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October 2013

Maxxis.co.uk Much More
than Just a Website



Lee Dunham
Increases his
Advantage
at the Top



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Maxxis Supermaxx Sport Tyre MA-PS Delivers the Goods in Fast Bikes Test



Maxxis Motorcycle Sport Radial the MA-PS delivered convincing test results across a wide range of machinery in a recent Fast Bikes road and track test. The test reports,

'Even in the downpour we struggled through there was plenty of grip and predictability from the tyres. Even as it started to dry out, the toughest test for a tyre, the Super Maxx rubber stuck to its guns admirably.'

'What the Supermaxx is, is a thoroughly decent tyre available at very reasonable money – typically a third cheaper than more established brands.'

Maxxis Pont-de-Vaux Mondial du Quad 2013

Maxxis once again took over the World's off-road capital, Pont de Vaux, for this year's Mondial du Quad at the end of August.

Reuniting bike, ATV, and Off-road enthusiasts from all over the world, 111 teams, and 600 riders from 20 countries competed in the event, setting the standard for ATV motorsport enthusiasts around the globe.



Maxxis Packs Give Dealers the Full Story

Maxxis is moving to ensure its dealers know everything they need to about the company, its products, principles and history. New dealer packs will be distributed through Stapleton's over the coming weeks, each containing details of Maxxis, its OE homologations, place in the market, marketing initiatives, sponsorship deals, online presence, guarantees and product highlights.

Maxxis Named to Forbes' List of **Asia's Fab 50 Companies**

For the second year running, Cheng Shin Rubber Ind. Co. Ltd., trading as Maxxis International, has been named one of Asia's Fab 50 Companies by Forbes magazine.

Maxxis.co.uk

Much More than Just a Website

Maxxis International has launched a new website to better showcase the many facets of the growing brand. www.Maxxis.co.uk offers fantastic new functionality, as well as opening the door to anyone looking to find out more about one of the fastest growing tyre brands in the world.

Maxxis International marketing manager Amy Cahill explains: "The new website offers insights into all areas of our business, from our origins as a bicycle tyre manufacturer, our current original equipment homologations, our lifetime guarantee, our environmental commitments, our support of successful sporting teams, and the most important thing – where to buy our tyres!"

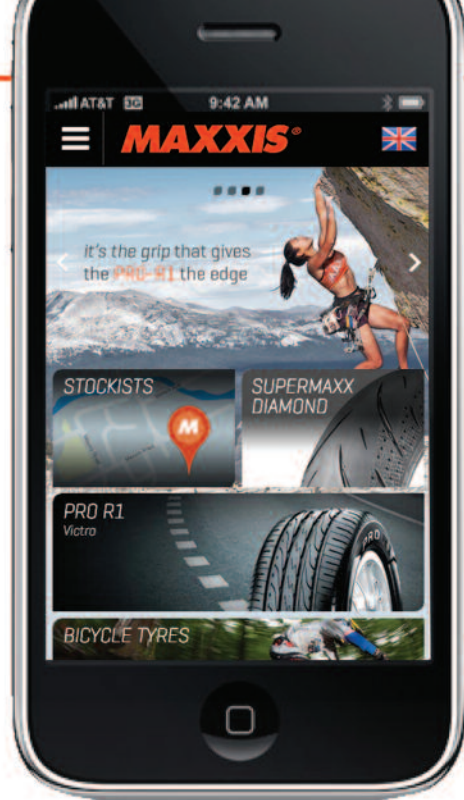
Maxxis Trepador Crowned King of the Valleys... Again

Maxxis is celebrating after the M8060 Trepador competition tyre came out on top at the second staging of the King of the Valleys endurance event at Walters Arena Motorsport Complex near Glyn Neath, South Wales. Five out of the top seven competitors were all using the M8060 Trepador competition tyre, meaning that it was the best performing tyre at this event.



Lee Dunham AMCA MX1 British Championship

Maxxis Kawasaki by LPE pilot Lee Dunham produced another classy, typically consistent performance to bag the overall victory in round four of the 2013 AMCA British Championship and thus increase his advantage at the top of the standings to a healthy 117 points.



Maxxis on Track

with **CHRIS WALKER RACE SCHOOL**

Maxxis partnership with Race Ace Chris Walker continued to produce fantastic PR for the Motorcycle Products this summer, around 80 riders per day are putting the MA-PS Sport tyre through its paces under the guidance of top BSB racers. Fitted to Kawasaki ZX-6R machines the tyres have picked up rave reviews from members of the press and public alike; attending the Mallory Park based track experience days.

Milwaukee Yamaha's Ellison secures Maxxis Showdown Position

The Maxxis sponsored Yamaha team have secured their position in the MCE Insurance British Superbike Championship Showdown for the third consecutive season. Following a fantastic Victory at the Silverstone 200 MotoGP showcase, and a strong third position at Donington Park, Ellison has proved that the Milwaukee Yamaha has the pace to go all the way in the remaining rounds of the BSB championship.



American Star Drifter Lights up UK Soil

One of the world's best drifters, Ryan Tuerck, was in the UK in August, showing off his skills at the 4th round of the Maxxis British Drift Championship (BDC) at Lydden Hill in Kent. The flamboyant American was jetted in by Maxxis to link up with current British Drift Championship title holders Team Japspeed, with the aim of boosting the global appeal of a motorsport that is already rapidly growing in popularity.

Maxxis Extends Leading 4x4 Range in the UK

Maxxis has confirmed the extension of its UK 4x4 range, and full availability of every tyre in it. Following the announcement, the Maxxis Marauder, Bravo, Bighorn, Trepador, Mudzilla and Creepy Crawler tyres will now be available to UK dealers through the Stapleton's distribution network.



JET TYRES LTD

Jet Gets a Lift and Sales Soar to the Maxx

Jet Tyres in Canvey Island has been given a complete overhaul courtesy of Stapleton's and Maxxis. Internal and exterior paintwork, signage and point-of-sale items have all been refreshed and the already popular retailer is reporting instant results in terms of increased sales.

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