



FÉDÉRATION INTERNATIONALE
DE MOTOCYCLISME

PRESS RELEASE

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Extension of the contract between the FIM & ABC Communication

The FIM is happy to announce the extension of its contract with ABC Communication for the promotion of the FIM Enduro World Championship. Initiated in 2003, the agreement on the TV and marketing rights will continue until 2014.



On this occasion, the FIM and ABC Communication wished to create a new visual identity for the 2010 MAXXIS FIM Enduro World Championship and the Championship logo has been redesigned.

Vito Ippolito, FIM President, said: "We are happy with the renewal of the contract between the FIM and ABC Communication which has done a remarkable work for the last seven years and largely contributed to the expansion of the FIM Enduro World Championship. We maintain our utmost trust in Alain Blanchard who, thanks to his efforts and enthusiasm, will continue in the following years to develop this Championship and to transmit his passion."

Alain Blanchard, manager of the company ABC Communication, added: "The renewal of my contract by the FIM is a mark of trust for which I feel very much honoured. Enduro has developed a lot since 2004 principally thanks to the work carried out in perfect cooperation with the Enduro and Cross-Country Rallies Commission, chaired by Amedeo Michelotti, and in maintaining a permanent dialogue with the teams and the industry. I am convinced that we will continue to increase the media coverage and public success of the championship. The support of the marketing department of the FIM and of the organisers who are more motivated and professional each time is a prime asset which will allow us to reach these objectives."

About the FIM (www.fim-live.com)

The FIM (Fédération Internationale de Motocyclisme) founded in 1904, is the governing body for motorcycle sport and the global advocate for motorcycling. The FIM is an independent association formed by 101 National Federations throughout the world. It is recognised as the sole competent authority in motorcycle sport by the International Olympic Committee (IOC). Among its 49 FIM World Championships the main events are MotoGP, Superbike, Endurance, Motocross, Supercross, Trial, Enduro, Cross-Country Rallies and Speedway. The FIM also deals with non-sporting matters such as leisure motorcycling, mobility, transport, road safety, public policy and the environment. The FIM was the first International Sporting Federation to enforce an Environmental Code in 1994.

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