



FÉDÉRATION INTERNATIONALE
DE MOTOCYCLISME

PRESS RELEASE

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Three "L's" for one Campaign

The FIM launches "WOMEN RIDE"



Leslie Porterfield (FIM Speed World Record Holder), Livia Lancelot (FIM Women's Motocross World Champion) and Laia Sanz (FIM Women's Trial World Champion) have participated in the brand new FIM campaign "WOMEN RIDE" for promoting women in motorcycling.

This campaign is the fruit of a joint project between the FIM Commission for Women in Motorcycling and the Marketing & Communications Department. The aims are to enlarge the audience of the motorcycling community by including women and also to change the perception of motorcycling by promoting well known female ambassadors in the FIM's communications.

Episode 1 explains the real reason why women ride motorcycles: **they are guided by their emotions!**

The campaign will be promoted through the FIM Communication Platform (FIM-LIVE.COM, the FIM Magazine Ride With Us!, FIM YouTube Channel, the FIM TV Magazine - FIM Moto Show) and official Championship programmes.

Furthermore, with "WOMEN RIDE", the FIM is ambitious to increase the visibility of women in motorcycling is by broadening the media coverage of this campaign to include industry, specialised motorcycle media as well as media for women in general.

Olivier Godallier, FIM Marketing and Communications Director added: "Women are more and more present in the motorcycle world and industry aware of this phenomenon, is already developing numerous products for them. In 2010, the FIM is proud to put women in the spotlight with a new Enduro Championship and also for the very first time in an exclusive communication campaign, the first episode of which we have the pleasure to propose to you as from today."

To watch the "WOMEN RIDE" video on FIM TV:

<http://www.fim-live.com/en/fans-zone/fim-tv/>

To download the "WOMEN RIDE" FIM wallpapers:

<http://www.fim-live.com/en/fans-zone/fim-wallpapers/>

To watch the "WOMEN RIDE" on YouTube

<http://www.youtube.com/user/tvfim>

About the FIM (www.fim-live.com)

The FIM (Fédération Internationale de Motocyclisme) founded in 1904, is the world governing body for motorcycle sport and is an independent association formed by 101 National Federations throughout the world. It is recognised as the sole competent authority in motorcycle sport by the International Olympic Committee (IOC). Among its 49 FIM World Championships the main events are MotoGP, Superbike, Endurance, Motocross, Supercross, Trial, Enduro and Speedway. The FIM also deals with non-sporting matters such as leisure motorcycling, mobility, transport, road safety, public policy and the environment. The FIM was the first International Sporting Federation to enforce an Environmental Code in 1994.



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