



Product description

Endurance World Championship Race team

“F.C.C. TSR Eurosport Benelux”

2007



Contents

- Preface
- What is endurance?
- Team construction
- Race calendar 2007
- Product description
- Marketing and Television
- Overview
- Price indication
- Contact information
- Photo gallery

Attachment: Marketing information.



“Le mans” starts just before the endurance race

Preface

Dear Sir, Madam,

In this presentation we would like to give you an impression of the EWC (Endurance World Championship), F.C.C. TSR Eurosport Benelux, and the kind of motor sport we will be practicing worldwide! Furthermore we would like to show you how our EWC-Team will promote your company all over the world. As the EWC-Team, we are a solid catch-line also into the future.



Pit walk Assen Netherlands

What is Endurance ?

- The World Endurance Championship is a unique and gruelling test of motorcycle and rider power and endurance - a worldwide phenomenon that's a massive hit with race fans, riders and teams alike.
- World Endurance race weekends are hugely popular festivals with music and all kinds of entertainment for spectators.
- The World Endurance Championship is 1 of only 3 world road racing championship officially sanctioned by the FIM.
- World Endurance races are known for their spectacular starts, which see the riders sprint across the track to their waiting motorcycles.

Races

- Races come in a variety of guises; 6, 8 and 24 hours.
- The World Endurance Championship includes the Suzuka 8 hours, regarded by many as world's most important motorcycle race.

Teams

- Team's race for set distance or number of hours - the winner is the team that completes the most laps in the set number of hours, or who completes the distance in the least time.
- There are two or three riders per team, each taking turns on the bike.
- 24 hour races run non-stop through the night; bikes are fitted with headlights and some parts of the circuits are illuminated.



Just before the start.

Manufacturers

□ 13 of the world's leading manufactures were represented in the championship in 2007; Yamaha, Suzuki, Honda, Kawasaki, Ducati, Benelli, MV Agusta, Moto Guzzi, Aprilia, Buell, MZ, BMW and KTM.

Machines

- 3 categories of machines can compete in the World Endurance Championship; Superbike, SuperProduction and StockSport.
- All 3 categories compete for a single FIM Endurance World Championship title; uniquely, the three categories compete against each other for the same prize.

Teams & Riders

- Up to 20 permanent teams compete for the full championship. An average 56 team entries are received for each event.
- Each race attracts a full programme of support races.
- Over twenty nations are represented in the championship, including; Austria, Belgium, China, the Czech Republic, Estonia, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, Slovakia, Slovenia, Spain, Sweden, Switzerland, Qatar and the USA.



Start of the endurance in Oschersleben Germany

Team construction

The EWC-Team “F.C.C. TSR Eurosport Benelux” have in Europe team manager Rob van Eijs, he consists of enthusiastic people with a passion for motor sport.

The other enthusiastic team players take care of the well being of the drivers and the equipment, insuring that the team is performing at 100%. To guarantee a professional look, every team member wears the same clothing, corresponding with the colours of the Eurosport team as well as the colour setting of the bike.

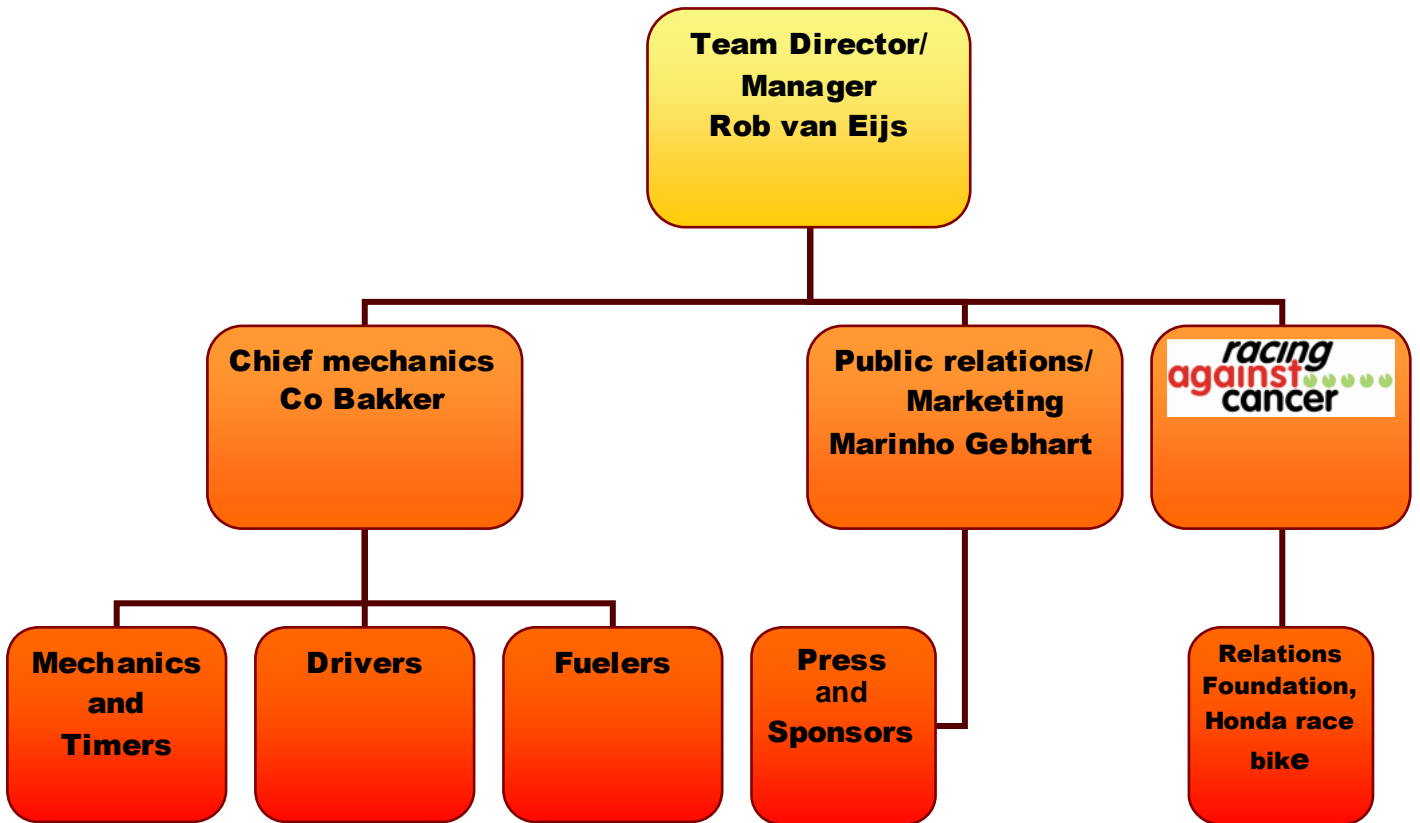
The drivers are of different nationalities. These drivers have to be competitive as we aim for qualifying within the top 10. Our target is the **TOP result** in the Super Bike class.

The team is present at the Endurance World Championship. At the Endurance World Championship the team has a permanent start. We race in 2007 with the start number # 5 and after Suzuka 8H.nr. #4 at the bike.



Suzuka 300Km 2007

Team construction for the races in Europe.



Race calendar 2007

Endurance World Championship 2007



Date	City	Distance	Country
April, 21/22 rd	Le Mans	24 hours	France
May, 5 th	Albecete	6 hours	Spain
July, 29 th	Suzuka	8 hours	Japan
August, 11/12 rd	Oschersleben	24 hours	Germany
September, 15/16 rd	Bol d'Or	24 hours	France
November, 10 th	Doha	8 hours	Qatar



Product description

The Endurance World Championship Team “F.C.C. TSR Eurosport Benelux” is the ideal way to maximize your advertising radius and for only a small amount of money.

Some advantages:

- Several motor magazines around the world dedicate several articles to our Endurance Team and the test reports of our bikes.
- Several motor shows and shops have approached us for appearances at their events.
- All Endurance races are being broadcasted on television (Europe with e.g. Eurosport, Fox Sport, Moto TV, and RTL 7.)
- Since we are the Eurosport team we have more you're your average attention of the Eurosport crewmembers.
- At National races we are present for testing and promotional activities.

The TV Broadcasts are being transmitted all over the world to 57 countries with a total of 2.4 billion viewers.

During the France events, Eurosport broadcasts the series live for approximately 8 hours live.



Marketing and Television

TV Audience

- In 2006 the events were broadcasted globally to over 246 million potential homes across 5 continents.
- Eurosport, the Official Broadcast Partner, broadcasted the entire Championship to over 10 million viewers. The 12 programs from the 6 races are broadcasted live to 94 million potential homes in 57 countries with an average audience of 678,000 viewers.
- ESPN Star Sports- Pan-Asia, Fox Sports Australia, and RTV CM - Spain and Rai – Italy will also cover the season and strengthen the position of Endurance's global TV distribution.

Race Spectators

- Endurance attracts a young, male dominated audience profile.
- Over 550,000 spectators attend our events each year.



News: TV Distribution

Throughout Europe, Asia, Australia, New Zealand and the Worldwide Distribution, 11 Networks and 3 Magazine Programmes carried 2007 World Endurance TV Highlights. The key networks and magazine programmes carrying television coverage of the 2007 World Endurance Championship covered the following areas:

- **Eurosport 2:** Pan European
- **ESPN Star Asia:** Pan Asian
- **Motors TV:** France and French Speaking Territories
- **Fox Australia:** Australia
- **Sky New Zealand:** New Zealand
- **AB Moteur:** France and French Speaking Territories
- **RTL7:** Netherlands
- **RAI2 (Motorama):** Italy
- **Sportitalia:** Italy
- Worldwide: **Motorsport Mundial, Motorsport Asia, Max Power**

TV Package

- 5 x 30 minutes: 26 minutes coverage of the Highlights Show and 4 minutes of the Preview Show.
- Format tape: Digital Betacam or Analogue Betacam.
- The best race sequences with quality action shots, effects, interviews, graphics and Pre / Post-race Interviews.
- Full English script and English commentary.
- Tapes made available 5 days after each event.
- Rights fee: subject to negotiation.



Overview

EWC Team Eurosport Benelux

Advertisement:

- Race bikes.
- Race suite, helmets and gloves.
- Team clothing as worn by the mechanics and other team members including shirts, jackets and pants. The Shirts are in the colours of Eurosport and the sponsor.
- Transportation vehicles.
- Pit-box, stickers and flyers.

What we offer:

- Editorial advertisements in popular motor magazines and newspapers.
- Promotion at events, motor shows, etc.
- TV-advertisements in 57 countries with 2.4 billion viewers
- 2 x 4 hours Live TV broadcasting of the series in France.
- Pictures in foreign newspapers / magazines and on the internet.
- Invitations of both dealers and special guests at the circuit.
- Unique and effective way of advertising your product.
- Promotion of your brand products in a professional environment.
- Sales of your brand products on the track.



TV interview team manager by Eurosport-crew

Price indication

The price for this kind of advertisement at this level is difficult to express in detail. What is the price of broadcast advertisement in 57 countries, 2,4 Billion viewers, 8h.live broadcasting?

We expect only a - for both parties acceptable - small fee.
Discussing your wishes and our possibilities, we can come to a mutual agreement of an acceptable price.

What we need in products:

- Fuel for the race-bikes.
- Diesel for support truck.
- Race tires.
- Food for the team crew.
- Race leather suits.
- Helmets.
- Team cloths.
- Break pads.
- Parts bike. (Chains, sprockets, polyester fairing, enc.)
- Engine -oil, other products.
- Flight tickets for the team members.



Pit box Le Mans 2007

Contact information

If you would like to express your company's interest or should you have any questions, please feel free to contact us utilizing the details below.

Endurance World Championship Team “F.C.C. TSR Eurosport Benelux”

Team Director/ Manager Europe

Rob van Eijs

Contact address team:

Rijksweg 64 Smilde 9422 CE Netherlands

E-mail: r.v.eijs@worldendurance.eu, vaneijs@hotmail.com

Phone mobile: +31 646 34 7009

Website team: www.worldendurance.eu



6h. Zhuhai China '04 2 World Championship points.

Photo gallery 2004-2007

