

# TTXGP ELECTRIC MOTORCYCLE CHAMPIONSHIP

**MIST**  **SUZUKI**®

SPONSORSHIP PROPOSAL 2012



## INTRODUCTION



Segway Motoczysz on way to winning the Isle of Man TT race

MIST Suzuki Racing is a professional motorcycle racing team, having competed in the British SuperBike Championship and several classes in the World SuperBike paddock since 2005.

The team is now committed to the prestigious TTXGP electric motorcycle racing series for 2012.

Working with British designers and engineers to develop and build a new electric racing motorcycle, taking fresh from the lab advances in technology and applying them at the forefront of green innovation.

The design and development is happening right now and could not be better timed given the current concerns over oil and the economic climate.

Non-racing audiences will be interested in how the electric vehicles of the future will become more affordable, have greater range and be more accepted as, typically, high-end racing advances ripple into production vehicles.

Existing motor racing fans will be interested in the radical step change whilst enjoying the thrill and excitement from the competition.

The team are able to offer title sponsorship, including team naming rights, full branding and associated livery, for the coming season in the European & World TTXGP Championships.

Working with a television production company to produce a documentary following the design and development of the machine all the way through the challenges of the first race meeting.



BSB 2010 - Race wins & lap records

## WHY ELECTRIC?

Electric vehicles have been making headlines for the last couple of years. More recently things have moved into the mainstream with electric cars from several major manufacturers.

Electric motorcycles have the potential for significant innovation in comparison to cars. Chassis design for a bike is dictated by the engine and two wheels, unlike a car where the four wheels and seats limit the opportunities.

Remove the limitations of a bulky petrol engine and you have an amazing opportunity to create something truly groundbreaking.



Münch 2010 & 2011 World Champions

Since the inaugural race in 2009 the TTXGP series, and the teams that regularly compete, have gone from strength to strength.

The performance gap between electric machines, after just a few of years of development, is closing dramatically on the petrol variant.

Developments are happening very quickly. At a recent race at Laguna Sea in the USA the fastest MotoGP bike (the F1 equivalent in the two-wheeled world) qualified just ten seconds a lap quicker than the fastest electric bike. Even a year earlier the gap would have been closer to double that.



Brammo 2010 & 2011 American Champions

## MEDIA COVERAGE

Groundbreaking innovation, particularly in green technology, is newsworthy in itself but such a high profile British project will be supported with several additional promotional streams.

A production company is looking to make a television documentary following the design, build and testing of the new machine, including coverage of the first race meeting of the 2012 season.

Options on a second documentary covering the full European championship season plus the World Championship finale in the USA are also being discussed.



Ecotricity Ion Horse - Leading British entry

Race coverage is televised world-wide. Motor TV provides feeds in the UK, France & the rest of Europe. In the US the racing is shown on the Speed 2 channel.

Opportunity for a promotional test day, with invited journalists from mainstream and specialised press, to demonstrate the capability of the bike and raise the profile of the team, sponsors and other partners.

We are currently searching for a brand partner to work with the team to build and race this world-class British electric motorcycle.

A perfect opportunity to reinforce the perception of your brand and engage with customers whilst demonstrating how crucial your involvement was in making this innovative project possible.

Sponsorship for the development of this world class project plus full branding and naming rights for the race season ahead starting at £150K.

Or contact us to tailor a package to suit your requirements.

# PROJECT PARTNERS

The opportunity for groundbreaking innovation in green motorsport is growing on all fronts. Just as in F1, the UK is at the forefront of the sport and the team has a wide range of world-class technical partners to support the development process.

MIST Suzuki Racing – British motorcycle racing team behind the initial concept and chassis design. Will be building the bike and racing it in the European electric motorcycle series and the World final in the USA.

GP Motorsport – British company spun out of Kenny Roberts' MotoGP racing team. Providing world-class chassis design and modelling expertise. Highly regarded supplier of swing arms and other parts used by British and World Superbike teams.

Yasa Motors – British company created to further develop research from Oxford University in the design and production of class leading axial-flux electric motors. Already used in many of the UK's leading electric motorsport projects.

Potenza – British company providing top quality battery packs and battery management systems to the electric vehicle and motorsport industry.

Motec Europe – UK based market leader in automotive electronics for leading motorcycle racing teams at British and World level. Support engine management, traction control strategies, data logging and other capabilities.



Brammo Empulse RR - Racing Green



## RACE CALENDAR

19th June	Silverstone, UK
2nd July	Spa, Belgium
7th August	Assen, Netherlands
4th September	Karlskoga, Sweden
24th September	Le Mans, France
World Final	Daytona, USA

2011 dates. 2012 calendar to be confirmed.

Mission taking the win at Laguna Seca

MIST Suzuki Racing  
 Ridge Cottage  
 Pertenhall  
 Bedford  
 MK44 2AX

+44 (0) 7775 833 965

www.mistsuzuki.com

# MIST SUZUKI®

SPONSORSHIP PROPOSAL 2012



**BSB 2010**  
 British Superbikes on Mirror.co.uk

**Anthony and MIST Suzuki lead Evo title chase**  
 By Laura Jackson on April 26, 2010 10:01 AM in BSB News

MIST Suzuki's David Anthony took the championship lead in the final race of the BSB - Evo class at Thruxton after a sensational performance to win both races on his final visit to the Hampshire circuit.

Nothing showed his pace in free practice and took his first pole position of the season during the Sean Ball for Peta race one grid decider to take the early advantage over his rivals.

By then mixed it with some of the main championship contenders to

**ROLL FOR POLICE**

**mce Insurance**  
**BSB**

**BSB - BRITISH SUPERBIKES**

Home | News | Riders | Spares | Events | Results | Support Series | Sponsors | Features | Gallery | Forum | Partners | Shop | 24hr | Contact

**ANTHONY TOPS MIRROR.CO.UK BSB - EVO QUALIFIERS AT THRUXTON**

MIST Suzuki's David Anthony returned to the fastest line in the Mirror.co.uk BSB - Evo class at Thruxton this afternoon, in his debut race at the Hampshire circuit.

Anthony had set the pace, but Paulsen-Henriksen was taking it on the MIST Kawasaki after his double podium finish at the Grande Hatch weekend ago. Living Fitzpatrick on the Cassio Pitti Finance Honda was the third fastest Mirror.co.uk BSB - Evo rider, just ahead of Sean Zamboni on the first of his Super Suzukis.

Anthony said: "It is definitely a good feeling to be the first of our riders to have won a race. We have had a few good races, but it is nice to see that we have made some good progress."

**OTHER INTERESTING NEWS**

- British Superbike Championship 2010 - 18 Apr
- Team Manager debuts at Thruxton - 18 Apr
- 100th anniversary of the BSB - 18 Apr
- British Superbike Championship 2010 - 18 Apr
- British Superbike Championship 2010 - 18 Apr

...of the fantastic Silkolene 2 Wheel Rider Support