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SUPERIOR MOTORCYCLE OILS

Media Release

Shoei and Spada join the Oliver's Mount Party

Oliver's Mount Race Circuit is thrilled to announce that they have signed a contract with Shoei and Spada for the 2015 race season.

Oliver's Mount:

Oliver's Mount road race circuit is England's only natural 'road' race track. Situated just five minutes from Scarborough's town centre, the races have been likened to a 'miniature TT by the seaside'. Edge of your seat racing, the closest action seen at any race venue, friendly locals and a stunning setting are all key features of a race weekend at Oliver's Mount.

Importantly, for the racers, the 2.43 mile track has always been regarded as a challenging, tight and twisty circuit, which tests their skills to the maximum. With a racing heritage that dates back to 1946, Oliver's Mount Race Circuit has a rich history of motor racing and has seen many of the great riders race at 'The Mount' over the years.

The rich history that Oliver's Mount has and the revolution of Road Racing in the last few years has left Shoei and Spada jumping onboard with the Scarborough circuit for 2015.

Shoei:

SHOEI has been dedicated to the development of superior helmet technology since 1958. Our company was started by the immense spirit and determination of its founder Eitaro Kamata, who designed and used his first products exclusively for the racing sector.

What is amazing even by today's standards is the pace at which SHOEI became popular all over the world: starting in the late sixties, SHOEI's reputation as a top quality brand spread first over the U.S., then later all over the motor markets of Europe.

What is also amazing is that everybody who was ever involved in the motor field can spell the name SHOEI, in spite of the fact that we are a team of less than 500 people worldwide.

But what is most amazing, especially to a Western observer, is the dedication of our factory staff. SHOEI manufactures all helmets (and all helmet parts) in Japan, even though manufacturing costs there have long since exceeded the level in many European countries. Why?

Because the men and women in our factories take every single helmet as a personal challenge. Faulty products are practically unheard of, as every single piece reflects the spirit, ambition and attention to detail that is so typical of SHOEI.

Spada:

Since its inception in 1994, the SPADA range has grown to suit the diversified needs of the broad array of riders and disciplines, whilst achieving the difficult combination of offering performance, safety, functionality and value.

This is achieved and constantly improved upon by listening to, and acting upon, feedback from motorcycle riders of all ages and needs from across the UK.

The SPADA philosophy is a simple one - design great looking clothing that offers the best performance, safety features and value at the most competitive price point. For people with more sense than money!

Peter Hillaby, Circuit Director at Oliver's Mount said:

'We have focused on attracting some of the finest motorcycle and product companies to become partners with Oliver's Mount for the 2015 race season and to now add Shoei and Spada to our partners is fantastic. The quality of the products that both brands represent and the commitment for not just 2015, but also the future of road racing events at Oliver's Mount from both brands is simply fantastic. We are looking forward to working with Shoei and Spada to make our events better than ever.'

Mark Ingleby, Marketing manager for both Shoei and Spada brands added:

'Feridax is proud to be working with all the team at 'Oliver's Mount'. Along with our partnership with the NW200 and recent champion wins at the TT 2014 (Shoei and Spada) - we are now excited and looking forward to a growing involvement with the growing popularity of Road Racing in the UK. The whole team here at Feridax have a total belief in the team at Oliver's Mount to deliver a fantastic event for both athletes and race fans alike across the four events throughout 2015 and we are committed to the team as a long term and mutually beneficial partnership'.

There are 4 main events taking place at Oliver's Mount Race Circuit in 2015:

- Spring Cup – 11th/12th April
- Barry Sheene Festival – 21st June
- Cock O'the North – 18th/19th July
- International Gold Cup – 12th/13th September

Advance tickets for Oliver's Mount can be purchased by calling the ticket hotline on: 01723 373000

Keep up to date with Oliver's Mount Race Circuit:

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ENDS

20th March 2015