

Jerez becomes the first 'World Capital of Motorcycling'

The City has a master plan with projects and activities to strengthen the Circuito de Jerez and to boost the economy and tourism development

The circuit will host eight international championships and the most outstanding activities are a Walk of Fame or twinning with other racetracks

Jerez appointed World Capital of Motorcycling 2015. It is the first city in the world to receive this award from the International Motorcycling Federation (FIM).

On the occasion of this capital status, the City has developed a Master Plan, including projects and activities to be developed with the intention to achieve sport consolidation of Jerez Circuit, the economic growth of the city from motorcycle and the tourist development of Jerez destination, which undoubtedly will benefit from the international renown of this event.

The objective, as stated in this Master Plan, is to make a whole Jerez circuit, with testing in the racetrack and different competitions in other settings, such as Enduro, Supermoto, Trial or Freestyle world championships, so that Jerez will offer eight international motorcycle rounds in 2015.

The Master Plan has four pillars as well as some of the programmes, projects and activities within each of them. These axes are sport Consolidation of the Circuit; Economic Promotion: Investment and innovation; Tourist development and knowledge; and promotion and communication.

Among the projects included in the master plan is the creation of a Walk of Fame, which will open in mid-January the world champion Angel Nieto. The Walk of Fame will start at Sevilla Street and run along the avenue, and will pay tribute, through commemorative plaques installed in the sidewalk, to the great myths of motorcycling and leading figures from the world of racing.

Another project of great attraction is the Park of Nations, which will be installed on the Scenic Park, and where twinning with other international circuits will be held. In this way, each twin circuit will have a commemorative model with the design of its track. It is envisaged that the first act of twinning will be with the Circuit de Valencia and the city of Valencia.

Also, several roundabouts in the city and the bypass will be dedicated to big brands involved in motorcycling that will have the opportunity to decorate these spaces with their image. The main routes are: Avenida de Europa, Caballero Bonald, Adolfo Suárez, Tío Pepe and Reina Sofía. The first roundabout will be the one of Jerez World Capital of Motorcycling which will be decorated with the corresponding representative logo.

Furthermore, Jerez will welcome an extensive programme of events during 2015 including concerts, two World Summits on Sustainable Environment and Women and Motorcycling, and symposiums focused on Elder people and Motorcycling, Leadership and Motorcycling and Sports Medicine.

Link to the promotional video of the World Capital of Motorcycling:
<http://youtu.be/dDJY0MBUTOE?list=UUdf081v-1U0mXuttfV7PMvQ>