choose lead acid battery, it is heavy and need a long time to research. However, the advantage is its low cost. Lithium battery is lighter with a better performance, but are expensive at the same time. Both of them have one similar problem that after few hundred recharge cycles, they have to be changed.

We are developing a futurist concept vehicle that will solve all these problems in respect of 0 emissions

'IRENE LING'

Q 8) Tell us about yourself? And as the CEO of the company, tell us your experience of working with Alessandro Tartarini?

A 8) I am Irene Ling, I hail from Sichuan province. I have always been fascinated by electric two wheelers and in the past I have helped two wheeler companies to place their products in the global market.

I can say that it has been a great experience working with Alessandro. We planned a long term strategy,

"The first step was to create a range of products with innovative design focusing on the niche market. This had helped to shine a light on our company and in a few years we were already well known in the market. Just to explain if you write 'electric scooter' in any internet search engines as Google, Pinterest etc., we are always at the first place.

"In the second phase, Velocifero will develop a range of vehicles focusing mainly on the mass market, but sure we will not lose our DNA in



style, Innovation and creativity.

"The third phase, we could call the technology time. In this phase we will launch advanced technology products that will definitely create a new market.

I can say with Velocifero. We live in the future!

Q 9) which are the major countries you are exporting your products and where are you targeting next?

A-9) Velocifero is already selling its products in over 38 Countries, we crossed 3 times the volume that was initially fixed in the first business plan. The reason being, as explained above, we focus on the first phase to develop the niche market products. Our plan was to target USA and Europe but finally we are selling our products all over the world.

Very soon we will approach the China market that as we know is the main market for electric scooters globally. Even this time I am sure we will surprise the market with some great design products.

Q 10) As the Velocifero brand is expanding rapidly, which are other services that are provided by Velocifero?

A 10) We have worked very hard to bring the Velocifero brand to where

it is now and we still have a lot of milestones to achieve. Of course our main market is 2 wheeler based but we also provide product design services, Marketing strategy, design strategy, manufacturing services. So we are not just dealing with the design part of the product we also deal with the business part of it, which is equally important. Our main mission is to create Velocifero style products, vehicles, merchandise, and to provide world-class design and make it universally accessible, for this reason we are trying to create a world around velocifero where the customers can get what they desire. We also have many Velocifero communities in many countries and it is growing rapidly.

Q 11) how is velocifero as a company?

A 11) Our Company Velocifero is quite a fun place to be and work at, if you will go around the departments. You will see people working on amazing things. Creating new ideas or shaping up a beautiful product. As everything we do is in-house. The environment in our company is very positive everyone at the company is aware of the opportunity they are getting by working on cult design and innovative products. Velocifero family is strong and dedicated to provide world class products to its customers.

Q-12) 'ALEX' what would be your advice to the budding entrepreneurs in this business?

A-12) I would like to say that always follow your dreams and believe in yourself try to have a scaled thinking, always think globally not just locally.

Last but not the least always work with proficient people in order to turn your vision into reality.

CIAO! CHINACYCLE

