



30th October 2019

Press Release n. 107

FIM Europe and Yamaha launch R3 bLU cRU FIM European Cup for young road racers



FIM Europe and Yamaha Motor Europe are pleased to announce the launch of a new road race series aimed at providing a path to the world stage for young riders.

The Yamaha R3 bLU cRU FIM European Cup, a collaboration between Yamaha, FIM Europe and Dorna WSBK Organization (DWO) supported by JiR (Japan Italy Racing), will be contested across eight races at the European rounds of the 2020 FIM Superbike World Championship and will be open to riders aged between 12 and 15 years.

The Yamaha R3 bLU cRU FIM European Cup has been designed as the ideal first step for young riders with world championship aspirations. The series will be contested exclusively aboard Yamaha's YZF-R3 machine, a race winner in the ultra-competitive FIM Supersport 300 World Championship already this season, with a grid of 36 riders from around the world expected to line up for the opening round in 2020.



The Yamaha R3 bLU cRU FIM European Cup will be a fully supported series, with riders provided with a race-ready Yamaha YZF-R3, a full riding package including Pirelli tyres, coaching and technical assistance for an inclusive cost of Euro 35.000 per season, allowing them to simply turn up and race.

The series will be televised, with races also streamed live online for free. A highlights package with rider interviews and background information will also be available for free after every round.

Prize money will be awarded, with Euro 10.000 for the winner of the championship, Euro 7.500 for the rider placed second in the series standings at season end and Euro 5.000 for the rider who finishes third overall. Each race winner will receive Euro 500. In addition, the top three riders in the series at the end of the season will secure automatic entry to Yamaha Motor Europe's bLU cRU Masterclass event, where they will compete for a supported ride for the following season.

Registration closes on 28th February 2020. More information on the Yamaha R3 bLU cRU FIM European Cup can be found at www.yamaha-racing.com.

Martin de Graaff, FIM Europe President

"This new Yamaha R3 bLU cRU FIM European Cup is part of our aim at FIM Europe, young riders preparing for European and World Championship racing. It fits exactly in our program. For young riders, the opportunity to compete at this level, in front of a large number of spectators and important World Championship teams must be a dream. FIM Europe would like to thank both Yamaha Motor Europe and DWO for this opportunity".

Andrea Dosoli, Yamaha Motor Europe Road Racing Manager

"With the launch of the Yamaha R3 bLU cRU FIM European Cup, we are making road racing accessible to youngsters who, up until now, have been excluded from competition on production race bikes due to their age. The aim of the new series is to provide youngsters



aged 12 to 15 years from around the world with a fully supported and cost-effective path into road racing, with the added benefit of racing alongside the stars of the FIM Superbike World Championship they aspire to emulate. The series is backed by Yamaha Motor Europe, DWO and FIM Europe, with racing operations managed by JiR. This allows us to offer a turnkey solution, with riders able to simply turn up and race. Together with the Yamaha R3 national championships the Yamaha R3 *bLU cRU* FIM European Cup forms the base of our rider development pyramid that, ultimately, provides a path within the Yamaha racing program to the premier production class, WorldSBK".

Gregorio Lavilla, WorldSBK Executive Director Sporting and Organization

"The Yamaha R3 *bLU cRU* FIM European Cup will have a main focus on giving young, up-and-coming talent a chance to succeed in World Superbike. Having one of the most successful manufacturers in history partnering WorldSBK in providing support and resources to the next generation of WorldSBK stars is of great importance, whilst more on-track racing in 2020 will offer additional exhilarating action".