

High-Performance Expertise with a Global Grip



INTERVIEW WITH
Alessandro Zanini,
Managing Director

In the high-stakes world of motorsports, precision and performance go hand in hand – and Motorquality S.p.A. has made these principles the foundation of its business for over 50 years. Based in Sesto San Giovanni near Milan, the company combines specialist distribution, deep technical expertise, and a strong international network to serve some of the most demanding sectors in the mobility and racing industries. With roots in Italian motorsport culture and a forward-thinking mindset, the company has become a trusted partner for top-tier teams and manufacturers worldwide. At the helm is Managing Director Alessandro Zanini, who drives the company forward with a clear mission: creating real value through engineering know-how, trusted brands, and a hands-on service mentality.

European Business: Mr. Zanini, 50 years is a remarkable milestone. How did Motorquality begin?

Alessandro Zanini: The company was founded in 1976 by our

father, who was a racing driver himself. His close friendship with Brembo's President, Alberto Bombassei, sparked the idea. Brembo was looking for a partner to manage its motorsport activities – and that's how it started. Initially,

we focused on distributing and servicing Brembo motorcycle products at racetracks in Italy. Over the years, we added more premium brands and expanded into the automotive sector.

European Business: What is your core business today?

Alessandro Zanini: We are a B2B distributor for high-performance components – mainly brake systems, suspensions, and other racing-related upgrades. But what really sets us apart is our in-depth technical support. We are not just moving boxes. We have a dedicated R&D department with ten engineers and dynamic test benches that simulate real racing conditions. Our services include customized pre-race brake bed-

ding to save teams valuable time and costs at the track.

European Business: Internationalization is a key topic in many industries. What role do foreign markets play in your business?

Alessandro Zanini: Since 2016, we have steadily expanded our reach beyond Italy. We began with BSA Corse in Germany, followed by the opening of a subsidiary in China, then another in Taiwan. Most recently, we acquired a specialized company in the United Kingdom. In each of these markets, we replicate our proven model: combining premium component distribution with outstanding technical consultancy and after-sales support. This consistent strategy enables us to serve our



Motorquality's presence at EICMA 2025 underlines its leading role in high-performance motorsport distribution



MQ engineers in action: Trackside support is part of the company's full-service promise to racing teams



In-house dynamic test benches allow Motorquality to simulate real-world conditions and fine-tune performance

international customers with the same high standards they expect from us at home.

European Business: How do you promote your brand in such a niche sector?

Alessandro Zanini: Trade shows continue to play an important role – especially EICMA in Milan and events in Chongqing for the Asian motorcycle market. At the same time, we are placing more emphasis on content-driven marketing. Rather than relying on conventional advertising, we collaborate with trade publications on editorial pieces that are often based on our own technical testing and data. On social media, we regularly post videos that explain technical product differences or demonstrate real-world applications. Our target audience consists of knowledgeable enthusiasts – and they genuinely value informative, technically sound content.

European Business: The distribution market is highly competitive.

What sets Motorquality apart from other players in the field?

Alessandro Zanini: What truly sets us apart is our dual focus on high-end motorsport components and technical expertise. We are not just a logistics partner; we are a strategic ally to our customers. Many distributors stop at product delivery, but we offer in-depth consultancy, support with homologation processes, and bespoke technical solutions. Thanks to our direct relationships with manufacturers and decades of hands-on racing experience, we speak the same language as our customers – whether they are engineers, mechanics or team managers. That creates trust and loyalty, which you simply cannot achieve with price competition alone.

European Business: How did the company cope with recent global crises?

Alessandro Zanini: The pandemic hit us hard – both personally

and professionally. We lost our parents during the pandemic. Our father, who founded the company, was the driving force behind its early success. That was a heavy emotional and operational blow for the entire team. However, after the Covid years, we experienced a strong rebound, especially between 2021 and 2023. While growth has now stabilized, our international diversification has proven to be a key strength. When one market slows down, another often compensates. This built-in resilience has become a fundamental part of our long-term strategy.

European Business: Looking ahead – what are your goals?

Alessandro Zanini: We aim to continue expanding our business model into new markets with a long-term perspective. Being present in several regions allows us to mitigate risk, adapt to local dynamics, and seize new growth opportunities as they arise. We also want to remain at the fore-

front of innovation. For instance, we're exploring AI to analyze the vast amount of performance data generated by our test benches. These insights can lead to smarter product tuning and significantly faster development cycles. Our ultimate goal is to be the go-to distributor for high-performance components worldwide – not just because of our logistics, but because of our deep technical expertise and commitment to quality.




CONTACT
 Motorquality S.p.A.
 Via Giosuè Carducci 125
 20099 Sesto San Giovanni (MI)
 Italy
 ☎ +39 02 249511
 ✉ info@motorquality.it
 🌐 www.motorquality.it