



17th Südtirol Dolomiti Superbike 9 July 2011

Südtirol Dolomiti Superbike 2011

Three Questions put to the Organisation President Kurt Ploner

Kurt Ploner was born in 1961 and since 1995 has been on the organizing committee of the Südtirol Dolomiti Superbike as president. He is an avid endurance athlete and has participated for three decades in various international running and cycling races such as the de Sables Marathon (seven days through the desert) and various other running and cycling marathons around the world (best run marathon time: 2: 38.12). He has been the mayor of his home town of Niederdorf since 2010.

Question: Is it not amazing that the Dolomiti Superbike is sold out again this year considering that other races in terms of subscriber numbers are declining. What do you attribute to this success?

Kurt Ploner: We are surprised that so many bikers despite the Maratona dles Dolomites are taking part in the race at the weekend. We confirmed the number of participants from the previous year which pleases us very much. Obviously we have worked well in recent years. Nothing beats a great service and good provision. That's our motto. The participants need to focus primarily on the competition; our task is to ensure that they feel comfortable and in addition, a large core audience comes to Niederdorf.

Another reason for the popularity of the race I see is in the racing character of our event. Many participants compete with each other or merely want to improve their times from the previous year. It's a challenge that moves many to come to the Alta Pusteria every year.

Question: How do you evaluate the social aspect of the event?

Kurt Ploner: There are several thousand people on the day of the race day in Niederdorf. Participants, spectators, family members, etc... In order for all to get to know and exchange with each other, we organize an "after-race party" for the Saturday night after the race at the Start/Finish area. Spectators can experience the stars of the event up close; the athletes can talk about their performances; members of the Organising Committee can obtain feedback. The main square becomes a unique meeting place.

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Question: How do you bring your job as OC-chief and that of mayor under one hat?

Kurt Ploner: Niederdorf is a sports-minded community. My long experience as head of the Organisation of the Südtirol Dolomiti Superbike has certainly helped very much with the adjustment to the mayoral office. It's about communicating with people, giving consideration to their concerns and making decisions. Trust is also an important aspect. We have been hosting the classic MTB for 17 years which is why there is a bit of routine to it and I can rely on highly qualified employees in the community to spare me at times having to make difficult decisions alone.

Information: www.dolomitisuperbike.com

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