



Press Release

Title sponsor for European Quadcross Championship



Ilse Smit and Martin de Graaff with the new ITP logo for the European Quadcross Championship

FIM Europe has signed a three years contract with ITP for the support of the European Quadcross Championship.

ITP is one of the brands of the global operating company The Carlstar Group (formerly Carlisle Transportation Products). The European headquarter of The Carlstar Group is based in Arnhem, the Netherlands.

The Company is well-known as a premier manufacturer of a comprehensive line of performance products for original equipment and aftermarket customers with a strong family of brands including Carlisle® belts, tires and wheels, Ultimax® powersports belts, ITP® tires and wheels, as well as Cragar®, Black Rock® and Unique® wheels. Made in USA, ITP tires and wheels are realized pursuing Advanced Traction Technology, and are well-known already in many Countries and specialized in Quads and UTVs.

In Europe the use of quads is very popular. The races of the European Quadcross Championship in 6 different Countries are a good opportunity for both parties to reach two goals: more interest in this very spectacular championship and, for ITP, spreading the brand in the European market.



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“In the Olympic Sportcentrum Papendal the promotional materials were showed. ITP developed a special logo for this EMX Quad competition, which is visible on the website”, stated Ilse Smit, Exhibition & Events Coordinator of ITP.

“Both parties are satisfied about this contract: the negotiations started after the end of the last season and in a short time ITP and FIM Europe found an agreement”, added Martin de Graaff, FIM Europe Sporting Council President.

The calendar of the ITP EMX Quad is:

11/12 April Castelneau de Levis (FRA)
2/3 May Gazzana di Preseglie (ITA)
16/17 May Randers (DEN)
6/7 June Stelpe (LAT)
1/2 August Kivioli (EST)
8/9 August Kegums (LAT)

ITP EMX Quad of European Nations

10/11 October Schwedt (Ger)



FIM Europe President Dr Wolfgang Srb (on the right) and FIM Europe Secretary General Alessandro Sambuco signing the contract of partnership for ITP EMX Quad in Geneva

PRESS RELEASE

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About FIM Europe (www.fim-europe.com) - The FIM Europe (in the past UEM, Union Européenne de Motocyclisme) includes 47 National Federations (FMNs) and 6 Regional Motorcycling Associations and is a European organization acting within its attributions in all matters in relation with motorcycling activities and, as such, in domains ranging from sport, tourism, leisure, environment, mobility, road safety, legislative affairs, protection and defence of the rights and interests of motorcycle users. As far as motorcycle sport is concerned, the FIM Europe is the supreme and sole European authority empowered by the FIM to control European motorcycling sport activities organized under its jurisdiction throughout Europe. The aims of FIM Europe are to develop and promote all forms of motorcycling in Europe as well as the co-operation and friendship between its members, and notably: to examine all questions related to the development of motorcycling in Europe; to organize European Championships and to establish all competitions that appear beneficial subject to the prior approval of the FIM; to co-operate with the FIM in all matters relating to the organization of international events and motorcycling in general; to organize camps and seminars for riders, officials, coaches and administrators of various European FMNs; to support the creation and development of motorcycling activities in all European countries; to promote the co-operation among all European FMNs; to promote motorcycling among young people, both as sport and motorcycling in general; to encourage the use of motorcycles in European countries and to develop motorcycle tourism; to represent the interests of motorcyclists before European authorities; to promote in the media the sport of motorcycling and the use of motorcycles in all of Europe.

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