



**STAND 330**

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Dorna Sports is an international sports management, marketing and media company founded in 1988. The organisation has its headquarters in Madrid with branch offices in Barcelona, London and Tokyo. Dorna Sports has been the exclusive holder of all the Licensing, Commercial and Television rights for the FIM Road Racing World Championship Grand Prix, known as "MotoGP" since 1992. With close to 61 years of history - the World Championship was formed in 1949 - MotoGP is the pinnacle of motorcycle racing and is Dorna's main focus of activity.



**MotoGP**

Since the launch of the MotoGP brand in 2000, its recognition has grown to the point where it has become an icon in motor sport and a major reference in Sport Licensing with over 50 licensees and 700+ products available worldwide.

Cutting edge technology, innovation, passion and excitement are the core values of the brand as MotoGP offers spectacular action and unrivalled excitement capturing the attention of millions worldwide. Its unique combination of speed, extreme power, ultimate technology and skill appeals to and inspires people of all generations, motorcyclists and non-motorcyclists alike.