



## FABIO QUARTARARO, THE MOTOGP 2021 WORLD CHAMPION, IS THE NEW AMBASSADOR OF BETA UTENSILI IN THE WORLD

**The rider will provide his professional sporting and personal image for communication campaigns by Beta, Europe's leader in the production of tools for specialists of the mechanics world.**

Beta Group is delighted to announce a personal partnership with the MotoGP 2021 World Champion, Fabio Quartararo. The young rider, who rose to victory in the last world championship, will be the new face of Beta tools, the historic Italian brand that has been a major player in the racing world for over 50 years, from Formula 1 to the MotoGP World Championship.

Beta has been the technical sponsor of Yamaha Motor Racing for 23 years now, and as of 2022, it will also use images of the MotoGP World Champion, both in action astride his Yamaha YZR-M1 and off the racing track, for future campaigns in Italy and beyond.



*"Our twenty year bond with Yamaha Motor Racing is characterised by exceptional levels of cooperation, which ensures the team always has a perfectly organised box and reliable tools that provide the right support for mechanics striving for top performance levels. This is the first time we have chosen to feature a rider with our brand, but with Fabio Quartararo it almost felt like a natural evolution of our relationship, which has strengthened race after race.", Roberto Ciceri, Chairman and Chief Executive Officer of Beta Group, declares. "With his talent, boldness and tireless search for top performance levels, he is the perfect spokesperson for conveying our values and the excellence of our products to the world."*

*"I'm very happy to be starting this new adventure, also on a personal level, with Beta, which has always been a part of my life in the MotoGP World Championships", Fabio Quartararo, Monster Energy Yamaha MotoGP team rider, and MotoGP World Champion 2021, declares. "Our partnership is grounded in a consolidated relationship of trust and shared attitudes: reliable performance and a constant search for excellence. Together we'll achieve great things".*

Born in Nice on 20th April 1999, Fabio Quartararo is a French rider of Italian origin. He first entered the racing world at the tender age of 4, thanks to his father, who won the French Motorcycle Grand Prix 1986 in the 250 category, inspiring his son's passion for the sport. In 2015 he made his début in the MotoGP World Championship, in Moto3, moving up to Moto2 two years later. In 2019 he raced for the Petronas Yamaha SRT team in MotoGP and last year he entered the Monster Energy Yamaha MotoGP official team, conquering the title of MotoGP World Champion at just 22 years old.



Beta Group is the European leader in the production of tools for specialists of the mechanics world, from industrial maintenance to self-repair.

Beta was founded in 1923 in Erba (Como), thanks to the dedication and far-sightedness of the Ciceri family. Dynamism, tenacity and passion led it to become the Italian professional tool brand synonymous with quality in over 100 Countries. Thanks to 11 branches and 250 importers, it distributes work tools that satisfy the requirements of specialists in every sector.

Today, with its headquarters in Sovico (MB), Beta Group generates over 200 million euros in turnover and sees the daily involvement of around 900 professionals across all six of its companies, Beta Utensili, 3D Beta, VGF, BM, Abra Beta and Elpa Abrasivi, present in Italy with 8 production plants.