

**MAXXIS®**



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Kawasaki  
BY L.P.E.

# ontrack

April 2013

## Maxxis 2013 Dealer Rewards Programme Ready to Roll



Win Tickets  
to Anfield for  
the Merseyside  
Derby in May



Maxxis British  
Motocross  
Championship  
**2013 is GO!**





## Now where are those **Liverpool FC players** again?

It's your last chance to win tickets in our find the hidden players competition. The last of our three competitions for the 2012/13 season sees three different players hiding in the Anfield crowd. If you can find them, you'll be in line to win tickets to the derby game against Everton scheduled for 4th May.

**Just visit [maxxis.co.uk/spot-the-player](http://maxxis.co.uk/spot-the-player) and use your skill in finding them. Mark them, name them and you're in with a shout of winning that pair of tickets.**



## MXGB 2013 is Go! ...despite the Biblical weather at Fat Cat

**The 2013 Maxxis ACU British Motocross Championship kicked off on Sunday 17th March at Fat Cat Moto Parc near Doncaster.**

The sandy circuit played host to the opening round for the second year, but after heavy rain in the week leading up to the event and Rain, Sleet and Snow on the day meant the conditions were more suitable for Noah and his Ark. Read the Race Report at [maxxis.co.uk](http://maxxis.co.uk)

## Maxxis Are Doing More to **Interact with** Fans via Social Media

With the launch of the new babes website and sponsorship deals, Maxxis has had a lot to shout about lately, and the tyre manufacturer is planning to do just that through a number of the key social media channels. Maxxis has recently increased its presence on the social media scene and now has a strong presence on Facebook, Twitter, Instagram, YouTube, Pinterest and Google+.



## Maxxis on track for success with Milwaukee Yamaha

The Maxxis sponsored Milwaukee Yamaha team completed their opening test of the 2013 MCE Insurance British Superbike Championship at Donington Park on 14th March.

British rider James Ellison and Australian Josh Waters laid down some stunning laps. The pair gave the Milwaukee Yamahas their first run out of the season with both riders reporting positive feedback to the crew. Maxxis will be supporting the team throughout the BSB season, activating a sustained campaign of PR. VIP hospitality for the trade and consumer facing promotions in and around the paddock at each event.



## New Maxxis Babes Website **Goes Live** and Looks Great

Maxxis has launched a new website to showcase the best sides of its 2013 Babes line-up. As well as public and private picture galleries of the ten current Maxxis Babes. Check out the new site - [www.MaxxisBabes.co.uk](http://www.MaxxisBabes.co.uk)



# Maxxis 2013 Dealer Reward Programme Ready to Roll

Maxxis has revealed details of its eagerly awaited annual rewards programme. The Programme will run throughout 2013 in conjunction with distribution partner Stapleton's, with dealers being encouraged to sign up soon to maximise their chances of winning a trip to Thailand, along with some other fantastic rewards.

All dealers registered with Maxxis via Stapleton's in the UK will have the chance to win a 7 day, all expenses paid luxury trip to Thailand, featuring a tour of the Maxxis manufacturing site in Rayong amongst other highlights,



Other Rewards include a range of attractive promotional clothing, merchandise, point of sale materials, and high street vouchers through the 'Love2choose' scheme.

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R E W A R D S

"The Maxxis' Dealer Rewards Programme is one of the best supported in the industry, and is designed to demonstrate Maxxis' appreciation for its dealers", UK Managing Director, Derek McMartin confirmed.



## Chris Walker Race School choose Maxxis Supermaxx Sport radial

Chris Walker's Race School, based at the legendary Mallory Park circuit, has chosen Maxxis Supermaxx Sport tyres to be fitted to their Kawasaki ZX6R's for the second year running. Maxxis' super sticky Sport tyre is ideally suited to the demanding conditions of Mallory Park; they warm up fast and offer riders predictable consistent grip in wet or dry conditions, with the added benefit of an improved wear rates over similar competitor products.

"I rate Maxxis tyres, the School and myself are directly involved in the development of Maxxis; running the Super Sport tyre on track gives you a fantastic track day tyre at a fraction of the price of the competition." Chris Walker



## The Maxxis Trepador Competition tyre arrives at Autosport

**This year's Autosport 2013 show at the Birmingham NEC saw the launch of the new Maxxis Trepador Competition range. And in terms of value for money and quality, the new M8060 Trepador is Maxxis' most sought after 4x4 tyre to date.**

With a unique tread element arrangement, multi-stage staggered shoulder pattern and nylon belt reinforced tyre construction; it is designed to provide improved control, even on the most difficult terrain. The combination of advanced tyre technology and an attractive price point is already proving a great selling benefit.

Maxxis invited guest Jerry Hunt from SETYRES in Portsmouth, a specialist 4 x 4 tyre dealer, to the show to check out the tyres first hand. He was glad he did as he was also able to check out the gorgeous Maxxis babes at the same time!

Jerry remarked 'After a very successful 2012 supplying Maxxis Tyres to some of the top UK and European 4x4 teams, I am very much looking forward to a great 2013.'

## Maxxis Moves to Raise their UK Profile through Marketing Appointment

Maxxis International has promoted Amy Colbourne to Marketing Manager. The move has been made to help strengthen marketing throughout the UK and to assist in the global growth of the company.



Amy will look after all aspects of marketing in the UK, including activity to support Maxxis distributors.



## Maxxis Tyres Take On Toughest Test Possible The Dakar Rally

Maxxis has moved to further enhance its motorsports pedigree by putting its technologically advanced tyres through their paces in the world's most demanding motor race – the Dakar Rally. Covering 7,000 miles across some of the harshest terrain in the world, 'Le Dakar' promises to stretch the capabilities of the Maxxis rubber, even if it is reinforced with Kevlar.



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