



## PRESS RELEASE

### Didier de Radiguès becomes an 80 Day Race ambassador

**March 21, 2016 – Didier de Radiguès, a former motorcycle Grand Prix winner and 24 Hours of Le Mans participant, has become an 80 Day Race ambassador. The 57-year-old Belgian holds the current lap record for electric motorcycles at Spa-Francorchamps. He also advises the automobile and motorcycle industry on sustainable topics.**

De Radiguès made his motorcycle Grand Prix debut in 1980, won four Grands Prix and is still Belgian's most successful GP rider. After his motorcycle career he enjoyed racing Le Mans Prototypes and participated in the 24 Hours of Le Mans five times. Nowadays he runs a motorcycle riding school in France and gives commentary on MotoGP races. In addition to that, he supports automobile and motorcycle companies on their mobility strategy with sustainability as one of the key subjects.

It forms a great foundation for a match with 80 Day Race. Based on the novel of Jules Verne, it is a race around the world in which any land-based vehicle is allowed, as long as it does not run on fossil fuel or contains a combustion engine. The race starts in Paris and consists of 8 legs. Stopovers will be organised in major cities where a public programme including qualifying events, an educational programme as well as tradeshows will take place.

Didier de Radiguès, holder of the lap record for electric motorcycles at Spa-Francorchamps said: "Adventure, innovation, sustainably mobility and renewable energy are topics that interest me a lot since I've decided to quit racing a few years ago. That's why one day I decided to do something with electric. I targeted an electric lap record and succeeded at Spa-Francorchamps. 80 Day Race shares my passion and takes electric mobility around the globe. I'm honoured to be part of it."

Frank Manders, co-founder and General Director at 80 Day Race said: "It is great to see that Didier is driven by his passion for innovative technology and keeps an open mind to the possibilities this creates. Already six years ago, way before it was developed as it is now, Didier embraced the electric motorcycle and put it to the test on a race track. It was a pleasure to hear the high speed lap made him experience driving like he never experienced it before. A great statement for the future and the new and exciting experiences that are waiting for us all. We are proud to welcome Didier as the first Belgian ambassador!"

Other ambassadors who are committed to 80 Day Race are: *Hubert Auriol* (Three time Dakar Rally winner and former race director), *Michael, Sebastiaan & Jeroen Bleekemolen* (entrepreneurs and racing drivers), *Charley Boorman* (modern-day adventurer), *Albert Bosch* (adventurer and electric Dakar Rally participant), *Tim Coronel* (Dutch racing driver with electric aspirations), *Jan Lammers* (former F1 driver and Le Mans 24 hours winner), *Erik Lindbergh* (electric aviation pioneer), *Robert Llewellyn* (British actor and e-mobility specialist), *Louis Palmer* (sustainability specialist), *Claudio von Planta* (award winning film director), *Javier de Rocafort* (successful entrepreneur and strategic



advisor), *Maarten Steinbuch* (Professor at Eindhoven University of Technology) and *Eric Vigouroux* (successful off-road racing driver and team manager).

**ENDS**

**Note to editors:**

For further media information on 80 Day Race, visit [www.80dr.com/press/](http://www.80dr.com/press/) or contact:

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