Riedel Group for TRL Leverage Synergies



Dr. Carsten Tilke, Thomas Riedel, and Bernd Loidl announced today that they have joined forces to create a new company: TRL – Leverage Synergies. This innovative venture aims to rethink and restructure temporary racetrack infrastructures, beginning with pit lane buildings and extending to hospitality facilities and other temporary spaces in connection with the execution of high-end motorsport events. The combined knowledge of the TRL stakeholders will guarantee the implementation of cutting-edge technologies and state-of-the-art designs primarily using sustainable and eco-friendly materials tailored for each event.

“Our fundamental goal - and the vision that’s becoming reality - is to establish flexible, modular, and sustainable structures that meet all requirements of the motorsport industry, while offering the unique benefit of being readily adaptable for operations at different sites,” said Loidl, founder and owner of Loidl LLC. “Based on the knowledge we’ve developed over the years together, as well as the unique expertise and incomparable track records of Thomas and Carsten, this new venture has enormous potential and will be a win-win situation for the sports industry and for the environment.”

"This collaboration allows us to apply architectural, technological, and event-based expertise in new and innovative ways,” said Tilke. “Through TRL, we are leveraging our synergies to build not just racetracks, but the future of sustainable sporting events."

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TRL specializes in temporary sustainable buildings that can be assembled on various terrains without harming the environment. Utilizing cross-laminated timber for optimal energy storage, and insulated glass, the structures are designed for minimal environmental impact and maximum efficiency. The standardized setup allows a reduction of assembling and dismantling time by up to 60% compared to other systems, decreasing overall environmental footprint to a minimum. Each structure will maintain a standardized design that can be customized with a facade reflecting any kind of desired style, from brands to national colors and imagery. The possibilities are virtually endless.

The three founders — the “T,” “R,” and “L” in the company name - bring distinctive strengths and experience to the new venture.

- Tilke, of Tilke Engineers & Architects, contributes a deep understanding of racetrack design and architecture. With a legacy of excellence in the motorsports sector, he is an architectural master who will guide the structural and aesthetic elements of the project to achieve both functional goals and high visual appeal.
- Riedel, CEO and founder of Riedel Group, has a wealth of experience in developing innovative technology solutions, including future-proof media, communications, and IT infrastructures. His expertise will be pivotal in ensuring that TRL stays at the forefront of communications and network technology.
- Loidl, with his extensive background in event management and sustainable structure development, rounds out the trio. His previous role as CEO at Red Bull Air Race and his innovative work in temporary event structures at Loidl LLC will influence the environmental focus of TRL, promoting ecological use and sustainability in every project.

“At Riedel Group, we are always looking to push the boundaries of what is possible with technology,” said Riedel. “TRL represents an exciting opportunity to work with other creative and innovative thinkers - Bernd and Carsten - to set a new standard for sustainability and efficiency in racetrack infrastructure.”

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