



## *“Wellard signs on for 2008”*

**February 8, 2008:** Perth businessman Mauro Balzarini and his company Wellard have joined forces with Yamaha in Western Australia.

Wellard is set to become naming rights partner for the Yamaha Junior Development MX Program in a deal that will benefit both parties.

“I am proud to have my company associated with a quality name like Yamaha. I am always looking for ways to put something back into the State that is now my home,” Mr Balzarini said.

Team Manager Peter Strickland explained: “This investment by Wellard will be a big help. It enables the team to expand from four to eight riders this season by creating a satellite team to complement the main riders and give the opportunity for the satellite guys to get a taste of what the future could hold for them.

“Assistance from the motorcycle industry, especially wholesale importers, is virtually non existent in W.A. at the moment. With a team of this size we hope to make a big impact not only on the podium but by our sheer presence at events. This will help raise the profile of junior racing and hopefully help more of the industry to realise that this grass roots program is where the loyalty of the future lies,

“We are very excited to be involved with Wellard as they are a very professional company and we can learn a lot from them.”

Being an Italian National Enduro Champion in his younger years, Mauro intends this year to ride in the World’s biggest event, the International Six Day Enduro (ISDE), something he has done five times before. Wellard also sponsored three young riders to compete in 2007 ISDE in Chile, as part of the Wellard Yamaha ISDE 2007 Team. Mr Balzarini has always been passionate about racing and still tries to compete when business commitments allow. Being a racer helps him understand what this program is trying to achieve.

“To be involved with the junior program is exactly what Wellard is all about and we look forward to a long future in supporting these young Aussie sportsmen,” Mr Balzarini said.

