

EL7 YOSHIMURA

SUZUKI
FACTORY RACING



2014 MEDIA GUIDE

ROAD RACING

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There is something to be said for tradition. The consistent and time-honored experiences and rites that over the years eventually become the stuff of legend. And when it comes to road racing, Yoshimura Suzuki Factory Racing is truly steeped in tradition – the tradition of racing and, perhaps more importantly, the tradition of winning. Indeed, the team is legendary.

For decades, Suzuki has been the dominating force in AMA Pro Superbike. No other manufacturer even comes close to approaching the extraordinary number of records that Suzuki has set within this genre of racing. From the number of championships captured, to the overall races won, to the pole positions set, Suzuki stands alone.

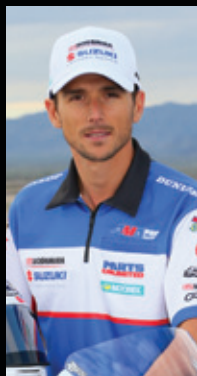
For the 2014 season, Yoshimura Suzuki has the potential to exceed even its own expectations and traditions. Former AMA Pro Daytona SportBike Champion Martin Cardenas begins his second year racing the Yoshimura Suzuki GSX-R1000 in AMA Pro Superbike, having finished third in the premier class in '13. He is joined by former AMA Pro SuperSport Champion Roger Hayden, who finished fourth in Superbike last year riding for one of Suzuki's satellite teams. Returning team member Chris Clark rounds out the cadre of talented riders who will race the championship-winning Yoshimura Suzuki GSX-R1000 in AMA Pro Superbike this year.

Thanks to Suzuki's proven Championship DNA and superior technology, the upcoming year of racing can't possibly culminate with anything less than another championship. The 2014 AMA Pro Superbike season will once again see Suzuki Own The Racetrack.

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**MARTIN
CARDENAS**



MARTIN CARDENAS

Martin Cardenas' first season with Yoshimura Suzuki Factory Racing was a tremendously successful one. The Colombian rider started the season with an AMA Pro Superbike win at Daytona International Raceway, and went on to race his Yoshimura Suzuki GSX-R1000 to an additional victory at the New Jersey event, as well as nine more podium finishes. With the onset of the 2014

racing season, Cardenas is looking to improve on last year and bring home his first AMA Pro Superbike title.

"Last year, the 2013 AMA Pro Superbike season was pretty good," said Cardenas. "I ended up third for the season and I was happy with that. At the same time, this year I am looking to improve that result. My goal for this year is to be on the box for each and every race. I am fortunate enough to be surrounded by the greatest Superbike team in the paddock. So hopefully by the end of the season, I'll be fighting for the Superbike championship."





**ROGER LEE
HAYDEN**



ROGER LEE HAYDEN

Roger Hayden is the newest member of the championship-winning Yoshimura Suzuki Factory Racing team, although he previously raced the GSX-R1000 for one of Suzuki's satellite teams. He picked up his first-ever AMA Pro Superbike victory in 2012 before finishing third overall in the series. He followed up that performance by finishing on the podium six times and fourth overall in 2013.

Now Hayden is eager to prove his mettle as he vies for the AMA Pro Superbike title with Suzuki's full factory support for the first time ever.

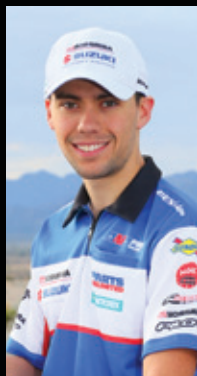
"The 2013 AMA Pro Superbike season went pretty good for me," said Hayden. "I was racing for another Suzuki team and some weekends we were really competitive, but other weekends we had a few cases of bad luck. So, I'm looking forward to making the race weekends more successful ones this year. My goal is to win races and contend for the title at the end of the year."



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CHRIS
CLARK



CHRIS CLARK

They say the third time is the charm, which may certainly prove true for Yoshimura Suzuki Factory Racing's Chris Clark. The 2014 racing season will be Clark's third year racing the Yoshimura Suzuki GSX-R1000 in AMA Pro Superbike and Clark is convinced that this is the year that will see him reach new heights. Last year, he picked up his best Superbike result to date with a fifth-

place finish at the season-opening round of the series at Daytona International Speedway. Yoshimura Suzuki's Clark is looking forward to building on that for 2014.

"My 2013 AMA Pro Superbike season started out really great," said Clark. "So I'm looking forward to hopefully starting off strong like we did last year. My goal for the 2014 season is to improve overall and get closer to the guys up front. I feel it's going to be achievable this year. Last year we were showing some improvements and I want to start off really strong. I put in a lot of work during the off-season and I'm looking forward to starting it off on a high note."





DAISUKE HASHIMOTO

CREW CHIEF, MARTIN CARDENAS

The 2014 racing season brings a new challenge for Daisuke Hashimoto. A former suspension technician with Showa Racing, Hashimoto is originally from Saitama, Japan, and spent the last two years as crew chief for Yoshimura Suzuki's Chris Clark. But this year, Hashimoto takes over the lead roll for Yoshimura Suzuki teammate and former AMA Pro Daytona SportBike Champion Martin Cardenas.

"I have enjoyed the last five years with Yoshimura Suzuki and the last two as a chief mechanic," said Hashimoto. "I learned a lot about what it takes to create structure within a crew and to work together to create and maintain a shared vision. Martin had a good year last year and I'm looking forward to working with him this year and helping him win a championship."



DAVID JONES

CREW CHIEF, ROGER LEE HAYDEN

With the addition of former AMA SuperSport Champion Roger Hayden to the Yoshimura Suzuki fold, team member David Jones takes on the roll as Hayden's crew chief. Jones has been involved in road racing since 1992 and this is his second stint with Yoshimura Suzuki. The first was as crew chief for Pascal Picotte and Thomas Stevens in the mid-1990s. Most recently, Jones returned to Yoshimura Suzuki in 2010 and has focused his efforts on chassis and fabrication work until now.

"I'm looking forward to working with Roger," said Jones. "He's really progressed as a racer in the past few years and I believe that the Yoshimura Suzuki team can help him progress even farther. Our immediate goal is to give him the best bike we can give him, and try to win some races. We have a good crew, a good bike and I know we've got a good rider. Ultimately, we want to win the championship so Yoshimura Suzuki can run that number one plate again."



RHETT LOUGHEED

CREW CHIEF, CHRIS CLARK

Australian Rhett Lougheed is not only a longtime member of the Yoshimura Suzuki team, he's also a veteran road race mechanic. With the Yoshimura Suzuki squad for 10 years, Lougheed previously served as a crew chief in his homeland Down Under and also stateside with one of Suzuki's satellite teams. This year marks his first season serving as crew chief for Yoshimura Suzuki's Chris Clark.

"I feel like this is an exciting new opportunity," said Lougheed. "I've known Chris for three years now and I've watched him mature as a racer. I believe we can improve on his overall performance from last year and shoot for some podium finishes. During the off-season, we've collaborated extensively and we have the Yoshimura Suzuki GSX-R1000 set-up so that Chris feels comfortable on it. I feel like we have a lot of potential going into the 2014 season."



DON SAKAKURA

RACE DIRECTOR

The man behind the Yoshimura Suzuki team is and always has been Don Sakakura. 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 also includes the off-road programs.

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 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 Yoshimura Suzuki's Martin Cardenas, Roger Hayden and Chris Clark as they embark on the 2014 racing season.

"Everyone at Yoshimura Suzuki is looking forward to this season," he said. "Our goal is always to support our riders to the best of our ability and we are fortunate to have so much talent to work with. We're very excited to have Roger with us, what with the potential he showed riding for one of Suzuki's satellite teams. And Martin had a great first year with us last year and we're eager to help him take his racing to the next level. And Chris continues to work hard and get stronger with every season. Our team is better than ever and we can't wait to go racing."



RICH DOAN

TEAM COORDINATOR

For Yoshimura Suzuki, the man who keeps everything running smoothly is Team Coordinator Rich Doan. With Yoshimura for more than 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 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.

"We're a team, a collaborative effort," said Doan. "The hope that we all share and the goal we're all working toward is to win races and a championship. That's what we're here for, day in and day out. And it's my job to make sure that everybody has everything they need to get the job done."



2014 ROAD RACING SCHEDULE

March 13 - March 15

Daytona International Speedway

Daytona Beach, FL

May 30 - June 1

Road America

Elkhart Lake, WI

June 21 - June 22

Barber Motorsports Park

Birmingham, AL

July 19 - July 20

Mid-Ohio Sports Car Course

Lexington, OH

September 13 - September 14

New Jersey Motorsports Park

Millville, NJ



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 has 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.



Suzuki Motor of America, Inc. (SMAI) distributes Motorcycles, ATVs, Scooters, Outboard Motors and Automotive Parts and Accessories via an extensive dealer network throughout 49 states. SMAI's supplier, Suzuki Motor Corporation (SMC), based in Hamamatsu, Japan, is a diversified worldwide manufacturer of Motorcycles, ATVs, Scooters, Automobiles and Outboard Motors. Founded in 1909 and incorporated in 1920, SMC has 147 distributors in 201 countries. For more information, visit www.suzuki.com.



GSX-R1000

In the two-wheeled arena, the Suzuki GSX-R1000 is truly without peer. It was this superior machine that propelled both Mat Mladin to an unprecedented seven AMA Superbike Championships and Ben Spies to an impressive three consecutive AMA Superbike titles.

The Suzuki GSX-R1000 was Mladin's weapon of choice when he captured every single AMA Superbike pole position in a single season and then went on to set the record for most career AMA Superbike pole positions and the most AMA Superbike career victories. Indeed, during the 2007 and 2008 AMA Superbike seasons, the Suzuki GSX-R1000 captured every pole position and every victory and set the fastest laps in every race. Finally, the last 10 out of 15 AMA Superbike titles have been won on a Suzuki GSX-R.

Now, the new 2014 GSX-R1000 once again proves that it is a motorcycle that legends are made of. Its amazing throttle response, power and acceleration at mid-range engine speeds are just a few of the Suzuki's mind-blowing characteristics. Outstanding braking ability and agile handling are also par for the course with the GSX-R1000. This machine lets everyone know at a glance that it's the latest iteration of the championship-winning machines that have dominated racetracks around the world.

The GSX-R1000 represents Suzuki's passion for innovation and offers exactly what you need to Own The Racetrack.

