



Eni Title Sponsor and Official Supplier of the FIM Superbike World Championship

Imola, 31 March 2012 – **Eni** becomes Title Sponsor as well as Official Supplier of the FIM Superbike World Championship. This was announced by **eni** and Infront Motor Sports today at a press conference in Imola. The first SBK round in Europe marks the start of this partnership, which complements Eni's previous role of technical partner alongside teams, riders and manufacturers.

Thanks to its new status as Title Sponsor and Official Supplier, **eni** is a fully-integrated partner of the Championship, which becomes known as the **eni FIM Superbike World Championship**. The Italian company will be in the advantageous position to test its products in an authentic environment and exchange its experience with manufacturers present on the motorcycle market in a technological challenge of the highest level.

The partnership between **eni** and Infront Motor Sports - which is engaged in strengthening the SBK brand in terms of positioning, TV coverage and interaction with the public, will show the symbol of the six-legged dog on the track, within the paddock, in the signage and auxiliary infrastructures and will be visible for more than a million fans expected at the circuits, from the start of the season until its end in October.

Eni will follow Superbike World Championship and other racing competitions on eniwebracing.com, the new site dedicated to bike racing enthusiasts throughout the world.

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