



- Press Release -

***bLU cRU* Programme** **YZ125 *bLU cRU* Cup / R3 *bLU cRU* Challenge**



Yamaha's bLU cRU programme is a platform to support the next generation of young riding talent in both road and off-road racing. The platform creates a safe, professional environment to encourage, nurture and build tomorrow's racing stars, through the guidance and unparalleled experience of the Yamaha Racing world.

The bLU cRU platform is also represented at the pinnacle of each global racing discipline contested by Yamaha. Yamaha Racing's top Official riders in MXGP, Enduro, Dakar, WorldSBK, WSS and Endurance have the responsibility of being bLU cRU Ambassadors. These elite racers stand as an example for the young racing generation of tomorrow, upholding key values for racing and manufacturer representation, including performance, education, dedication, respect and health and fitness. Their spirit of success and behaviour in the very visible eyes of both the media and the racing fans sets the standard for the bLU cRU generation of tomorrow.

For young ambitious off-road riders, the YZ125 bLU cRU Cup provides the perfect entry into Yamaha's racing pyramid. Riders within their National 125 Championships using the Yamaha YZ125 can apply pre-season to be part of the programme. Once accepted, they will be provided with a bLU cRU package with a number of benefits, including Yamaha Racing Paddock Blue clothing, bLU cRU sticker set for their YZ125 machine and more.

The top performing riders (up to a maximum of 44) in their National Championships will reach the YZ125 Cup Superfinale, a true international race held at the world's biggest MX event, the Monster Energy Motocross of Nations at Matterley Basin in the UK.

The top three riders from the race will be joined by two wildcards and move on to take part in a unique Yamaha Masterclass under the guidance and teachings of bLU cRU Ambassadors. From this one lucky rider will be picked to move up and join the MJC Yamaha Team as their Official rider in the 2018 EMX125 European Championship.

2016 saw the inaugural YZ125 Cup take place. 15yr old Swedish rider Tim Edberg delivered an impressive performance in both his National Championship and the Superfinale, as well as the David Philippaerts Masterclass to become the first rider to complete the off-road bLU cRU programme and win his seat with the MJC Yamaha Official EMX125 Team for 2017.



For 2017 the bLU cRU programme extends to the tarmac to ensure that Yamaha Racing's wealth of experience can also be shared with tomorrow's road race stars. Six selected competitive riders who performed strongly in their National or International Championships will move up to participate in WSS300 class, on-board their Yamaha YZF-R3s' with a full bLU cRU rider package.

At the end of the 2017 season the 14 Masterclass attendees will comprise the two winners of the Italian and French R3 Challenge, joined by three riders from each of the Dutch, and Greece R3 Cups and a further two wildcard riders from both the Italian and French R3 Challenge.

The winners of the Italian and French R3 Challenge will automatically graduate from the Masterclass, joined by a further maximum six graduates to enter the 2018 WSS300 Class within the WorldSBK Championship.

These eight riders (2 winner + 6 Masterclass) will benefit from the R3 bLU cRU rider package, dedicated to supporting young riders in the international racing environment. Benefits will include Racing kit parts, a Race Service support at the track, a full paddock clothing kit and much more. The riders will participate in their own 'Challenge' within the Championship, with the top rider moving up the racing pyramid to join the Official Yamaha STK600 Team as their Official rider the following season!

Fans of racing will be able to follow the activities of the bLU cRU hopefuls throughout the season with regular updates on the Yamaha Racing digital channels, including Yamaha-racing.com plus the social media channels.

"The bLU cRU platform's support for the new generation of racing is the foundation of professional racing in the imagination of young riders, a bright pathway through the confusing and challenging road into racing," commented Yamaha Motor Europe bLU cRU Racing Manager, Alberto Barozzi.

"The program is developed through national competition, then builds through exclusive Masterclass activities with key bLU cRU Ambassadors before delivering a winner who will have the opportunity to continue his sports experience in a Yamaha Official Team."

"The YZ125 bLU cRU Cup and R3 bLU cRU Challenge are the two categories in off-road and road racing that represent a real opportunity for young riders to express their talent. A unique environment where young riders and their parents will benefit from Yamaha Racing's professional support."

"All bLU cRU riders and ambassadors will be distinguished by the bLU cRU logo on their rider wear, directly over the heart."