

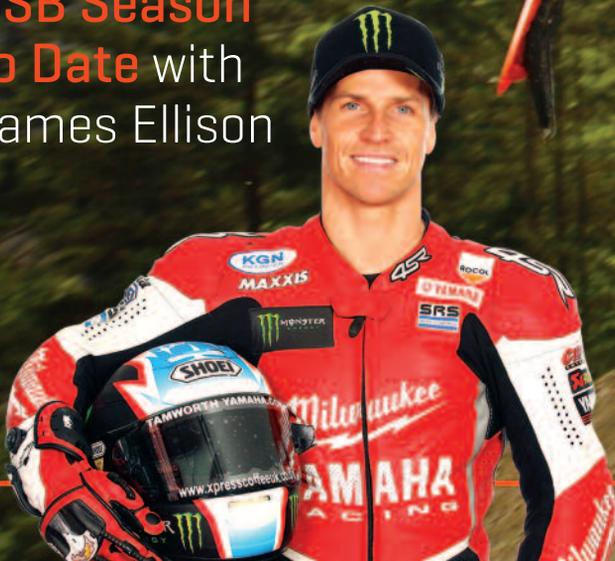
**MAXXIS®**

# ontrack

July 2013

**Maxxis**  
**promote**  
their OEM  
Partnership  
with KTM

**BSB Season**  
**to Date** with  
James Ellison



**PERFORMANCE**  
**BIKES**

Track Day **Success**

## Calling all Creative Dealers - Thai Trip Awaits

The 'Maxxis Extra Mile' competition has been launched to find the people most actively promoting the brand, and is open to all employees of dealers registered for the Maxxis rewards programme. The ultimate prize is a trip to Thailand.

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REWARDS

## Performance Bikes Success For Maxxis

100 readers of Performance Bikes Magazine descended on Rockingham Circuit for Maxxis' VIP Trackday. Lucky riders selected from 1000's of applicants were given a free day at the legendary Track thanks to Maxxis sponsorship.



## An Encouraging Isle of Man TT For Milwaukee Yamaha

Ulsterman William Dunlop gave the Maxxis sponsored Milwaukee Yamaha team a podium in the opening Monster Energy Supersport Race at the TT in third place, and narrowly missed out on a second Supersport podium in race two - despite a phenomenal last lap of 127.173mph.

In the Senior TT, William joined the 130mph club, with an impressive lap of 130.028mph - his new top mark on the Mountain Circuit.



## Maxxis Reports Continuing Growth Despite Increasing Investment

Despite an adverse global economy and substantial investment in research and development, increased manufacturing capacity, its new academy and latest testing facilities, Maxxis has still succeeded in increasing net earnings.

Results from the last financial year show Maxxis tyre sales figures surpassing \$4.5 billion [US] for the first time, up over \$2 billion in the last five years alone.

## The New Maxxis Bike Catalogue Now Available



Maxxis one stop tyre guide for the Motorcycle, Scooter, Off Road and ATV Markets comprises 57 pages detailing every major product currently available in the UK. Alongside this a 348 page digital fitment guide, detailing every major motorcycle manufactured since 1967 is available to download from [www.maxxis.co.uk](http://www.maxxis.co.uk)



## James Ellison Gives Us His Feelings on **The BSB Season So Far**

So far this season James has been a consistent podium finisher in the opening rounds of the MCE Insurance British Superbike Championship, scoring a race win at the season opener, showing his determination to lift a maiden title this season with Maxxis sponsored team Milwaukee Yamaha.

Over to James: "It's been quite a testing year for us so far with a few small issues happening at the worst time possible, but even with two non-scoring races we are still very strong in the championship and in the podium credits table so it's not all bad. I feel like I'm riding the best I ever have at the minute so I'm very confident that we can stay in the title fight top six going into the Showdown at the end of the season and that's all that matters really; the real fighting will start in September at Donington Park - Rest assured I will continue pushing at the front, fitter and more focused than ever! - Hope to see some of you there. Ride safe. J"

For more visit [www.milwaukeeyamaha.com](http://www.milwaukeeyamaha.com)

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## New **PCR Catalogue**, **Range Highlights** and **Centre of Excellence** Manual Now Available

A New catalogue showing the Maxxis range of PCR patterns available through Stapleton's, is out now. It is also available for download from [Maxxis.co.uk](http://Maxxis.co.uk). In addition a range highlights brochure along with a Dealer Centre of Excellence pack outlining Maxxis Dealer support are also now available.



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'I feel like I'm riding the best I ever have at the minute'



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## Spaldings Makes **Maxxis Tyre of Choice for 2013**

Europe's leading distributor of Agricultural and Groundcare parts and accessories

- Spaldings, has chosen to stock the Maxxis specialist range of turf tyres.

This includes the unique, industry leading Turfmaxx plus, the Professional Municipal and Smooth Tyres.



## Maxxis OE Fit on KTM EXC

Highlighting the first full year of OEM tyre partnership with KTM's EXC range of hardcore off road Motorcycles, Maxxis have undertaken a global advertising campaign to reinforce consumer awareness. In the UK this campaign consists of full page adverts in leading Off Road publications Trials and Motocross News, Dirt Bike Rider and Moto Magazine throughout the riding season.



## Getting a grip of Social Media

Maxxis has announced the appointment of Jas Ghata-Aura as its new online content developer. The challenge of engaging a typically young audience with a tyre manufacturer is no mean feat as Jas confirms.

"I am hoping to build on Maxxis' ever-growing presence throughout the UK by raising its profile through many channels, but focusing mainly on social media."



For more details about MaxxEnduro tyres, scan the code!

MaxxEnduro F.I.M Approved  
**DOUBLE ORANGE**

OE tyres used by **KTM**

Maxxis' Orange Engineering Programme has developed the F.I.M approved MaxxEnduro tyre which provides the ultimate in grip and control for KTM's EXC Enduro machines.

The tread pattern features stable side blocks combined with a proven rubber compound that shrugs off the extreme conditions of competitive events, ensuring accurate steering and the razor-sharp handling demanded by top-level Enduro competitors.

The F.I.M approved MaxxEnduro tyres are also E-marked and fully road legal.

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For a closer look, click on to [www.maxxis.co.uk](http://www.maxxis.co.uk)

## Maxxis Michelle Makes The Most of High Heels and Smoking Wheels

Maxxis Babe Michelle Westby is proving she is much more than a pretty face, with the Stevenage sensation starting to get as much attention for her dazzling drifting displays as her stunning good looks.



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to read more on any of the stories visit [maxxis.co.uk/news](http://maxxis.co.uk/news)