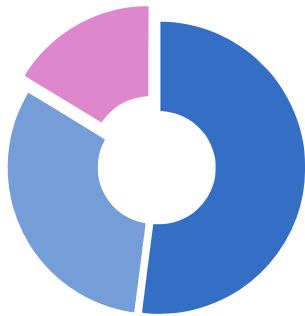


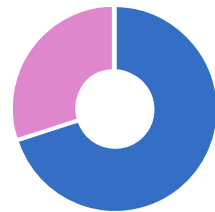
FIM World Endurance fan profile

A total of **350 thousand fans** watched the four FIM EWC races trackside in 2015, including 120 thousand each at Le Mans and Suzuka.



84% of the spectators attending the races trackside are men, with 51% between 34 and 54 years of age (31% between 18-34). 35% of the spectators attend the races together with family and friends, usually in a group of minimum four people. 9 out of 10 would buy a product or choose a brand because they associate it with motorcycle racing.

74% of motorcycle racing TV viewers are between 16 and 35 years of age, 70% of them are men and 30% women. 87% watch racing together with friends and family. On average, they've been following motorcycle racing for the last 9 years and watch around 80% of available broadcasts.



There's over a **500 million motorcyclists** around the world. Despite the economic downturn, the motorcycle market generated 62 billion dollars in 2012. According to the Reuters agency's forecast, the market will grow on a steady **annual rate of 6% to reach almost 85 billion in 2016.**

Motorcycle racing coverage is enjoying a growing popularity in Poland, with each race averaging around 200 thousand viewers. As proven by Robert Kubica and Formula 1, the viewing figures are expected to enjoy a massive boost with a massive boost with a Polish team as a permanent entry in the FIM EWC series.

You are more than welcome to join the LRP Poland project as our key partner alongside such prestigious brands like BMW and Pirelli, and become a crucial part of our 2016 success.

Team LRP Poland

Follow our successful progress on the TV, the internet and our social media channels.

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