

ON AIR “NEL POSTO GIUSTO – STORIE DA UN BOX”, THE SKY TV PROGRAM CREATED IN COLLABORATION WITH BETA UTENSILI

An exclusive journey behind the scenes of the Moto2 SpeedRS team during a MotoGP weekend, to celebrate the value of teamwork



Sovico (MB), September 11, 2025 – Behind every victory and rider on the track, far from the spotlight, lies the tireless and silent work **of a team** that makes every achievement **possible**. This is the core message of “**Nel posto giusto – Storie da un box**” (*In the Right Place – Stories from a Garage*), the **Sky feature TV program** produced in partnership with **Beta Utensili**, airing from **September 12** on Sky Sport channels – including Sky Sport MotoGP – during **the San Marino and Riviera di Rimini Grand Prix**.

The TV program, produced with the contribution of **Beta Utensili** – European leader in the production of tools and work equipment and a constant presence in the pit boxes of the most important racing teams – is a real docu-film. It allows viewers to experience firsthand a world of **passion and sacrifice**, showcasing, as never before, the daily life of Luca **Boscoscuro**'s Moto2 **SpeedRS** team and its riders, Alonso **López** and Celestino **Vietti** through exclusive interviews and thrilling footage of little-known aspects.



The TV program highlights and pays tribute to the work of technicians and mechanics who, through tests, qualifying, and race-against-time efforts, work tirelessly to fine-tune the bikes and perfect every detail for race day. With one single goal: **helping the rider achieve the dream of the podium.**

*“Motorsport is part of the Beta Group’s DNA: for over fifty years it has allowed us to experience unique and intense emotions. For us it is not just passion: it is a laboratory where, every day, we can learn, challenge ourselves, and gain on-the-field experience to constantly innovate - comments **Roberto Ciceri, Chairman and CEO of the Beta Group** - Our mission is to stand alongside professionals working in the pits with reliable tools and equipment that help them continuously improve performance and overcome the unexpected during races.”*

The TV program will also be supported by a **digital amplification** campaign, with contents designed to engage the motorsport community online and across social media channels.

Beta Utensili and Motorsport, one heartbeat on the track

As a technical partner for more than 50 years, Beta Utensili has enjoyed a **privileged perspective on Motorsport**, telling and revealing its most authentic and hidden side.

From the historic partnership with Yamaha in MotoGP to the most recent collaborations – which see the brand featured in the pit boxes of **MotoGP, Moto2, Moto3, Superbike**, and **Supersport** with **31 partnerships** in 2025 – the company has always **stood alongside riders and mechanics at crucial moments.**

This bond has enabled the creation of innovative projects such as **Beta Tools Racing**, a social initiative that takes fans behind the scenes of the circuits with exclusive contents, live interviews, and unique stories shared in real time during race weekends. Other successful projects include the **three TV feature TV program “La Chiave del successo”** (*The Key to success*), **“Vittoria!”** (*Victory!*) and **“Sanchini e Pasini: la moto tra le mani”** (*Sanchini and Pasini: The Bike in Their Hands*), produced in collaboration with Sky Sport starting in 2023.



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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 252 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.