



# 2025 OVERVIEW

## FIM Yamaha R3 BLU CRU World Cup





The **BLU CRU** programme counts on the presence of **OVER 850 RIDERS**, growing year by year



Supporting the **NEW RACING GENERATION**

The FIM Yamaha R3 BLU CRU World Cup is a road race series aiming to provide a path to the world stage for young riders aged from 14 years. It's contested across 12 races at six European rounds of the FIM Superbike World Championship exclusively aboard Yamaha's YZF-R3 machine. The overall champion earns a supported ride into the new WSBK entry class.

**BLU CRU**  
SUSTAINABLE  
FUTURE

**ECO-FRIENDLY** ECO-FUEL  
BRAKE PADS TYRES



FIM WORLD CUP



BLU CRU TRAINING CAMP

R3 NATIONAL CUP NATIONAL CHAMPIONSHIP



Road Racing



Yamaha's BLU CRU programme is a worldwide platform to support the next generation of young riding talents in both road and off-road racing. The platform creates a professional environment that is used to encourage, nurture and build tomorrow's racing stars through the guidance and unparalleled experience of the Yamaha Racing world.

From R3 World Cup to 2024 FIM SUPERSPORT 300 WORLD CHAMPION

Aldi Satya MAHENDRA



SBK SPORTBIKE FIM WORLD CHAMPIONSHIP  
New class from 2026, replacing the FIM Supersport 300



# FIM SUPERBIKE WORLD CHAMPIONSHIP

is the leading production  
motorcycle racing series in the  
world



## CHAMPIONS

2025 Champion  
Alessandro  
DI PERSIO

2024 Champion  
March  
VICH

2023 Champion  
Emiliano  
ERCOLANI

2022 Champion  
Enzo Valentim  
GARCIA

2021 Champion  
Iker Garcia  
ABELLA



# FIM Yamaha R3 BLU CRU World Cup

A unique production-based  
racing program, offering  
young riders their first step  
onto the world stage

**Riders from 14 years**



Pre Season Test  
**CREMONA - Italy**  
09 April



Round 1  
**BALATON PARK - Hungary**  
02-03 May



Round 2  
**ARAGON - Spain**  
30-31 May



Round 3  
**DONINGTON - UK**  
11-12 July



Round 4  
**MAGNY COURS - France**  
05-06 September



Round 5  
**CREMONA - Italy**  
26-27 September



Round 6  
**ESTORIL - Portugal**  
10-11 October

Provisional Calendar  
**2026 FIM R3 BLU CRU**  
**World Cup**



# RIDERS ALL OVER THE WORLD

From SPORT EVENT to PLATFORM:  
combined elements for return on investment  
(ROI): visibility, social, relation, media, mktg,  
business.

# BE part of **BLU CRU** TEAM

Train like a Champion. Feel the bLU cRU Spirit  
**EVOLVING** your **RIDING STYLE** requires time...

Aldi Mahendra

All Riders can join us



Fabio Quartataro



Andrea Locatelli



**BLU CRU**  
TRAINING CAMP

MASTER  
CAMP  
2025

The BLU CRU Training Camps are reserved for official championship riders, while the exclusive Master Camp is open only to a group of selected talents.

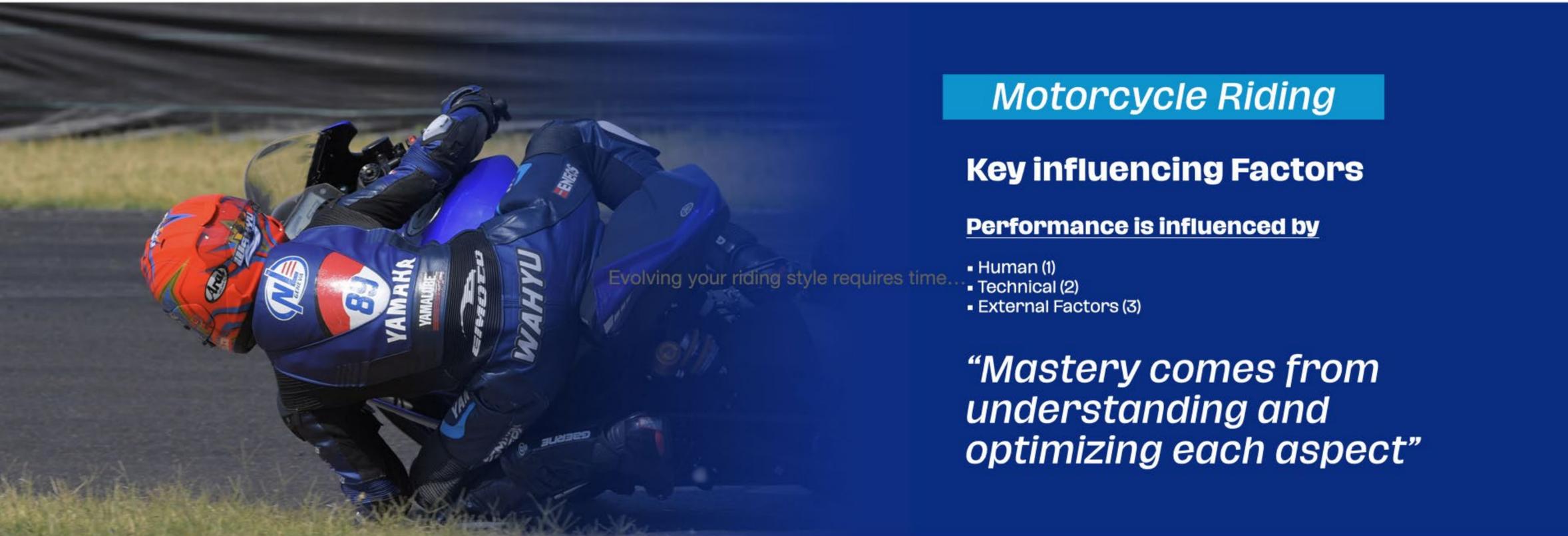
## Motorcycle Riding

### Key influencing Factors

Performance is influenced by

- Human (1)
- Technical (2)
- External Factors (3)

*“Mastery comes from understanding and optimizing each aspect”*



Evolving your riding style requires time...

...and **HARD WORK**



# Media PLAN

A massive Media Plan for the feeder class of the FIM Superbike World Championship will be offered:

► Yamaha-racing.com, communication via Yamaha's media channels, which remains the largest single-brand racing online platform in the motorcycle world, with a reach of over 10 million fans

► BLU CRU exclusive channels where you can interact and collaborate, featuring engaging 'behind-the-scenes' content.

- ✦ Instagram
- ✦ TikTok
- ✦ Flickr

► **Content**

- ✦ Highlights
- ✦ Live stream will be hosted on the Yamaha Racing YouTube channel here [www.youtube.com/yamaharacing](http://www.youtube.com/yamaharacing)
- ✦ Interviews

► **Rider reactions**



- ✦ On-demand on Discovery+ platform in Europe
- ✦ Discovery+ covers the following territories: Austria, Denmark, Denmark, Finland, Germany, Ireland, Italy, the Netherlands, Norway, Spain, Sweden and the United Kingdom.

► **WorldSBK media channels**

- The series is integrated into WorldSBK Website and WorldSBK app, providing Live Timing, race results, news and reports in real time
- 12 races broadcast live on circuit big screens and the paddock feed
- Collaboration with Dorna for and FIM to promote BLU CRU activities





# Social Media Metrics

Jan-Aug 2025

**9.39mln**  
FOLLOWERS

**94mln**  
VIDEO VIEWS

**5,899**  
POSTS

**31mln**  
VIDEO WATCH  
TIME minutes

**249mln**  
IMPRESSIONS

**8.27mln**  
REACTIONS

**6.85mln**  
ENGAGEMENTS

**191mln**  
FANS REACHED

**13,128**  
COMMENTS

**2.94%**  
ENGAGEMENT  
RATE



# RACING GENERATION

A sustainable project to be modelled on the needs of the main partner

BE AN  
ESSENTIAL  
PART



 **YAMAHA**  
RACING

**SPONSOR**

<<< R3 FIM World Cup >>>

### BRAND ENHANCEMENT

Building Brand Equity - Enhancement of Brand - Reputation

### REVENUE GENERATION

Sale of products/services - Launch of new products  
New business (B2C, B2B, B2G) - Access to Key Influencers  
Showcase the expertise

### TEAM BUILDING

CSR programs - Sustainability and Legacy  
Motivate employees - Finding Talents

### TRUCK



### FAN ZONE

### PIT WALK



### T-SHIRT WITH YOUR BRAND



### MOTORCYCLE



### VILLAGE

### TROPHIES



# MAKE RACING WORK FOR YOU



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