





Russell Racing was founded in 2020 by experienced race engineer **Alister Russell**, who has spent the last 15 years working with some of the top teams in British Championship racing and International Road Racing including Mar-Train Yamaha, Milwaukee Yamaha, TAS Suzuki & BMW, Honda Europe and McAMS Yamaha.

Alister has experience working with riders including Keith Amor, Cameron Donald, Guy Martin, Stuart Easton, Tommy Bridewell, Christian Iddon, William Dunlop, Ian Hutchinson and Tarran Mackenzie.

In its relatively short existence, Russell Racing has clocked up some impressive accolades including a 100% finish record at the Isle of Man TT, two podiums in the hotly contested British Supersport category and two Sunflower trophy victories.

TOP TEN
10

ISLE OF MAN
TT FINISHERS

2

BRITISH
SUPERSPORT
PODIUMS

2

SUNFLOWER
TROPHY
VICTORIES





2023 LINE UP

DEAN HARRISON



- 3 Isle of Man TT wins
- 16 Isle of Man TT podiums
- 24 Southern 100 wins
- 68 Oliver's Mount wins
- 2 Ulster Grand Prix wins
- 4 North West 200 podiums

RICHARD COOPER



- 2 x National STK1000 Champion
- 2 British Superbike wins
- 2 British Superbike podiums
- 6 North West 200 podiums
- 2 Sunflower Trophy wins





YAMAHA

ENGINE TUNED BY
LEGENDARY TUNER
MARCUS ESCHENBACHER



OHLINS
SUSPENSION



METZELER

METZELER
TYRES



MOTEC
ELECTRONICS





2023 CALENDAR



USBK – Kirkistown
USBK - Bishops court



Spring Cup
Cock o' the North
Gold Cup



BSB R2 – Oulton Park
BSB R11 – Brands Hatch



International North West 200



Isle of Man TT Races



Southern 100 Races



Armoey Road Races



Sunflower Trophy



ISLE OF MAN TT EXPOSURE

The Isle of Man TT is one of the biggest events on the two wheel motorsport calendar. In 2022, it boasted a larger on-site audience than the British MotoGP

The event boasts an impressive global audience, offering huge exposure for brands involved

628,500 social media followers

9 million YouTube views

170,000 podcast downloads

8.8 million global TV audience 5.2 million in the UK via ITV4 Highlights

57,000 subscribers to TT+ Live Service

41,000 island visitors



Russell Racing



EXISTING PARTNERS

