

# MAXXIS®

## 2014 Event Diary

<b>16 March</b> MXGB Landrake MX1/MX2/VETS	<b>6 April</b> 6.4 MXGB Lyng MX1/MX2/MXY2
<b>18-20 April</b> BDC R1 Lydden Hill	<b>18-21 April</b> BSB R1 Brands Hatch Indy
<b>27th April</b> MXGB Foxhill MX1/MX2/VETS	<b>3-5 May</b> BSB R2 Oulton Park
<b>18 May</b> MXGB Canada Heights MX1/MX2/MXY2	<b>7-8 June</b> BDC R2 Knockhill
<b>13-15 June</b> BSB R3 Snetterton 300	<b>27-29 June</b> BSB R4 Knockhill
<b>29 June</b> MXGB tbc MX1/MX2/MXY2	<b>18-20 July</b> BSB R5 Brands Hatch GP
<b>19-20 July</b> BDC R3 Teesside Autodrome	<b>20 July</b> MXGB Culham MX1/MX2/VETS
<b>1st-3rd August</b> BSB R6 Thruxton	<b>8-10 August</b> BSB R7 Oulton Park
<b>9-10 August</b> BDC R4 Lydden Hill	<b>10 August</b> MXGB tbc MX1/MX2/MXY2
<b>23-25 August</b> BSB R8 Cadwell Park	<b>5-7 September</b> BSB R9 Donington Park
<b>7th September</b> BSB R5 Trax Silverstone	<b>19-21 September</b> BSB R10 TT Circuit Assen
<b>20-21 September</b> BDC R6 Anglesey	<b>21 September</b> MXGB Fat Cat Autoparc MX1/MX2/MXY2
<b>3-5 October</b> BSB R11 Silverstone GP	<b>17-19 October</b> BSB R12 Brands Hatch GP

## Maxxis Sponsor It's a Drift Life in 2014 Championships

Maxxis will be sponsoring It's a Drift Life in this year's Maxxis British Drift Championship, as well as in the King of Europe Drift Championship. The deal will further enhance Maxxis' support of this exciting and growing motorsport, which the tyre manufacturer has championed in the last five years.



## Team Japspeed Look to Regain Title with Maxxis

Team Japspeed will again rely on Maxxis Tyres as it attempts to regain its British Drift Championship Constructors Title in 2014. Team Japspeed, managed by Paul McCallum, is the most successful drifting team (in the BDC) with driver Paul Smith winning the BDC Championship title in 2012.

## Brand Manager to strengthen Maxxis presence in UK

Maxxis International and its UK distribution partner, Stapleton's [Tyre Services] Ltd, used the Maxxis Annual Conference to announce the appointment of Alan Littlewood to the position of Maxxis Brand Manager.



"I am very excited about getting started and look forward to working with both Maxxis and the Key Dealer network to develop the brand further."

## Milwaukee Yamaha clinch podium in season finale

The Maxxis sponsored Milwaukee Yamaha team ended their season with a podium finish at Brands Hatch as James Ellison overcame his disappointment of race one to claim a third place in the second race of the weekend whilst Tommy Bridewell claimed a fourth place in the final race.



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# ontrack

January 2014



# KTM

SPORTMOTORCYCLES

## Maxxis Races Towards Autosport International





## MAXXIS ontrack



Maxxis International has confirmed the launch of its latest generation of high performance tyres at Autosport International, as well as showcasing the vehicles from the motorsports that it supports. The new tyre, the VS01, which is an updated version of the MAS2, ensures that Maxxis' range of tyres covers the latest performance car marques, making it one of the most desired high performance tyres.

### Maxxis Impresses at Autosport International

In addition to the launch of its latest tyre, the stand at this year's Autosport International again showcased the cars, motorbikes and off-road vehicles it sponsors to compete in many different forms of motorsport.

These included two of Team Japspeeds British Drift Championship cars, Team Gigglespin's custom 4x4 vehicle, Chris Walker's Kawasaki motorcycle from the Chris Walker race school, a GBmoto superbike, a bike world motorcycle and Lee Dunham's Kawasaki KX450 motocross bike.

### Maxxis Contributes towards Relief Effort in the Philippines

Following the recent tragedy of typhoon Haiyan in the Philippines, Maxxis International has set up a donation fund for its "Maxxis family" members from around the world to contribute to those in need.

With over 11 million people affected by the devastating storm and over 5500 people killed, Maxxis wants to do everything it can to help towards the relief effort in the Philippines.



### Maxxis Expands OE Tyre partnership with KTM

Austrian motorcycle manufacturer KTM have reinforced their growing commitment to Maxxis by adding the all new FREERIDE to the expanding number of machines fitted with Maxxis premium off road rubber as Original Equipment.

All 3 Freeride models are fitted with Maxxis' new TrailMaxx tyres, designed exclusively for KTM this new rubber is formulated to offer pleasure riders trail riding performance for extreme off-road conditions.

### Orange Engineering keeps the Reds driving on

Maxxis is proud to be the 'Official' Tyre Partner of Liverpool FC in the Barclays Premiership, and with the Reds resurgent under manager Brendan Rodgers, there's a feeling at Anfield that this could be the year they make a return to former glories.



### Maxxis Max Model Fundraising for Macmillan

Maxxis again leveraged the intense interest in its stand at this year's Autosport International in order to raise money to help in the fight against cancer. The combination of motorsport stars, the company's own 'Maxxis Babes', and a host of racing cars and bikes proved irresistible for N.E.C. show goers, with Maxxis turning its pulling power to the Macmillan Cancer Support's advantage selling calendars to boost the charity's coffers.



### Maxxis gets Serious with Team Gigglespin

Maxxis will again be supporting leading extreme 4x4 race team, Team Gigglespin. Led by Jim Marsden and riding on Maxxis Trepador M8060 tyres, the team has achieved outstanding success in recent years. In 2013 it achieved three outright wins and a number of top four finishes.

### Maxxis Announces its Wildcard Champion

Maxxis International announced that Priorslee Motor Services in Telford was chosen as this year's winner of the 'Maxxis Extra Mile' competition. Dealers were asked to submit sales pitches demonstrating innovative use of point of sale materials, counter displays, songs or anything else dealers use to get the Maxxis message across. The lucky winner joined the Top 10 Maxxis dealers on a fabulous trip to Thailand.



### Maxxis Rides on with the British Motocross Championship

Maxxis, in partnership with the ACU (Auto Cycle Union), is delighted to announce that it will continue to be the title sponsor of the British Motocross Championship for a further three years.



### Maxxis International Celebrate Listing in Forbes Asia Fab 50

Companies which made Forbes' Asia Fabulous 50 list took a bow as they were formally recognized at an award ceremony on the 19th November at the Regent Hotel in Beijing. Cheng Shin Rubber Ind. Co. Ltd. d/b/a Maxxis International was one of just two Taiwanese companies honoured at the ceremony.

### Maxxis Kawasaki by LPE take the honours in AMCA MX1 Championship

The long awaited final round of the AMCA British Motocross Championships arrived on October 6th.

Lee Dunham and his team, Maxxis Kawasaki by LPE, travelled North with one goal - To win. Dunham required only a top 20 finish in Moto 1 to secure his 4th AMCA British Motocross title ... and he didn't disappoint.

