



## EUROSPORT 2 will broadcast the MAXXIS FIM Enduro World Championship

With its new image, the **MAXXIS FIM Enduro World Championship** will certainly get over this year an increasing international television coverage.



Indeed, the combined efforts of the **FIM marketing department** (and its Director, **Mr Olivier GODALLIER**) with also **ABC Communication** concretised the main and priority agreement on EUROSPORT for an important international broadcasting !!

Besides its **image and international reputation** with **40 millions subscribing households**, **EUROSPORT 2** will increase the media coverage of the Championship while promoting the discipline.

**Alain BLANCHARD** for **ABC Communication** is very glad of this new partnership *"This is the great and good new in the off-season and I would like to thank you particularly the FIM and its marketing department for its essential part in this negotiation.... EUROSPORT 2 will considerably increase the audience and all the more because each Grand Prix will be multi broadcasted at selected schedule."*

Indeed, you will watch each event on **EUROSPORT 2**, on **Thursday after the Grand Prix (between 18:00 and 20:00)**. This **26-minutes subject** will be multi broadcasted on the international sporting channel.



The production and filmmaking of the Championship will be made by the French Team of **Alexandre VIGNEAU** who will be the manager of this service.

With the venue of **EUROSPORT 2**, the **MAXXIS FIM Enduro World Championship** will be also more accessible to medias than past years with the disposal of "news" (3) from Sunday evening of each events.

Many videos clips will be also available daily on websites [www.enduro-abc.com](http://www.enduro-abc.com) et [www.fim-live.com](http://www.fim-live.com)



ABC Communication - BP 322 - Rue Gabriel Soulié - 12203 Villefranche de Rouergue Cedex - FRANCE

Tél +33 (0)5 65 45 76 14 - Fax +33 (0)5 65 45 77 02 - [enduro.abc@orange.fr](mailto:enduro.abc@orange.fr) - [www.enduro-abc.com](http://www.enduro-abc.com)