



THE “BETA TOOLS RACING” SOCIAL MEDIA PROJECT WINS OVER MOTORSPORT ENTHUSIASTS

A successful year for the “Beta Tools Racing” Meta channels: an exclusive journey through the boxes and thrills of Motorsport

Sovico (MB), 12 December 2024 – Thrills on the track, exclusive contents and a community on the rise: Beta Utensili, European leader in the production of tools and work equipment for mechanics professionals and for over 50 years a fixed presence in the boxes of two and four-wheeled sports teams, celebrates the first anniversary of “Beta Tools Racing” - the social media project for motorsport and racing enthusiasts, created to provide fans with an original and privileged viewpoint.

Through its official [Facebook](#) and [Instagram](#), “Beta Tools Racing” told the behind-the-scenes story of the most spectacular international circuits, involving over 31 million users thanks to 243 original videos, live interviews and exclusive stories in real time during the races in the weekends.



“With ‘Beta Tools Racing’ – Pamela Cardona, Beta Group Communications Director explained– we wanted to share the unique perspective of those who, like Beta, have been living, breathing and playing a key role in the World Championship for over 50 years. Our presence on the track has enabled us to forge an authentic bond with fans, taking them straight to the boxes, where they rub shoulders with pilots, technicians and mechanics, recounting all the magic and adrenalin of races. This project arises from a deep and historic bond between Beta Utensili and the Motorsport world. I would like to thank all our partner teams, who welcomed us with enthusiasm even during the season's most intense moments, rising to the occasion to offer remarkable cooperation and an increasingly strong bond with Beta.”



A year at the world's greatest circuits

From March to November 2024, Beta Utensili accompanied enthusiasts at 20 **MotoGP championship** races as well as the iconic **Superbike** and **Motocross** events, covering exclusive stories. This commitment has given rise to **over 240 original videos created during race weekends and shared with the community**, giving us a glimpse behind the scenes of the most prestigious teams and a chance to experience the thrill of each race.

Record numbers for a community at the start line

In just 10 months the "Beta Tools Racing" social media channels have won over **54 thousand followers on Facebook and Instagram, generating more than half a million interactions and reaching 31 million users**, thanks to the quality and exclusivity of contents provided.

An excellent partner on the track

Beta Utensili is the technical partner of 21 World Championship Teams (9 in MotoGP, 7 in Moto2 and 5 in Moto3), nurturing historic partnerships that have given rise to contents created with top teams from around the globe, like **Monster Energy Yamaha, Ducati Lenovo, Pertamina Enduro VR46, Prima Pramac Racing, LCR Honda Idemitsu, Aprilia Racing, Track House Racing, Red Bull Gas Gas Tech3 and Red Bull KTM Factory Racing teams**. The partnership with **Luca Boscoscuro's Moto2 team SpeedUp** deserves a special mention, which during European legs took hospitality to a whole new level, culminating in "**Casa Beta**", confirming Beta's deep bond with the Motorsport world.

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Beta Group is the European leader in the production of tools for mechanics, industrial maintenance professionals and self-repair specialists.

Audacity, commitment and talent led Beta to become the Italian professional tool brand synonymous with quality in over 100 Countries. Founded in 1923 in Erba (CO), Beta distributes work tools through 11 branches and 250 importers thus meeting the requirements of specialists in every sector.

Today, with its headquarters in Sovico (MB), Beta Group generates 251 million euros in turnover and sees the daily involvement of more than 1,000 professionals across all five of its companies, Beta Utensili, 3D Beta, BM, Abra Beta and Helvi, present in Italy with 10 production plants.