



FIM launches new FIM Quality Product label

The FIM is pleased to announce the launch of its new FIM Quality Product (FQP) Label, which builds on and replaces the initial approval scheme that the FIM first introduced back in 2009. The FQP aims to create a substantial connection to the FIM World Championships and Events and the industry over a licensing programme aligned with the FIM standards.



The new FIM Quality Product label will provide a great opportunity for stakeholders within the motorcycle industry to gain this recognised seal of approval - subject to the relevant strict requirements being met - that can be used in the associated communication and marketing materials.

The aim of this new programme is for the FIM to endorse the highest level products and services both on and off the track, and that will benefit every-day road riders as well as those that race at either amateur or professional levels. Moreover, revenues generated by the FQP scheme will contribute to the ongoing development of the motorcycling and through education, training and awareness this programme will be making all motorcycling activities – sporting and non-sporting – stronger, safer and more accessible to a broader audience.

For a product or service to be awarded the prestigious FIM Quality Product label it must be compliant with the international standards related to market distribution or those laid down by the FIM, which have been drawn up using the huge knowledge and experience gained over many years through the FIM's truly global network of CONU's, national federations, local organisers and clubs, plus thousands of associated riders. In addition to having to meet the fundamental standards set out, the award process will also take into account other aspects such as safety, health, performance, plus ethical standards including business practices and environmental responsibility.

Speaking about this new programme **Fabio Muner – FIM Marketing and Communication Director** explained: *“No other organisation can count on the same Worldwide network in the motorcycle sector and as such the FIM is perfectly placed to use its wealth of knowledge and experience in this field to provide this recognised and trusted programme. When motorcyclists see the FIM Quality Product label, they will know that the product or service has only gained this status after having passed a robust process. It is the power of this licensing programme even if its aims do not rely on the quality improvement of the market products, but much more to recognise the already good-quality products.”*

Parties interested in gaining the FIM Quality Product label for their own products or services should in the first instance contact Adrien Lerousseau [FIM Marketing Coordinator]



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ABOUT THE FIM (www.fim-live.com)

The FIM (Federation Internationale de Motocyclisme) founded in 1904, is the governing body for motorcycle sport and the global advocate for motorcycling. The FIM is an independent association formed by 113 National Federations throughout the world. It is recognised as the sole competent authority in motorcycle sport by the International Olympic Committee (IOC).

Among its 50 FIM World Championships the main events are MotoGP, Superbike, Endurance, Motocross, Supercross, Trial, Enduro, Cross-Country Rallies and Speedway. Furthermore, the FIM is also active and involved in the following areas: public affairs, road safety, touring and protection of the environment. The FIM was the first international sports federation to impose an Environmental Code in 1994.

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