

YOSHIMURA

SUZUKI
FACTORY RACING



2013 MEDIA GUIDE

R O A D R A C I N G

CONTACT INFORMATION
Jake Klingensmith
The Creative Works
714-501-6549
jake@thecreativeworks.com



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With great power comes great responsibility. And make no mistake, Suzuki is nothing if not a great power. Particularly when it comes to road racing. For more than half a century, Suzuki has dominated AMA Pro Superbike racing – both literally and figuratively. No other manufacturer even comes close to approaching the extraordinary number of records that Suzuki has set within this genre of racing. From the number of championships captured, to the amount of races won, to the pole positions set, Suzuki is without peer.

That said, the great responsibility that goes into nurturing this road racing legend and continuing its championship-winning ways falls squarely on the very capable shoulders of Yoshimura Suzuki Factory Racing. Fortunately, the successful team is more than up to the challenge.

Newest Yoshimura Suzuki team member Martin Cardenas is no other than the reigning AMA Pro Daytona SportBike Champion, who will shed the 600 class for AMA Pro Superbike in 2013. Cardenas joins returning Yoshimura Suzuki rider Chris Clark, who's starting his second season with the team. Clark is both enthusiastic and optimistic about the start of the 2013 season and he is looking forward to building on the momentum that he began accumulating in 2012.

Both Cardenas and Clark will campaign the premier road race class on the championship-winning Yoshimura Suzuki GSX-R1000. Thanks to Suzuki's proven Championship DNA and innovative technology, the new year can only bring with it a new championship.

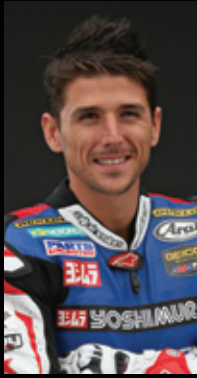
No doubt about it, the 2013 AMA Pro Superbike season will once again see Suzuki Own The Racetrack.



MARTIN CARDENAS

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MARTIN CARDENAS

New team member Martin Cardenas comes to Yoshimura Suzuki having secured the AMA Pro Daytona SportBike titles in 2012 and 2010 while riding for a Suzuki support team. Cardenas captured eight wins en route to the 2012 title, nine wins in 2010 and he holds the all-time win record in the class with 24.

In between 600cc championships, Cardenas raced one year of AMA Pro Superbike, where he finished fourth overall in points and carded a rookie season victory. Now, Cardenas is looking forward to returning to the premier class, this time on the Yoshimura Suzuki GSX-R1000.

"I am extremely happy to have the opportunity to race for one of the best, if not the best, Superbike teams in the U.S.," said Cardenas. "It's really a dream come true to become part of the Yoshimura Suzuki team. I will give everything I have to try to obtain the best results for the team and for me. And hopefully I will be in the mix for the top spot in the championship."



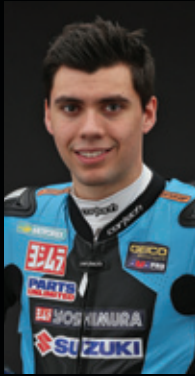
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**CHRIS
CLARK**

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CHRIS CLARK

The upcoming year marks Chris Clark's sophomore season with Yoshimura Suzuki. In 2012, Clark worked closely with his new team and familiarized himself with the Yoshimura Suzuki GSX-R1000. Looking at the season as a learning curve, Clark picked up nine top-10 finishes and his best results were three seventh-place finishes. Clark missed the last few rounds due to illness, but

wound up 12th in the overall championship points.

"I'm really excited to start my second season with Yoshimura Suzuki," said Clark. "Last year was definitely a learning year for me; not only learning a new bike and team, but learning where I need to improve as a rider. I believe I showed some really good speed toward the end of the season, now I just need to translate that into good results. I'd like to thank everybody at Yoshimura and Suzuki for this opportunity, and I can't wait for Daytona and the rest of the season on my 2013 Yoshimura Suzuki GSX-R1000."





DON SAKAKURA

RACE DIRECTOR

The man behind the Yoshimura Suzuki team is and always has been Don Sakakura. He's been in the motorcycle industry since the mid-1970s and with Yoshimura since 1980. He manages all of Yoshimura's motorsports activities, which includes ATV and off-road programs in addition to road racing.

Most recently, Sakakura was the driving force behind Suzuki's lengthy list of AMA championships. He was a major part of Mat Mladin's record-breaking seven AMA Superbike Championships in 1999, 2000, 2001, 2003, 2004, 2005 and 2009. He was a major contributor to Aaron Yates' AMA Supersport Championship in 2002 and AMA Superstock Championship in 2005. He also was behind Ben Spies' 2003 AMA Formula Xtreme Championship and three consecutive AMA Superbike Championships in 2006, 2007 and 2008. Now, he's preparing to continue his support for Yoshimura Suzuki's Martin Cardenas and Chris Clark as they go into the 2013 racing season.

"As always, the goal is to support Martin and Chris to the best of our ability and help them to win," he said. "We're very excited to welcome Martin to Yoshimura Suzuki. He's shown tremendous talent riding for one of Suzuki's support teams and we think that he can take it to the next level with full factory support. Chris was new to us last year and he definitely learned a lot in 2012. We believe that this second season will see him realize more of his potential. We're looking forward to racing in the new season."



PETER DOYLE

TEAM MANAGER AND CREW CHIEF, MARTIN CARDENAS

When it comes to winning Superbike championships, there's no one quite like Yoshimura Suzuki's Pete Doyle. Formerly crew chief for seven-time AMA Superbike Champion Mat Mladin, Doyle is now crew chief for Martin Cardenas and he is also the team manager.

His background is extensive and impressive. Doyle started off in the motorcycle industry in Australia, working for a manufacturer for more than two decades (he started in the parts department as a teen). By the early 1980s, Doyle was a World Grand Prix and motocross mechanic, and from there he moved up to being a road race team manager and motocross team manager in the late 1980s and early 1990s. In his time as a manager in Australia, Doyle collected 11 road race championships, a Suzuka 8 Hour win, nine motocross championships, the 1993 World Superbike championship and four Supercross Masters titles. Mladin asked Doyle to come Stateside to be part of his crew in 2000, and Doyle's been part of the legend since then.

"I'm looking forward to working with Martin," said Doyle. "He is a talented rider with plenty of experience racing on different classes of machines, both here and internationally. He's a multiple AMA championship winner in the 600cc Daytona SportBike class and that experience will be a great benefit to him as he steps up to the premier class."



DAISUKE HASHIMOTO

TEAM MANAGER AND CREW CHIEF, CHRIS CLARK

As Daisuke Hashimoto enters his second year as crew chief for Yoshimura Suzuki's Chris Clark, he is excited about the potential of the 2013 season. A former suspension technician with Showa Racing, Hashimoto is originally from Saitama, Japan, and brings plenty

of bike set-up experience to the table. But he also has the advantage of working with multiple riders and so is flexible in how he deals with his crew.

"Last year, we all had a steep learning curve," he said. "Now, going into 2013, we need to implement the lessons that we learned in 2012. We developed a solid relationship with Chris and he now feels comfortable on the Yoshimura Suzuki GSX-R1000. As in the past, my goal is for everybody to have the same vision in order to give Chris the best scenario to succeed. If we can all come together with one goal, we will be more successful."

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RICH DOAN

TEAM COORDINATOR

For Yoshimura Suzuki, the man who keeps everything running smoothly is Team Coordinator Rich Doan. With Yoshimura for more than 15 years, Doan started out as a road racer but then turned to wrenching on bikes. He worked with multiple privateer teams, and even did a stint with World Superbike before landing at Yoshimura in 1996.

According to Doan, his job is to take care of the every-day details that occur at Yoshimura and that have to do with the team. Whether it's booking hotel reservations and airfare, coordinating the paint schemes for the team semi and the race bikes, or ordering canopies for pit lane, Doan is on top of it.

"We're a team, a collaborative effort," said Doan. "The hope that we all share and the goal we're all working toward is to win races and win a championship. That's what we're here for. And it's my job to make sure that everybody has everything they need to get the job done."

GSX-R 1000

Simply put, there is no other motorcycle quite like the Suzuki GSX-R1000. From Mat Mladin's unprecedented seven AMA Superbike Championships to Ben Spies' impressive three consecutive AMA Superbike titles – the Suzuki GSX-R stands alone. It was on a Suzuki GSX-R that Mladin took every AMA Superbike pole position in a season, and set the records for most career AMA Superbike pole positions, most AMA Superbike race wins in a single season and the most AMA Superbike career victories. Indeed, the last 10 out of 14 AMA Superbike titles have been won on a Suzuki GSX-R.

The 2013 GSX-R1000 once again proves that it is a motorcycle worthy of legendary status. Its amazing throttle response, power and acceleration at mid-range engine speeds are just a few of the Suzuki's mind-blowing characteristics. Outstanding braking ability and agile handling are also on par for the course with the GSX-R1000. This machine lets everyone know at a glance that it's the latest iteration of the championship-winning machines that have dominated racetracks around the world.

The GSX-R1000 represents Suzuki's passion for innovation and offers exactly what you need to Own The Racetrack.



2013 ROAD RACING SCHEDULE

March 14 - March 16 Daytona International Speedway	Daytona Beach, FL
April 1 - May 26 TBA	TBA
May 31 - June 2 Road America	Elkhart Lake, WI
June 21 - June 23 Barber Motorsports Park	Birmingham, AL
July 12 - July 14 Mid-Ohio Sports Car Course	Lexington, OH
July 19 - July 21 Mazda Raceway Laguna Seca	Monterey, CA
August 2 - August 4 Miller Motorsports Park	Tooele, UT
August 23 - September 8 TBA	TBA
September 13 - September 15 New Jersey Motorsports Park	Millville, NJ
September 27 - September 29 Mazda Raceway Laguna Seca	Monterey, CA



About Yoshimura R&D of America: Yoshimura is “The Leader in Performance” and has been for more than 55 years. With unmatched skills, knowledge, and passion for racing, Yoshimura is on the forefront of the aftermarket exhaust industry. Yoshimura pipes are race bred and feature the same legendary performance, fit and quality that has been their trademark for more than five decades. To learn more about Yoshimura and view their wide variety of performance products, visit www.yoshimura-rd.com.



About American Suzuki: Suzuki Motor Corporation (SMC) founded The Motorcycle and ATV Division of American Suzuki Motor Corporation (ASMC), Brea, CA, in 1963. ASMC markets motorcycles and ATVs via an extensive dealer network throughout 49 states. ASMC’s parent company, Suzuki Motor Corporation, based in Hamamatsu, Japan, is a diversified worldwide manufacturer of motorcycles, ATVs, scooters, automobiles and marine engines. Founded in 1909 and incorporated in 1920, it has 147 distributors in 201 countries. For more information visit www.suzukicycles.com.

