

# RIDER

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## Alex Guerriere

Age: 13

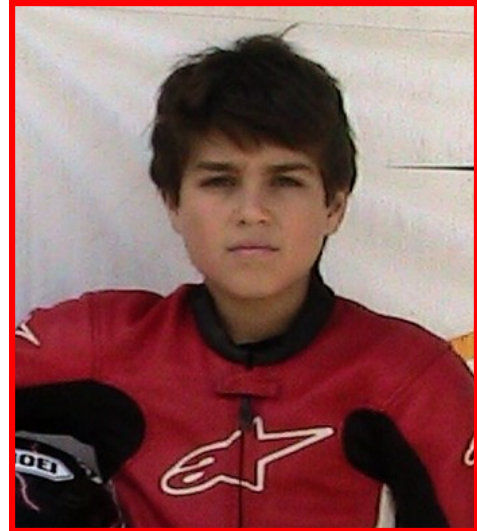
Nazareth, PA

Years Racing: 10

Years Riding: 10

Bike: Moriwaki 250

**“Racing is my life. I was meant to enjoy racing. My goals are to do well for my sponsors and build my future as a champion.”**



**Alex Guerriere, though young, is no stranger to racing.** His skills, both on and off the track, have made him a welcome member to endurance teams and racing organizations on both a national and regional level. Alex shows his maturity through a motivation to learn all he can about racing and winning, and has participated in District AMA and New Jersey GP racing in Roadracing events.

In the past Alex has ridden on numerous levels and on multiple machines that include the 50cc KTM, the 65cc KTM, the 125cc Honda, and the Moriwaki 250cc racer.

Alex has proven himself instrumental in a team environment, and has impressed sponsors on every level. In 2010 Alex was the most winning racer in his class for the season, and was nominated for the Sports Illustrated Child Athlete of the Year!

Alex has become somewhat of a celebrity along the way, and in 2011 was asked to sign autographs at the New York Motorcycle Show to promote the sport in a youth capacity. His mentor has stated, “This kid loves racing like no one I’ve ever seen, and learns something new every single day!”

Alex has a true passion for winning, and is mature beyond his years. All of his coaches and family look forward to watching Alex compete in the Red Bull Rookies Cup in 2012. Alex truly is a Champion in the making!

# INTRODUCTION

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## Introduction to a Future Champion

Captivating! Spectacular! Breathtaking! Words can't begin to describe the spectacle that is the extreme sport of modern day Motorcycle Roadracing. The speed, agility and breathtaking precision of riders as they assault the most technical of high speed road courses is quite awe-inspiring! Combined with the world's ever growing passion for two wheels and thirst for speed, Roadracing provides an ideal setting for reaching customers in today's very demanding marketplace.

America's top companies are discovering the value of Motorsports Marketing, and are seizing these valuable opportunities to take the lead in the race for customer loyalty and profitability. Offering a unique way to advertise and promote a product or service, building sales, increasing brand awareness and gaining market share, Motorsports Marketing opportunities have come of age in today's Motorcycle Roadracing.

Motorcycle roadracing is more popular than ever, and a lot has been learned about the recipe for long term winning. Professional team's owners have discovered the recipe for becoming the dominant winners of the future. The secret? Finding the most promising racers in their youth and nurturing their talents from a very young age to make them champions.

Alex Guerrierie is such a youth. Through a combination of upbringing, talent, coordination, mentoring, and sheer love for the sport, Alex has already shown the ability, maturity, and work ethic it takes to become a Roadracing Champion. Red Bull, who organizes the Red Bull Rookies Cup, the world's premiere class for young racers, recognizes these qualities. That's why Alex has been chosen by Red Bull as a finalist for this important series.

Alex will soon be on his way to Europe to compete for a spot in this important and prestigious series. If Alex is accepted into the series, he will receive more exposure than most professional racers, given the popularity of the Red Bull Rookies Cup events. Broadcast worldwide in 45 different countries in multiple showings gives his sponsors exposure that is rivaled only by MotoGP itself. Supporting this young man is supporting the future of one of our most disciplined and driven youngsters, and buys you a special place in unique future opportunities with Alex. Please read on to find out how you can help Alex make it to the Red Bull Rookies Cup.

**Having raced with WERA and New Jersey Grand Prix, Alex has numerous Wins to his credit, and has achieved a celebrity status among his peers.**

# SNAPSHOT

<b>Racer Name...</b>	<b>Alex Guerrierie</b>
Property Name...	Red Bull Rookie's Cup
<b>Property Type...</b>	<b>Motorsports Racing</b>
Region or Area...	World
<b>Current Title Sponsor...</b>	<b>Red Bull</b>
Current Presenting Sponsor...	Open
<b>Exclusive Rights Available...</b>	<b>No</b>
Audience Size per-event...	50,000+
<b>Number of Events...</b>	<b>14</b>
Season Dates...	March—November
<b>Television Coverage...</b>	<b>Worldwide (45 countries)</b>
Print Coverage...	Magazine / World News / Ad
<b>Internet coverage...</b>	<b>Moto GP &amp; Red Bull Sites</b>
Expert Qualified Rider...	Yes
<b>Racing Experience...</b>	<b>10 Years Collective</b>
Racer Home...	USA
<b>Readiness Status...</b>	<b>Currently Competing</b>
Equipment Status...	100% Competitive Readiness



Alex brings great pride to his racing efforts, and a maturity that is well beyond his years. Alex exemplifies the kind of spirit that is the future of racing .

The Red Bull Rookies Cup continues to grow through media coverage. In 2010 popularity of this extreme venue grew 24%, surpassing all previous years.

## **Alex Guerrierie's TOP 6 Racing Results**

**2010 - 2<sup>ND</sup> Overall in NJGP with the most 1<sup>st</sup> Place Wins in his class in his first season**

**2010 – The most 1<sup>st</sup> Place Wins in 4 Hour Endurance races in the NJGP**

**2009 - Top 10 Finish in the KTM Supercross Challenge at San Diego's Qualcomm Stadium**

**2004 to 2009 - 1<sup>st</sup> and 2<sup>nd</sup> Overall for 5 years running in District #6 AMA Motocross including area qualifiers for Loretta Lynn's National Race for 50cc and 65cc KTM Motorcycles**

# **BIOGRAPHY**

**ALEXANDER GUERRIERIE – Born 8.14.1998**

**2004 – Started racing career in the 50cc class on a KTM**

**2005 – District #6 AMA Races – 1<sup>st</sup> and 2<sup>nd</sup> in 50cc class**

**2006 – District #6 AMA Races – 1<sup>st</sup> and 2<sup>nd</sup> in 50cc class  
Lands sponsorship for a new team the rides the KTM 65cc Bike**

**2007 – District #6 AMA Races 3<sup>rd</sup> Overall in 65cc class**

**2008 – Sponsored at Lake Whitney, Texas for PRC Motorcycle Company**

**2009 – Places 10<sup>th</sup> in KTM Supercross Challenge at Qualcomm Stadium in San Diego, California**

**After 6 years of racing Motocross Alex began training for Roadracing.**

**Alex became the Pennsylvania State Wrestling Champion for his Division.**

**Lands contract for a national toy brand in the Tri-State area.**

**2010 – 2<sup>nd</sup> Overall for the year in NJGP Racing with the most 1<sup>st</sup> Place wins for the season.**

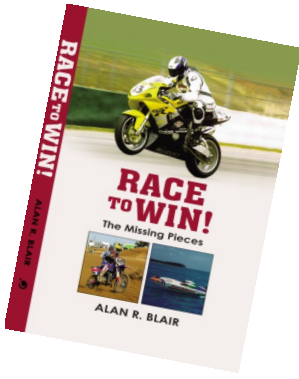
**Nominated for Sports Illustrated Child Athlete of the Year.**

**Lands sponsorship with Hannen Motorsports of New York**

**2011 – Trained and Raced with NJGP and WERA on the Moriwaki 250, the Honda 125, and the KTM 125**

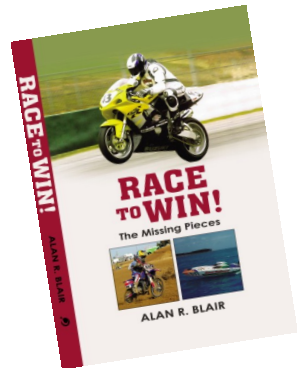
**2011 – Asked to appear and sign autographs at the New York Motorcycle Show to promote Roadracing for youth.**

**2011- Started a non-profit to support children's cancer awareness**



# RACE TO WIN!

**From the Desk of Alan Blair**



August 18, 2011

Alex Guerrierie  
P.O Box 106  
Nazareth, PA 18064

Hello Alex,

I hope that this letter finds you and your family doing well and feeling the happiness that you deserve.

I recently heard of your aspirations to participate in the KTM Red Bull Rookies Cup. What a great step to make in your racing career. I am very excited for you, and for what this move can do for your career and your future.

As a former racer, a WERA race club owner and promoter, a racing coach and mentor, and an author of racing books, I have met many promising racers and have been a part of their rise through the ranks of racing. Racers such as Ben Spies, Cory West, Danny Eslick and many others began their racing careers with my WERA club and school, so I understand and recognize the qualities of a champion. I certainly see these qualities in you, and want you to know that I remain on your team, ready to give you any advice or support that will help to further your career. You are welcome to call on me anytime.

I'd like to wish you the best in all your racing endeavors, and urge you to review my book "Race to Win!" anytime that you need support of racing's concepts. If I can give you a referral or other support, I am a phone call away.

Regards,

Author / Mentor / Friend