

Media Release

For immediate release

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Honda re-signs for 2012 Bradford Bonanza!

Following the success of the Honda Bradford Bike Bonanza (HBBB) over the last three years, Motorcycling Australia (MA) is pleased to announce Honda MPE has re-signed and will continue as the event's official naming rights sponsor for 2012.

General Manager for Motorcycles at Honda MPE, Tony Hinton, said he was keen for Honda to remain a part of such an iconic event, celebrating Australia's motorcycling heritage.

"Due to the overwhelming success of the Honda Bradford Bike Bonanza over the last three years, Honda Australia is pleased to confirm the association will be continued into 2012," Hinton said.

"Honda's heritage is very important to the company, and working with MA and the HBBB gives us an opportunity to showcase this heritage and to ensure it is kept alive well into the future."

Honda played a vital role in establishing the HBBB, signing up to be a part of the event from the outset, and have seen the Bonanza grow over the past three years, to become what it is today.

The 2011 HBBB saw more than 450 riders bring more than 750 bikes to the event, with around 3000 enthusiasts passing through the gates over the weekend.

Work has already commenced on the 2012 event, with MA's CEO David White said he was thrilled to welcome Honda on board once again.

"On behalf of MA I'd like to thank Honda for their contribution over the past three years, and we very much look forward to continuing to work with them ahead of the 2012 event," White said.

"We have received so much positive feedback following the event at Easter, and we have already begun looking at ways to improve, in addition to finalising discussions with some big names for the 2012 event."

Check out the MA website at www.ma.org.au/hbbb for all the HBBB news, information and photo galleries.

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