

PRESS RELEASE

Custom takes to the track with the LCR Honda team, launching several initiatives related to the world of Grand Prix motorcycle racing throughout 2020 to enhance brand awareness

For the fifth consecutive year, Custom, the Italian company founded in Parma in 1992 and now a technology group present in over 70 countries, has chosen LCR Honda. The Custom Group integrates professionalism, expertise and know-how, through the implementation of hardware, software, apps, pre/post sales and data intelligence solutions to meet user needs in the vertical markets of retail, hospitality, manufacturing, gaming, aviation and railways. Its integrated solutions also include data intelligence systems for transport & logistics and government sectors.

The Italian company has a solid partnership, cemented by a full sharing of values, with the team led by Lucio Cecchinello, which will compete again this year in the Grand Prix Motorcycle Racing World Championship with two riders, Cal Crutchlow and Takaaki Nakagami. Custom will be a key player, highlighted on the bike windshields as a major sponsor throughout the championship. The Group takes to the track again with Lucio Cecchinello's team, taking the opportunity to show its constancy and commitment to teamwork, especially in difficult times, like that of the current pandemic.

The sponsorship is part of the internationalisation strategy, to create unique synergies with specific goals – not only brand exposure but also activities involving all its foreign stakeholders, through the “GRAN PRIX 2020” project: a series of Custom initiatives united by the sponsorship leitmotif and aimed at supporting its expansion strategy in the international distribution channel.

Custom played a key role as Event Title Sponsor in Jerez de la Frontera, and will repeat the experience in Brno and Misano, gaining unique visibility and the chance to develop a series of integrated communication activities in synergy with the Group's strategy. This deep approach seamlessly blends business needs with the various opportunities offered by sponsorship and involves a range of activities dedicated to partners and customers around the world.



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“The world of Grand Prix motorcycle racing,” comments **Carlo Stradi, President & CEO of the Custom Group**,” fully reflects the values that define our company: speed, innovation, technology, passion, grit and the constant desire to improve and face new challenges. These fuel the engine that drives Custom worldwide, day after day. I found the same values in the LCR Honda team: a close-knit working group that speeds solidly and determinedly towards common goals, guided by the desire to always give its best on every occasion, especially the most difficult ones.”

«I am honoured to have a partner such as Custom, – declares **Lucio Cecchinello, Team Manager of LCR Honda** – a company dedicated to speed, technology and customised services for customers, which are the three main pillars of my team. Custom’s vision aligns perfectly with our own: we have the same commitment to constant improvement and strive to always give our best to our partners. Our world is based purely on competition, which drives us to seek more effective solutions, both on the track and in communications. These are also central factors of Custom’s strategies».

Custom will be launching numerous initiatives related to Grand Prix motorcycle racing throughout 2020, with the aim of opening a two-way conversation with players in various sectors: partners, distributors and resellers, as well as end users, in light of its commercial expansion of recent years. Custom will be provided with five show bikes, which will accompany the company in trade shows and other dedicated events throughout 2020. Finally, the riders and Team Principal, Lucio Cecchinello, will share their experience with Custom in reserved coaching events.

“Grand Prix motorcycle racing is an ecosystem with a strong impact in the media and beyond,” comments **Alessandro Mastropasqua, Corporate Communication Manager**. “It is a key element of the Custom Group’s communication strategy, not only for brand awareness, but a series of activities that can engage fans from all countries like few other events. The figures clearly show the scope of this phenomenon: a TV distribution reaching 200 countries and 433 million people, with more than 27,000 hours of TV broadcasts, millions of fans on social media (13.6 million on Facebook, 8.5 million on Instagram) and almost 12 billion impressions. It is an engaging medium that is capable of presenting the Group’s best technological solutions.

“The LCR Honda sponsorship,” continues **Mastropasqua**, “is an essential asset for the company and a key point for communication of the new family of DATA INTELLIGENCE (Auto ID) products/solutions and development strategies at an international level. That’s why we have intensified our collaboration with LCR Honda over the years: in addition to visibility and brand reputation, the aim of this type of project is to become an effective tool to create contact and engagement directly on the field with our partners, prospects and customers. This is a key point for sponsorship to become a true leitmotif of Custom’s entire expansion strategy in the international distribution channel.”

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CUSTOM S.p.A.

Custom is a “Hi-Tech Solution Company” that integrates different know-how and design skills based on hardware, software as well as presales and aftersales service solutions in vertical markets, where technology and innovation are important and distinctive elements. Founded in Parma in 1992 by Carlo Stradi and Alberto Campanini, the Group’s priorities are close attention to the market to provide integrated solutions for data printing, scanning and reading and for the automation of public services.

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