The Amusement Ride Company since 1966 **BONUS SECTION B** D D

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## Zamperla O celebrates years

within a landscape of scat-tered foliage, industry and homes, is a 9,600-square-meter (101,333-square-foot) AT: Pam Sherborne Antonio VICENZA, Italy — Tucked

building, unpretentious, revealing little of the technologworld. And they came to sup port their long-lasting busi from their homes all over the dustry guests invited by Alberto Zamperla. They came buzzing with amusement in ical magic that occurs inside.
On a beautiful sunny day last June, this building was friendship ness relationship and personal they shared with busi

brate 50 years, an important milestone for the **Antonio** Most importantly, they

Zamperla S.p.A. amusement ride manufacturing company "These are all my friends

include everyone passing by him while touring the company's headquarters and manu-Alberto Zamperla said, as he waved his arms in a gesture to facturing plant

tomers and their success is my success," he said. "I have built rides and I have built relationships." also are my cus-

Zamperla's relationships



Alberto and Paola Zamperla COURTESY ZAMPERLA

they have for each other was tire celebration ers seems to with his friends and customapparent throughout the en-The mutual go beyond the

guests, guests, he pointed to some and told their story. As he stood watching his

mala, he gave people jobs, he gave them futures and he temala," Zamperla said. "By building the parks in Guatedo something, like **Ricardo Castillo Sinibaldi** from Guatemala," Zamperla said. "By "My customers want

spaces to spaces ation Institute. It was created in the 1960s to provide lowmakes the people happy." Ricardo Castillo Sinibaldi known as the Workers' is the creator high-entertainment o the Guatelaman of IRTRA, Recre

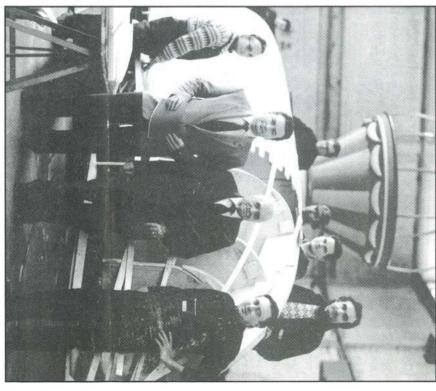
> factory was just a part of the celebration, albeit a special one for 7 always being there," and his sons, **Antonio** and **Alessan**thanked his wife, Paola, celebration, albeit a special one for Zamperla. During a speech prior to the tour, he ployees and guests dro. He thanked all of his emworking class.

He also paid tribute to his father, **Antonio Zamperla**, to where it is today. whose vision led the company

## History

ports released by Zamperla state that the company produces more than 260 rides a year. It has a global reach — with, customer service and/ or production services in Italy The most recent sales re-

Disk'O (ler., derbolt (right). The property was launched in 2003, represented an upgrade of the Rockin'. Tug with a bigger and a new seat design never before seen.
The Thunderbolt, launched in 2014, brought Zamperla management face to face Two of Zamperla's top rides still in production are the Disk'O (left) and the Thunmanagement face to face with the challenge of outdo-ing itself. Its success has surpassed expectations.
COURTESY ZAMPERLA



Alberto Zamperla and his father, Antonio Zamperla (at center of photo: Alberto, left, and Antonio, right) inside the Zamperla factory in Vicenza, Italy, with guests and Zamperla employees standing in front of one of the company's most popular rides, the Balloon Ride. COURTESY ZAMPERLA

Alberto Zamperla spends a lot of time traveling, but he was clear: "This is my home. This is where we work.
"Zamperla is here and we

have been dreaming about this for years," he said. "This

The company's humble beginnings were not by their own nature a barometer for its story is not random." The company's

future success.
The foundation was laid

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