

## NOTA DE PRENSA PRESS RELEASE

### **MOVISTAR PRESENTS A NEW TROPHY FOR THE MOTOGP ARAGÓN GRAND PRIX**

- **Jorge Lorenzo has collaborated on the design of the new Movistar trophy for the Aragón Grand Prix**

**Madrid, 24 September 2015.** Movistar has presented a new trophy to be awarded to the winners of the MotoGP Aragón Grand Prix, which will be held from 25 to 27 September at the Circuito Motorland Aragón, in Alcañiz (Teruel, Spain).

Movistar, the "main race sponsor", has designed the trophy of the Movistar Aragón Grand Prix for the first time. Its aim was to create an object which represents the union between Motorland and Movistar. This trophy symbolises the strength of the two Movistar sponsorships in the world of motor sport: the sponsorship of the Movistar Aragón Grand Prix, and that of the Movistar Yamaha MotoGP team.

The new trophy has benefited from input from Jorge Lorenzo, a rider with the Movistar Yamaha MotoGP team, who first suggested changing the trophy of this World Championship race. The trophy is the work of Marc García Rojals, an internationally recognised designer and creator of many other prizes in the world of motor sport.

The sportsman met García Rojals at Montmeló, and together, they laid the foundations for the format of the new trophy. The designer asked Lorenzo what features came to mind when he thought of the Alcañiz Circuit. There was no doubt in his mind – it was the emblematic wall by a stretch of the track.



Therefore, after working on different forms and positions of the Movistar logo, a trophy design which represents a fragment of the aforementioned wall on a pedestal, was chosen. The process of shaping the new trophy had several phases. Firstly, a mould was made out of plaster, which was then filled with a mixture of resin and concrete. Once the mixture had solidified, the trophy was painted using the dry brush technique in order to reproduce the colours of the wall on that section of track as closely as possible. Finally, a sheet of carbon was added to the back of the trophy to represent the asphalt of the track.

A stainless steel plaque is set into the wall, which contains all the details of the Grand Prix and which category the prize is for. In addition, on both sides of the trophy, there is a silhouette of the Movistar logo.

## **MOVISTAR AND ITS LINK TO MOTORBIKES**

Over the years, Movistar has been one of the most active sponsors, and one of those which have contributed most to world championship motorcycling. From 1997 to 2005, Movistar won six world championships: 2005, 2004 & 2003 Dani Pedrosa (250 cc. / 125 cc.), 2001, Daijiro Kato (250 cc.), 2000, Kenny Roberts Jr. (500 cc.) and 1999, Emilio Alzamora (125 cc.), and had 4 runners up – 2005, Marco Melandri (MotoGP), 2004 & 2003, Sete Gibernau (MotoGP) and 2002, Fonsi Nieto (250 cc.). Furthermore, Movistar has been the sponsor of 20 official teams, and co-creator of two promotional cups, from which riders of the likes of Dani Pedrosa, Casey Stoner, Álvaro Bautista, Bradley Smith, Julián Simon and Toni Elías have emerged.

In addition, as of last year, Movistar is the sponsor of the Movistar Yamaha MotoGP team, and will be for the next four years. This team includes the world champions Jorge Lorenzo and Valentino Rossi.

