

Ferodo Racing – “WSBK ideal for race development of street pads”

When it comes to “Race on Sunday, sell on Monday”, it doesn’t come much more authentic in race support terms than the decades long pedigree that the Ferodo brand has been famous for.

A fixture at the historic circuits, series and championship battles of the past, Ferodo, and their ‘sister’ brand Champion, are racking up promising results again this year.

Ferodo is official technical partner of the Pata Yamaha Official World Superbike Team for 2017 and kicked off the season seeing former British Superbike Champion Alex Lowes finishing 4-4 on the Yamaha YZF R1 at the Phillip Island, Australia opener at the end of February, with his team mate Michael Van der Mark crossing the finish line 9-7.

At the time of writing the team were headed to Thailand for the second WSBK round of the year at the 4.5 km Chang

International Circuit, opened in 2014.

The Ferodo brake pads used by Lowes and Van der Mark are derived from the same pads that the Italian manufacturer sells for race applications through its dealers. Rated “Excellent” for friction level, bite, fade resistance, durability and performance under wet braking conditions, XRAC pads by Ferodo “offer unparalleled braking performance and incorporate our innovative Array Cooling”. The “trickle down” for Ferodo and their dealers is in the race-gained experience that backs up their top of the line ‘SinterGrip’ ST, HH rated road bike and SG off-road sintered compound pads. Their equally durable and equally wet riding friendly SM maxi-scooter ‘SinterGrip’ pads are specified for the heavy duty urban cycle and the conditions that modern day large displacement maxis have to endure.

It doesn’t stop at the Pata Yamaha WSBK team though, with Champion being an official technical partner of Aprilia Racing in MotoGP (Aprilia Racing Team Gresini), WorldSBK (Milwaukee Team), STK 1000 (NUOVA M2 Racing); and Ferodo and Champion as official technical partners of Kallio Racing in the WorldSSP (Niki Tuuli and Sheridan Morais) and Renzo Ferreira and Kimi Patova in the Supersport 300 World Championship.

www.ferodoracing.com



Ferodo offers two race pads – the CP1 Ceramic Grip Compound is a carbon-based composites formula bound together with a ceramic resin – said to be ideal when caliper temperatures need to be minimised, offering “excellent modulation for superior feel and control”

NEWS BRIEFS

BMW sales were up by some +48 percent in the United States in January, with the F series (F 700 GS), G series (G 650 GS) and R series (R 1200 R/RT) the top performers; the R nineT Scrambler “exceeded expectations” in USA in January; the R 1200 RT has been named Motorcycle of the Year three times consecutively by Motorcyclist Magazine; BMW currently has some 152 motorcycle dealers in the United States, but is targeting that number to increase significantly in the coming years.

In what is being described as the biggest two-year jump in 50 years, reports suggest that the United States has seen a dramatic increase in car and motorcycle road fatalities in 2015/16 after years of gradually declining fatalities. Within this figure, it is believed that motorcycle fatalities are, at worst, level.

Arctic Cat has finally won a patent infringement action first brought against it in 2011 in the Canadian courts by Bombardier Recreational Products (BRP). Designs used on some 44,000 Arctic Cat snowmobiles covering model years 2007 through 2015 were found not to have infringed 56 of BRP’s patents and patent claims.

MTA Distributing in the United States, a subsidiary of leading Canadian distributor Motovan, has been appointed U.S. importer and distributor by Liqui Moly, the German oil company.



After posting two 4th place finishes at Phillip Island, Alex Lowes said: “The team have done a good job over the winter, and I’ve improved in some areas”

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Sources: Revzilla/CT, SB, MPT, B&B, BDN, AP, Reuters, MSNW, MCN, AMD