

Press release: Shimano – Title Sponsor of the 2014 British Cycling Downhill Series

Award-winning UK distributor Madison is delighted to announce that Shimano will take up the official role of title sponsor for the 2014 British Cycling Downhill Series. Shimano have a long heritage in downhill mountain biking and a strong presence in the current downhill scene with a majority of top flight teams using Shimano components including: GT Factory Racing, Santa Cruz Syndicate and the Madison Saracen Factory Race Team, all of whom will be racing this year's series.

The British Cycling Downhill Series is widely regarded as the world's premier domestic downhill series. This recognition stems from the mix of remarkable home-grown and international talent that compete. The 2014 series is set to be the best yet with a plethora of World Cup riders attending and with Shimano providing full technical support at each venue. The PRO hot seat is also a welcome new feature so the leaders can sit in style at the end of their runs.

"With some exciting new venues for 2014 and a world class start list, the BDS is going to be one to remember. Having provided tech support at all BDS rounds for the past three years we know first-hand the level of blood, sweat and tears put into every race by both the organisers and racers and we are proud to be a part of it." Mark Greshon – Shimano Brand Manager

"Shimano as headline sponsor is true recognition for the BDS racer and their dedication to the sport of downhill racing. Having such a large global brand support the BDS will lift the series to even greater heights for the World's fastest racers, the trackside spectators and the armchair fans at home. 2014 is really going to be a special year." Si Paton - BDS Race Director

The 2014 Shimano British Cycling Downhill series begins at the end of March at the Antur Stiniog Mountain Bike Centre before a foray into Scotland for the Fort William and Ae Forest rounds. A spectacular finale is expected at the Shimano supported BikePark Wales, a brand new track for the series and one that holds untapped potential.

The complete race calendar for the 2014 Shimano British Cycling Downhill Series is as follows:

Round 1 - Antur Stiniog Mountain Bike Centre, March 29th - 30th

Round 2 - Fort William, May 10th – 11th

Round 3 - Ae Forest, May 31st – June 1st

Round 4 - Llangollen, June 28th – 29th

Round 5 - Bike Park Wales, September 12th – 14th

Keep up to date with all the latest series news at

<https://www.facebook.com/BritishDownhillSeries> and with Shimano at www.weraceshimano.com.