



Your personal
invitation to
be part of my
2012
'Challenge Collective'



After my efforts last season, keeping the spectator crowds and television viewers entertained by consistently running at the front of the field, being a rostrum regular, with pole positions and fastest race laps, I concluded the series as runner up to Leon Morris. So, I feel that I've got a bit of 'unfinished business' in the Ducati 848 Challenge, but with neither a team or a bike at the moment, I've no chance of tackling it!

If I want to go racing this season I'll need to source a machine and the backing to run it throughout the year – sole sponsorship of the whole team can be had for around £25k initial outlay with the potential to recoup approximately £10k from the resale of the bike and ancillaries at the end of the season.

A Ducati 848 Evo can be bought for about £9-10k depending on discounts and VAT reclaimable; at the end of the season it will have a similar if not improved resale value for the purchaser with the race mods and the potential for race proven provenance.

The remaining cash after the machine purchase are for the other bits and pieces that are needed to go racing:

- £6000 To bring bike up to race spec, engine blueprint, dry slipper clutch, spare wheels, suspension, bodywork, exhausts, bars, pegs, sundry accessories.
- £1650 Series entry, one off payment.
- £3500 Tyres – rules restrict 2 pairs per round, plus wets – last season I won enough tyre prizes that the actual bill was just £850 – but you can't always bank on such luck.
- £1100 Fuel controlled by Sunoco - 25lt drum x 1.5 per round.
- £1800 Race entry - £225 x 8 rounds .
- £750 Transport fuel van.

Team setup costs - excluding machine £14800

Then if you throw in a couple of set up track / test days, and we are realistically looking at needing to find at the very least £15k cash to be able to set up and run any bike secured.

I'm aware in the current economic climate it may be difficult to find a sole sponsor, so, alternatively, I'd like to explore rustling up a small group, a 'Challenge Collective', of like minded chums who might each like to chip in a bit towards the costs to get me on track this season.

All contributions will of course be gratefully received, but it would be good if I we could keep the 'Challenge Collective' as small as possible, as this allows for greater individual coverage on the bike livery. I don't want to drone on about me and my racing achievements; I hope you already know me, and how hard I work, not just at my racing, but also making sure I keep my comprehensive internet presence, web, video and blog, all current and up to date. I do this to show my sponsors and supporters that I'm bothered to keep my association and acknowledgment of their support fresh and foremost in my online identity - the internet is great, it means that distance is no longer a barrier to keeping in touch, getting exposure and media coverage 24/7. My personal uploaded YouTube videos have now passed 300,000 views; worldwide I have many fans and followers who simply just have to click to keep up with my news online.

I'm going to set Valentine's day 14th Feb, as the deadline for making my final decision on the plan. If I'm lucky enough to have received enough cash from the 'Challenge Collective' by then, happy days!

If not, then I'll be personally in touch with each contributor to see if they're happy for their funds to go towards some of my other racing projects this season, or whether they would like their cheques returning.

So, if you think you can help me out, simply pop me a nice big cheque, made payable to 'Mike Edwards' in the post to the address following, and let me know if you'd like me to send you a formal invoice, that could detail either 'Professional driving services' or 'Advertising, marketing and promotional services'. If you'd like to know more about the Ducati challenge first, or would like to discuss anything further, just let me know and I'll be in touch.



**Mike 'Spike' Edwards, International motorcycle racer, multi British Championship title holder.
Wins at the Macau Grand Prix, NorthWest 200, World Endurance.
The only independent ACU certified commercial road racing coach.**

Ducati 848 Results 2011

Brands Indy
Q 4th / R1 - 2nd / R2 - 2nd

Assen
Q 4th / R1 - 4th / R2 - 2nd

Thruxton
Q 4th / R1 - 5th / R2 - 4th

Monza
Q 4th / R1 - 8th / R2 - 3rd

Brands Grand Prix
Pole / R1 - 2nd / R2 - 2nd

Cadwell
Q 2nd / R1 - 2nd / R2 - 2nd

Castle Combe
Q 3rd R1 - 3rd / R2 - 2nd
Fastest race lap

Silverstone
Pole / R1 - 4th / R2 - 3rd

Photos: Bonnie Lane



Ducati 848 Events 2012

7, 8 & 9 April
Brands Hatch Indy

11, 12 & 13 May
Assen TT

25, 26 & 27 May
Snetterton 300

22, 23 & 24 June
Misano

6, 7 & 8 July
Oulton Park

25, 26 & 27 August
Cadwell Park

7, 8 & 9 September
Donington Park GP

28, 29 & 30 September
Silverstone GP