



2011
Road Racing
MEDIA KIT

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For the last 50 years, no one has seen anything like Suzuki's domination of racing. More recently, the Yoshimura-prepared Rockstar Makita Suzuki GSX-R has won the last 10 out of 12 AMA Superbike Championships, and has set an unprecedented number of records - from the sheer volume of Superbike titles to the races won, to pole positions acquired. No other machine has so completely and utterly dominated this sport like the GSX-R. From all appearances, 2011 looks to be another winning season for the Rockstar Makita Suzuki crew.

Tommy Hayden returns to the Suzuki fold after celebrating his best AMA Superbike season ever. Hayden won his first Superbike race, and followed that up with five more victories. And even when he didn't take the top spot, he was on the podium at almost every single race. Focusing on improving an already notable performance, Hayden is poised to make a strong bid for the title this year.

Likewise, his younger teammate Blake Young also celebrated his best AMA Superbike season last year. He made a big splash by earning his first Superbike win early on and simultaneously sweeping the weekend in the process. Unfortunately sidelined due to injury, Young missed a few rounds mid-way through the season but still rallied to finish sixth overall.

Both Hayden and Young will be looking to improve on consistency and their overall performance this year. And what better motorcycle to be racing than Suzuki's GSX-R1000? The bike was amazingly competitive last year and it hasn't changed much for this season. The combination of the GSX-R1000, Yoshimura's and Suzuki's racing prowess, and the Rockstar Makita Suzuki lineup will surely be a formidable force to be reckoned with.

As for the competition? Bring it.



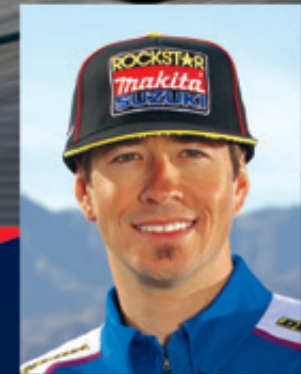
ROCKSTAR
Makita
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TOMMY HAYDEN



TOMMY HAYDEN



For Tommy Hayden, the 2010 AMA Superbike season was bittersweet. After racing for most of his life, the Kentucky native celebrated his first-ever AMA Superbike win last year. The victory came at California Speedway in Fontana, California. Hayden went on to finish the year with a total of five wins and an additional 10 more podium finishes.

Most of those podium finishes were for second place, and the end result was that Hayden wound up second overall in the AMA Superbike Championship points standings. Although he was thrilled to finally capture that first victory, not to mention the additional wins, he believes that he can do better.

So for 2011, Hayden's goals are pretty specific. He wants to go out there and take maximum points at every round. From qualifying to most laps led to the win, Hayden is looking to score big. With plenty of confidence in the competitiveness

of the Yoshimura-prepared Rockstar Makita Suzuki GSX-R1000, Hayden wants to improve upon his already proven skills. The former two-time AMA Supersport Champion is no stranger to analyzing his strengths and weaknesses and making the most of the former and improving the latter.

"I think that I could improve my riding in certain areas of the track," he said after mulling it over. "I feel like there were times where I left a lot of bonus points out there and that can make the difference in a championship. With qualifying and with points for number of laps led - things like that - I want to do a better job. And there are some other things that I'm working on as well. In one way, I feel like I gave it everything I had last year, but at the same time there's room for improvements to be made with my riding. I just feel like we're ready to make another step up this year."

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BLAKE YOUNG



The 2010 AMA Superbike season gave Blake Young a lot to think about as he prepares for the upcoming 2011 season. Like his teammate Tommy Hayden, Young captured his first-ever AMA Superbike victory in 2010. At Road Atlanta in Braselton, Georgia last year,

Young took the win on Saturday and then turned around and did it again on Sunday. So not only did he get his first win, he also got his first weekend sweep.

Perhaps because Young places a lot of pressure on himself or perhaps just due to some bad luck, he had just one podium after that weekend and a few less-than-stellar rounds and then he broke his back during a get-off at a test. As a result, he wound up sitting out five races. Even so, Young is pragmatic about the effects of the accident and how it affects his career.

BLAKE YOUNG

"The positive side of the injury was that by being forced to sit out, I was able to reflect on what I wanted to accomplish," he explained. "When I watched the other racers, I knew that I should be right there with them, but I couldn't be. That was really good for me to reflect on those things and see what the main objective was - what my goal was - and figure out how to achieve that. I had to just sit around and let my back heal, even though I was still doing as much as possible with my training. But I just wanted to work hard and get back to the top before the season was over. I felt like I owed it to my team and to myself. Now that's over and I need to go into the 2011 season with a different mind set. Now we know we can win, now we need to put it all together and get the number one plate."

Despite the injury, Young still came back at the end of the season and picked up one more victory before finishing sixth overall in the points standings.



DON SAKAKURA

Race Director

The man behind the Rockstar Makita Suzuki team is Don Sakakura. His title is Senior Vice President and Racing Director of Yoshimura Research & Development of America, and he's been in the motorcycle industry since the mid-1970s and with Yoshimura since 1980. He manages all of Yoshimura's motorsports activities, which includes ATV and off-road programs in addition to road racing.

Most recently, Sakakura was the driving force behind Suzuki's lengthy list of AMA championships. He was a major part of Mat Mladin's record-breaking seven AMA Superbike Championships in 1999, 2000, 2001, 2003, 2004, 2005 and 2009. He was a major contributor to Aaron Yates' AMA Supersport Championship in 2002 and AMA Superstock Championship in 2005. He also was behind Ben Spies' 2003 AMA Formula Xtreme Championship and three consecutive AMA Superbike Championships in 2006, 2007 and 2008. Now, he's preparing to continue his support for Rockstar Makita Suzuki's Tommy Hayden and Blake Young as they go into the 2011 racing season.

"The goal is to support Tommy and Blake to the best of our ability and help them to win," he said. "Both have developed riding skills around the new regulations, which are more production-based. Tommy had a good year last year and he's come a long way. He has a very aggressive attitude toward the start of the 2011 season. With the exception of his accident, Blake also had a strong performance last year and I think will come into his own in 2011. We're looking forward to the new season."



PETER DOYLE

Team Manager and Crew Chief, Blake Young

When it comes to winning Superbike championships, Rockstar Makita Suzuki's Pete Doyle has it dialed. Formerly crew chief for seven-time AMA Superbike Champion Mat Mladin, Doyle is now crew chief for Blake Young and he is also the team manager.

His background is extensive and impressive. Doyle started off in the motorcycle industry in Australia, working for a manufacturer for more than two decades (he started in the parts department as a teen). By the early 1980s, Doyle was a World Grand Prix and motocross mechanic, and from there he moved up to being a road race team manager and motocross team manager in the late 1980s and early 1990s. In his time as a manager in Australia, Doyle collected 11 road race championships, a Suzuka 8 Hour win, nine motocross championships and four Supercross Masters titles. Mladin asked Doyle to come Stateside to be part of his crew in 2000, and Doyle's been part of the legend since then.

Going into the new season, Doyle is excited to continue working closely with Young as well as overseeing the entire team. "It's been good working with Blake," said Doyle. "He got his first pole and his first win, actually several wins. Our goal for 2011 is the same goal that we had last year: to win. We have the same riders and basically the same bike, so really we're not starting over - we're just continuing to try and get as much as we can out of the bike. I think Tommy and Blake will be able to fight for it."





DAISUKE HASHIMOTO

Crew Chief, Tommy Hayden

As Daisuke Hashimoto enters his third year as crew chief for Tommy Hayden, he is excited about their prospects for the 2011 season. The former suspension technician has settled into his role as crew chief and looks to bring more cohesiveness to his team.

After years with Showa Racing, Hashimoto, originally from Saitama, Japan, brings plenty of bike set-up experience to the table but he also has the advantage of working with multiple riders and so is flexible in how he deals with his crew. He's confident in his relationship with Hayden and with the mechanics he works with every day.

As Hashimoto heads into the 2011 race season, he has specific goals in mind that he wants to achieve. "Every year Tommy and I have gotten tighter and gotten to know each other a little bit more throughout the year than when I started," he explained. "Right now I want to bring everybody together to achieve one goal. I want for everybody to have the same vision in order to give Tommy the best scenario to succeed. So hopefully we'll get the championship this year. Last year we were second, and the year before that we were third so hopefully this year we will be first."



RICH DOAN

Rich Doan, Team Coordinator

For Rockstar Makita Suzuki, the man who keeps everything running smoothly is Team Coordinator Rich Doan. With Suzuki for 15 years, Doan started out as a road racer but then turned to wrenching on bikes. He worked with multiple privateer teams, and even did a stint with World Superbike before landing at Yoshimura in 1996.

According to Doan, his job is to take care of the every-day details that occur at Yoshimura and that have to do with the Rockstar Makita Suzuki team. Whether it's booking hotel reservations and airfare, coordinating the paint schemes for the team semi and the race bikes, or ordering canopies for pit lane, Doan is on top of it.

"The team is rock solid right now," said Doan. "With our team, it's always been winning, winning, winning. And we're still winning, but not necessarily like in the past. So right now we're taking some time, processing how things are, dealing with it and moving on. We're a team, a collaborative effort... The hope we all share and the goal we're all working toward is to win races and win a championship. That's what we're here for. And it's my job to make sure that everybody has everything they need to get the job done."





GSX-R 1000

Suzuki recently celebrated 50 years of cultivating a tradition of racing and winning. The result of this has been a line of championship-winning motorcycles that have dominated the competition. The motorcycle that best epitomizes Suzuki's philosophy about and commitment to racing is the Suzuki GSX-R1000.

From Mat Mladin's unprecedented seven AMA Superbike Championships to Ben Spies' impressive three consecutive AMA Superbike titles – the Suzuki GSX-R is without peer. Indeed, it was on a Suzuki GSX-R that Mladin took every AMA Superbike pole position in a season, and set the records for most career AMA Superbike pole positions, most AMA Superbike race wins in a single season and the most AMA Superbike career victories. Indeed, the last 10 out of 12 AMA Superbike titles have been won on a Suzuki GSX-R.

These feats shouldn't be any great surprise, considering the GSX-R1000's 999cc engine is designed to maximize combustion efficiency with more torque and power across the rpm range, which leads to excellent throttle response and acceleration. Perhaps that's why this bike has won seven consecutive championships. It's got an impressive microprocessor in the ECM that runs the advanced engine management system, ensuring the rider always gets the optimum performance out of this bike. The low- and mid-range performance is outstanding, the power is smooth and confident and the handling is consistently solid. Put it all together, and the GSX-R1000 is a pure winner. Period.

2011 AMA SUPERBIKE SCHEDULE

March 10 -12	Daytona International Speedway	Daytona Beach, FL
May 13 - 15	Infineon Raceway	Sonoma, CA
May 28 - 29	Miller Motorsports Park	Tooele, UT
June 3 - 5	Road America	Elkhart Lake, WI
June 17 - 19	Barber Motorsports Park	Birmingham, AL
July 8 - 10	Mid-Ohio Sports Car Course	Lexington, OH
July 22 - 24	Mazda Raceway Laguna Seca	Monterey, CA
August 12 - 14	Virginia International Raceway	Alton, VA
September 2 - 4	New Jersey Motorsports Park	Millville, NJ

About Suzuki: Suzuki Motor Corporation (SMC) founded The Motorcycle and ATV Division of American Suzuki Motor Corporation (ASMC), Brea, CA, in 1963. ASMC markets motorcycles and ATVs via an extensive dealer network throughout 49 states. ASMC's parent company, Suzuki Motor Corporation, based in Hamamatsu, Japan, is a diversified worldwide manufacturer of motorcycles, ATVs, scooters, automobiles and marine engines. Founded in 1909 and incorporated in 1920, it has 120 distributors in 191 countries. For more information, visit www.suzukicycles.com. Follow Suzuki Scoop on facebook for exclusive team content www.facebook.com/suzukiscoopfans.

About Rockstar: ROCKSTAR is the world's most powerful Energy Drink. Enhanced with the potent herbal blend of Guarana, Ginkgo, Ginseng, and Milk Thistle, ROCKSTAR is formulated to provide an incredible energy boost for those who lead active and exhausting lifestyles - from athletes to rock stars. ROCKSTAR Energy Drink is available in sixteen amazing flavors. Also, check out ROCKSTAR Energy Gum and ROCKSTAR Energy Shots. ROCKSTAR Energy Drink supports the active Rockstar lifestyle in every sport. Go to www.rockstar69.com for athlete and event updates, videos, profiles, and product information.

About Makita: Makita is a worldwide manufacturer of industrial quality power tools and offers a wide range of industrial accessories. Makita applies leading-edge technology and innovation to engineer tools that are more compact with less weight yet deliver industrial strength power and results. Makita innovation includes Makita LXT®, the industry's first 18V lithium-ion cordless lineup. The Makita Teal color is the trade dress of Makita Corporation and is protected under common law and registered with the U.S. Patent and Trademark Office. Makita is Best in Class Engineering. For more information visit www.makitatools.com.

About Yoshimura R&D of America: Yoshimura is "The Leader in Performance" and has been for more than 55 years. With unmatched skills, knowledge and passion for racing, Yoshimura is on the forefront of the aftermarket exhaust industry. Yoshimura pipes are race bred and feature the same legendary performance, fit, and quality that have been their trademark for more than five decades. To learn more about Yoshimura and view their wide variety of performance products, visit www.yoshimura-rd.com.

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