

FROM THE BEARACER.COM WEBPAGES TO THE FAIRINGS OF THE APRILIA RSV4 SBK BY MARCO MELANDRI AND SYLVAIN GUINTOLI.

FOR ALL THE CONNOISSEURS, A NOT-TO-BE-MISSED OCCASION TO PUT YOURSELF OUT THERE AND “ACCOMPANY” APRILIA RACING CHAMPS DURING A RACE.

Noale, July 3 2014 - A grand new Aprilia Racing initiative takes off.

During the last SBK race in Misano the livery of the RSV4s harked back to the 1987 victory that gave way to the epic sporting deeds of the Italian brand, paying them homage. Now Aprilia Racing puts the fairings on its official Superbikes for connoisseurs.

In fact, a new initiative is taking off. With the BEARACER.COM webpages on the Aprilia racing world as a springboard it will involve competitive motorcycle sports enthusiasts at the highest levels.

Starting with the Portimao races, the eighth event of the 2014 Superbike World Championship, the motorcyclists and Aprilia fans can put forward their ideas, their signature and even their face, on the RSV4s by Marco Melandri and Sylvain Guintoli.

All web-surfers are invited to go to BEARACER.COM and say what the **#bearacer** concept means to them as well as how to experience the speed and performance that the Aprilia racing technology gives you in its motorcycles—the technologically advanced stars of racetracks around the world.

It will be precisely the official **Aprilia Racing** drivers, **Marco Melandri** and **Sylvain Guintoli** to choose the best texts at each race, which will then be printed and, together with the author's picture, will appear on the motorcycle's fairings, which the enthusiast will have chosen himself/herself from between Melandri's #33 and Guintoli's #50.

For all the motorcyclists and racing enthusiasts it will be an entirely new way of getting up close and personal with champions who at each race compete on the world's most beautiful racetracks.

Fifty-two World Champion Titles, 5 SBK World Championships won in the past four seasons with the RSV4 and 294 victories at the Road Racing World Championship Grand Prix comprise an extraordinary trophy case that puts Aprilia in the Olympus of the stars of worldwide motorcycling. Many of the modern era's greatest champions have ridden and won on Aprilia motorcycles, including Max Biaggi, Loris Capirossi, Valentino Rossi, Casey Stoner and Jorge Lorenzo. This heritage of technical and sporting culture lives in Aprilia motorcycles and in the racing division that competes at the major worldwide championships of speed.