

Two Up Front takes pole position in race for MotoGP sponsorship

Sports publishing and media relations company Two Up Front has been chosen to become the official sponsorship representative and public relations firm for the first all-China MotoGP team.

([PRWEB](#)) September 14, 2004 -- Sports publishing and media relations company Two Up Front has been chosen as the official sponsorship representative and public relations firm for the first all-China MotoGP team.

The Hong Kong-based company is responsible for securing major sponsorship packages on behalf of the China Arlen Ness-BG Racing Team as well as handling all the team's international public relations.

Commenting on the agreement, Two Up Front's project director, Simon Wait, said: "We are certain there will be no shortage of potential sponsors interested in backing this exciting venture. Motorsport in China is going through a massive boom and this is reflected in the formation of the first all-China MotoGP team. It is also perfect timing, as Shanghai's new international race circuit will host the first-ever Chinese MotoGP on May 1, 2005."

The China Arlen Ness-BG Racing Team, based at Zhuhai International Circuit in southern China, was formed in 2002 by Hong Kong-based Italian businessman Mauricio Gierzstein -- the president of Madif Industries, manufacturer of fast-growing motorcycle apparel brand Arlen Ness -- and Hong Kong motorcycling enthusiast Steven Tsui.

The team currently dominates the China Super Motorcycle Championship and Gierzstein and Tsui want to make history by becoming the first all-China team to compete for a whole season in MotoGP -- the Formula 1 of motorbike racing.

The agreement with the China Arlen Ness-BG Racing Team adds to Two Up Front's rapidly expanding portfolio of sports publications and media relations clients. The company publishes Rugby Talk, the official magazine of the Hong Kong Rugby Football Union, and is actively involved in tennis, golf and motor racing.

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