



Eni: the new Superbike World Championships Season gets off to a good start with innovative new technologies

102 octane petrol for more than 80% of the competing teams

The “SBK Eni Cup 2014” app to play

Rome, February 19 2014 – Eni, title sponsor and official supplier of the **Eni FIM Superbike World Championships**, is preparing to get back on the track for the new motorbike sports season with some innovative new technologies.

The first new development this season is a closer partnership with the riders, teams and manufacturers. This year Eni's on-going research, testing and experimentation with premium products on the racetrack will continue with a particularly advanced fuel (102 octane petrol) supplied to 13 of the total of 16 teams: more than 80% of the competing teams in the world championship for standard series motorcycles. Further confirming the profitable exchange of know-how and professional skill which makes Eni the leading technological partner in the world of racing.

The other new development is extension of the six-legged dog's “sporting spirit” to the social media: the company's commitment to the **Eni FIM Superbike World Championships** inspires “*SBK Eni Cup 2014*”, the first motorcycle racing App, allowing users to predict the results of the competitions in each of the 14 scheduled rounds.

Tissot watches, free weekends at **Eni FIM Superbike World Championships** racetracks and electronic Eni petrol coupons are the prizes that will be offered to users of the “*SBK Eni Cup 2014*” App. The Philip Island event (February 22-23) in Australia is the first round valid for earning points in the ranking.

The smartphone and tablet App may be downloaded free from the App Store (for iOS) or Google Play (for Android). The first 100 users to register the App will win a silver pass for the

Italian competitions in the **Eni FIM Superbike 2014 World Championships** (Imola, May 10-11, and Misano, June 21-22).

For more information about the App, the contest, methods for accumulating points and prizes go to www.eniracing.com. The contest will run from February 18 to November 2 2014 and is open to adults residing or domiciled in Italy or the Republic of San Marino. Contestants must have a valid personal e-mail address or an active Facebook account.

Once again this year Eni will be covering the **Eni FIM Superbike World Championships** and other motorcycle races at eniracing.com, the Eni website for racing fans, offering plenty of exclusive news, in-depth information, photo galleries and videos.

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