

@BUCCIMOTOUK

#BUCCIMOTO 
190 CUP

BM3
BRITISH MINI BIKES

Introduction:

In November of 2019 Parker Racing became the UK's sole distributor for the Europeans leading Mini Bike manufacturer "BucciMoto".

Our focus is to grow the Mini GP market here in the UK, along with OHvale. With the higher price positioning of these high quality Italian machines in mind, we forecasted modest growth in the first year, setting a sales target of 3/5 motorcycles within the first 12 months.

YTD we have sold 27 units and below you can see the breakdown by model and engine size:

- Mini GP 190cc = 14
- Mini GP 160cc = 4
- Mini GP 140cc = 6
- F20 SM 160cc = 3

Looking back at the results for this year, and in spite of a global pandemic, it's clear to see the UK market has an appetite for a high quality Mini GP motorcycle. The figures clearly suggest this demand and therefore we firmly believe it's the right time to promote, support and develop the growing BucciMoto brand within the UK market.

The Plan:

The Mini GP 190cc class is where we would like to see the development start. You can clearly see from the aforementioned details that the class has proven very popular. We feel with the correct support and development, it would only go from strength to strength and offer an exciting prospect to the racers and championship.

We truly believe, through our own research we have the potential to offer a leading edge in the market which can only help develop the sport further.

Plans for the first year; to create a "Bucci Cup" within the Mini GP 190 class held at all the British Mini Bike Championship rounds (BMB).

Due to the growth of the sport "Mini Bike Racing", the BMB has undoubtedly become the leading & largest UK championship. More often than not, with sell out grids at every round. This coupled with the success of the machines as stated in the sales figures above, we cannot help but feel this is the perfect platform for these machines. However, because the championship has become so successful, we are acutely aware of time challenges and constraints on any given day, so it would prove very difficult to allocate a sole Bucci manufactured grid. Therefore we have been granted permission to develop a Bucci cup within the Mini GP 190 class that currently exists within the BMB timetable.



Bucci Cup 190 Vison:

For our first year hosting the Bucci 190 cup, we aim to keep our structure and goals simple, whilst executing them to the highest standard and in true reflection of the products position and brand.

Core values for us being: Promote, growth & support.

Our vision is to have a one make championship using BucciMoto motorcycles.

- **Promote** – To promote the brand BucciMoto in the BMB successfully will come at a fee. A sum agreed by the championship. This fee allocates sponsorship of the Bucci 190 Cup and in return, the BMB will provide the following:
 - Title sponsorship of class
 - Branding on rider packs
 - Branding on live broadcasts
 - Media opportunities at events
 - Social media shares via BMB
 - Branding on interview/presentation board
 - Support with opportunities within the BMB.

We will look to personally promote the brand and championship in other areas; such as:

- Website areas which will showcase the championship table structure, rules and rider profiles.
- Online promotional adverts – professionally designed adverts by a graphic designer. These will consist of a series of visual templated adverts showing:
 - Race Dates
 - Race Venues
 - Rider Profiles
 - Sponsors

Some examples of these are below, supplied by the Malaysian organised Bucci Cup.

SIC MINIGP CHAMPIONSHIP 2020 KEDUDUKAN KESELURUHAN (ROUND 2)					110cc
Pos	Bike	Nama	Negeri		Mata
1	4	Qabil Irfan	Terengganu		100
2	12	Adie Putra	Melaka		56
3	6	Adam Danial	Terengganu		54
4	11	Danish Rahman	Johor		51
5	8	Awwal Haiqal	Johor		45
6	10	Ahmad Darwisy	Johor		43
7	5	Arif Anaqi	Johor		42
8	7	Shah Putra	Perak		41
9	9	Adib Arsyad	Johor		0

SIC MINIGP CHAMPIONSHIP

SEPANG INTERNATIONAL KART CIRCUIT

Pusingan 1 16 Ogos 2020

Pusingan 2 6 September 2020

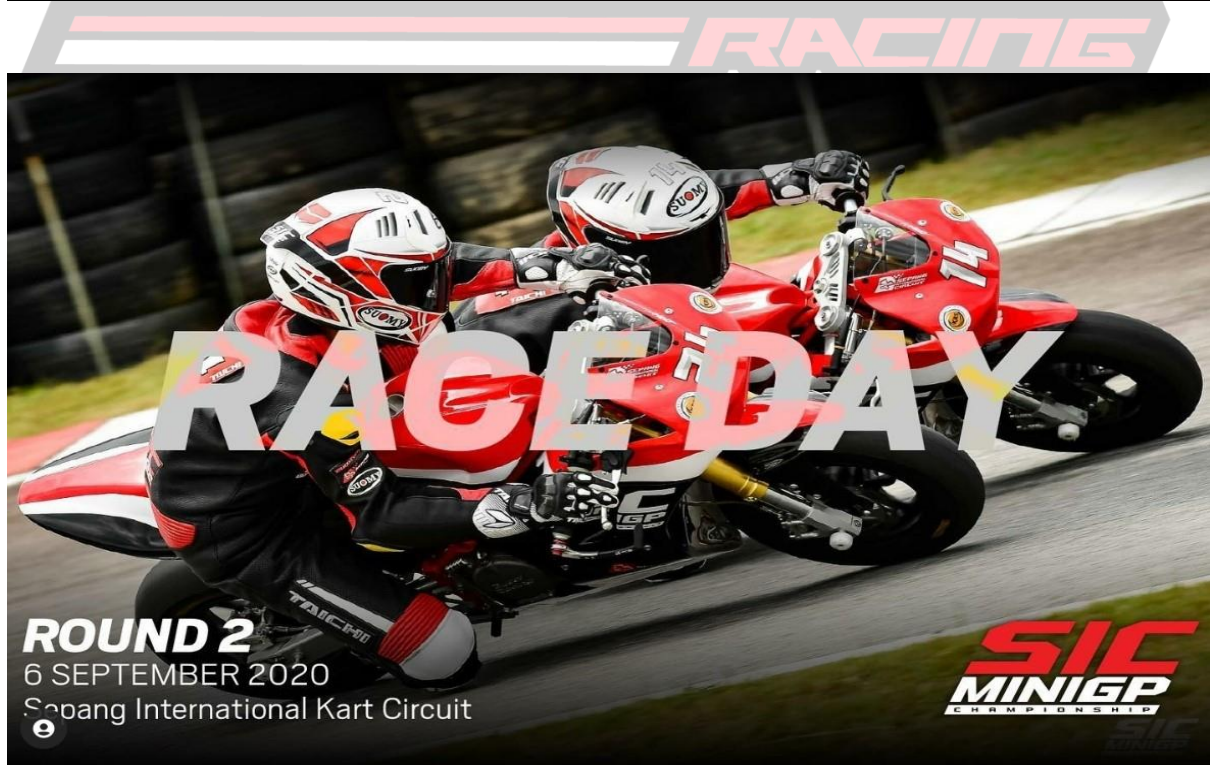
Pusingan 3 25 Oktober 2020

Pusingan 4 15 November 2020

Pusingan 5 6 Disember 2020



Technical Partners



- Support** – Support is key to the growth of a new championship. Over the last 5 years we have offered a vital trackside support service to all British Mini Bike Championship competitors. We attend every race event throughout the year with a fully stocked spares supply truck. Rendering our services to the paddock to include; vehicle parts, tyre fitting and technical support (including trackside repairs), and we feel we have executed this service professionally and diligently throughout. We have also taken great pleasure in running our very own championship winning race team.
 We, as expected would be putting our skills and best efforts into the running and organisation of the new Bucci 190 Cup to ensure we achieve the standards expected of the British Mini Bike Championship.
 - Trackside Support Services** – we wish to continue to offer our services at BMB throughout 2021 and have a focused and promoted service to our Bucci Cup customers, including free technical advice, suspension set up and the allocation of all spare parts.
 - Rider Support** - As mentioned above - with our trackside services, we also look to help and support our riders in other ways. We would aim to have the support of current and new sponsors joining this new venture. Support from sponsors could include free product support, such as; oils, discounted products and/or services provided by the sponsors themselves.
 - Organised Test Days** – We would plan to offer (where possible), organised Bucci Motorcycle only track days. On these organised track days we can offer the services mentioned above and look at the support from a professional rider to come along and offer our customers tuition & guidance.
 - Trophy, Prizes & Podiums** - We aim to supply our own unique trophies to our Bucci cup riders. These will be presented at the end of the 2nd race using our own unique podium display & backdrop. We hope to work with sponsors in order to offer promotional gifts to the top 3 riders.
 - Race Experience Motorcycle** – Our aim is to have at least one machine available at race events and test days for customers to “try before they buy” subject to terms and conditions. We will also be looking to invite high profile individuals to attend a meeting too. This could be from professional motorcycle racers, to magazine editors.
 - Test Rider/Factory Rider** – We will be looking to sign a rider to promote our products as well as develop new prototypes.



- **Growth** – To keep a steady growth of the product, we believe it is vital to keep our work structure the same heading into 2021. Through promotion from the championship, online marketing and a new championship platform, the brand will continue to strive forward.
 - Change of focus for 2022 in the success of a 190 cup would be to offer a similar opportunity to children on smaller capacity engines.
 - We hope to supply the BucciMoto BR17 125cc moto 4 motorcycles into the UK market, and offer a stepping stone into the bigger categories.
 - As mentioned in the section above “Race Experience Motorcycle” This is a key promotional aid to grow sales. Not only will it give potential new customers a taste of the product, but, by also inviting high profile or professional individuals to test the motorcycle, it will raise the brand awareness within social media channels and offer other marketing possibilities.

Sponsorship Opportunities

As is the case in many sport, for our vision to become a reality, the allocation of sponsors to join our adventure would reduce the overall running costs, but also increase the chances of success and improve the experience for the competitors.

Below are some examples of opportunities for sponsors to come aboard and promote their business in a successful way.

- **Championship Sponsor** – A championship sponsor would allocate the rights of a business to have their name alongside the championship branding. For example; if we were to sponsor, it would be called the “Parker Racing BucciMoto UK Cup”.
- **Product Sponsorship** – A product sponsor will have the opportunity to promote their product through our prize structure scheme. We would like to issue prizes at each event for the top 3 riders. This would be a great opportunity to promote your products along with visual exposure with riders on the podium.
- **Trophy Sponsor** – We would be looking for a sponsor to supply and cover the costs of the class trophies.
- **Tailored Sponsorship** – We are more than happy to build a bespoke sponsorship package to cater for our sponsor’s needs. No sponsor is too big, or too small, and we would appreciate any sponsorship opportunity.

A breakdown of sponsorship packages will be available on request.

