



# FIVE MINUTES WITH...

*Sergio Bonfanti, Ferodo Racing & Motorcycle Managing Director - Pata Yamaha with Brixx WorldSBK's long time race team partners*

**FERODO®**

Sergio (left) with John Davies, Sales Director - Racing & Motorcycle Division



## **Ciao Sergio, thank you for the catch up! Please tell us a little about Ferodo and your role?**

Ciao everyone, it is my pleasure to speak to you! It is a long journey of mine with Ferodo Racing that takes me back to the previous century/millennium when I started back in 1995. We put together the basis of the business unit which currently flies the flag for Ferodo in all racing environments. This includes WorldSBK and UK MX National Championships where we have a great and long term partnership with Pata Yamaha with Brixx WorldSBK and Crescent.

## **What do you and Ferodo think of Toprak's braking style on the R1?**

He is a very special rider which is taking a great

advantage on track with his way to brake. His sensibility is unique in the WorldSBK paddock and allows him to stay on the brakes in a more efficient way than any other.

## **Which WorldSBK race did you enjoy watching the most this year, so far?**

The first race of the season is the one I usually enjoy more as it gives me some flavour of what is going to happen during the season! No exception this year.

## **Who is your "money on" to win the WorldSBK Championship in 2021? Toprak or Jonathan?**

Toprak could be a really good change after a few years of having enjoyed seeing Jonathan with

the title. On the top of this, from what we have seen so far, Toprak would deserve winning the championship very much! He is a very humble and hard working rider.

## **How has business been for you recently?**

Business-wise the pandemic has been an accelerator to drive some changes which were necessary, and to do some homework to prepare ourselves for the future. We used our time initially like the fishermen do when they cannot go out fishing for a huge storm. We have been repairing our nets in order to catch more fish when we get back to the sea again after the storm!

## **Why should people choose Ferodo products for their own road and track motorcycles?**

Safety and performance have always been our duty and these are the features we grant consistently to all our customers around the world in our braking products.

## **Thank you Sergio! We look forward to continuing our great relationship with you.**

Thank you very much! I wish Crescent and all of the Pata Yamaha with Brixx WorldSBK team a great and happy end of the season! Good luck for the final rounds!