



*Dorna Sports S.L*  
**MARKETING DEPARTMENT.**  
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## **ABOUT DORNA**

Dorna Sports S.L. is an international sports management, marketing and television company. Founded in 1988, its headquarters are in Madrid, Spain, with branch offices in Barcelona, London and Tokyo. The company's main shareholder is CVC Capital Partners Ltd. who acquired it, through a management buy-out operation in 1998.

## **MOTOGP**

Dorna has been the exclusive holder of all commercial and TV rights to the FIM Road Racing World Championship Grand Prix (MotoGP) since 1992. With its 53 years of History, MotoGP is the pinnacle of motorcycle racing and Dorna's main activity, with events in five continents every year.

A new era is starting in 2002 with new regulations for the blue riband class allowing the participation of bikes with 4-stroke engines and up to 990cc capacity. After a whole year of success, the consolidated MotoGP class family increase in 2003 with the arrival of new manufacturers to the sport such as Ducati or Kawasaki.

Overall, the highest performance two-wheel machines, the best riders, and a complete package of TV opportunities provide the perfect events for fans and broadcasters.

TV audiences grow constantly every year. Up to 208 countries and territories receive live or same-day -delayed broadcasts of the grand prix with an average of over 350 million spectators per grand prix. Dorna's efforts to improve its TV coverage allowed more than 5270 million people to revel the passion of MotoGP. And that's just at home. Some events, like Jerez, Assen, Phillip Island or Sachsenring, have more than 150,000 spectators on-site over the weekend.

## **OTHER TOP MOTORCYCLE CHAMPIONSHIPS**

Dorna also manage other top motorcycling world championships:

- World Supercross GP
- Motocross World Championship
- Trials

## **OTHER PROPERTIES**

The company also markets Ad-Time, a rotating advertising system, in Spain, Italy, Portugal, UK, South America and Japan. Dorna Japan is very active with this system utilising it in volleyball, baseball and soccer. In Spain, Portugal and Italy the Ad-Time is mainly used in soccer.

## **STAFF**

- Carmelo Ezpeleta, CEO Managing Director
- Enrique Aldama, COO Managing Director
- Manel Arroyo, Managing Director
- Jordi Pons, Managing Director

To maintain success within an extremely competitive environment, Dorna counts on a multinational team of professionals, with knowledge and expertise in areas of commercial, sports, TV, media, technology and law. Currently 125 full-time employees work for the company, plus about 300 part-time contracted professionals during the racing peaks.



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