

BETA REINFORCES ITS HISTORIC PARTNERSHIP WITH YAMAHA RACING FACTORY: 25 YEARS OF PASSION AND EXCELLENCE

Strong visibility of the partnership with Beta continues on M1s and the uniforms of the Monster Energy Yamaha MotoGP Team for the 2024 season. The Personal Partnership with the pilot Fabio Quartararo has also been renewed.

Sovico (MB), 06 February 2024 – Beta Utensili, European leader in the production of tools and work equipment for mechanics, industrial maintenance and self-repair specialists, is warming up its engines for the new Grand Prix Motorcycle Racing season. In 2024 the company will continue as the Official Partner and Official Sponsor of the Monster Energy Yamaha MotoGP Team, which has been relying on Beta tools for 25 years, as a



guarantee of excellent performance. Just like in the previous world championship, in addition to taking pride of place in pit boxes, Beta will also have excellent visibility on the windshields of both M1s, alongside the Yamaha logo, a testament to the partnership between the Italian brand and the

racing stables, which has gone from strength to strength. The Personal Partnership with the MotoGP 2021 World Champion Fabio Quartararo continues for the third year in a row.

*“We have a long-standing partnership with Yamaha Factory Racing – **Roberto Ciceri, President and Chief Executive Officer of Beta Group** – it is exciting to think that this year we are celebrating 25 years of our partnership. Years of significant growth and satisfaction for both, during which we have accompanied the team and pilots as they continue to push themselves beyond the limits on the track, tirelessly working to provide high quality tools and equipment to match their excellent performance. We are really looking*

forward to continuing in our support of the Monster Energy Yamaha MotoGP Team, facing all the challenges in store for us this year, upholding our commitment to excellence, with the determination that has led us to where we are today."

Yamaha Factory Racing & Beta Utensili: a match made in two-wheeled heaven

Yamaha Factory Racing and Beta Utensili have been working together for 25 years. The brand's relationship with the racing stables has stood the test of time as it is based on shared and distinctive values, like continuous enhancement, constant reliability, quality, consequent performance and a tireless desire to achieve the best possible results.

"Hat-trick" with Fabio Quartararo



While on the subject of shared values, cooperation and the Personal Partnership with the pilot and Beta Ambassador Fabio Quartararo, MotoGP 2021 World Champion, which first began two years ago, shall continue this year too.

"We are thrilled to be continuing into our third year of our partnership with Fabio, who is without a doubt one of the most talented pilots of his generation. We will continue to work side by side, inspired by the passion, tenacity, dedication and initiative that have always distinguished him", Ciceri concluded.

For further information:

Press Office

Competence Communication

Valentina Tremolada E-mail: tremolada@compcom.it

Ph.: +39 02 36 74 7820

Tomaso Bonazzi E-mail: bonazzi@compcom.it

Mob.: +39 349 579 6016

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Beta Group is the European leader in the production of tools for mechanics, industrial maintenance professionals and self-repair specialists. Audacity, commitment and talent led Beta to become the Italian professional tool brand synonymous with quality in over 100 Countries. Founded in 1923 in Erba (CO), Beta distributes work tools through 11 branches and 250 importers thus meeting the requirements of specialists in every sector.

Today, with its headquarters in Sovico (MB), Beta Group generates over 225 million euros in turnover and sees the daily involvement of more than 1,000 professionals across all five of its companies, Beta Utensili, 3D Beta, BM, Abra Beta and Helvi, present in Italy with 10 production plants.