





**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 100 ISLE OF MAN TT FINISHERS

BRITISH SUPERSPORT PODIUMS

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



Juni-





ENGINE TUNED BY LEGENDARY TUNER MARCUS ESCHENBACHER

OHLINS SUSPENSION

Racing

CALFIFREY/

METZELER TYRES

METZELER

42

0



Rusself Racing

MOTEC ELECTRONICS



# Russel Racing 2023 CALENDAR



USBK – Kirkistown USBK - Bishopscourt

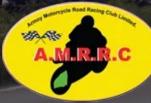


BSB R2 – Oulton Park BSB R11 – Brands Hatch



Two way traffic

Isle of Man TT Races



Armoy Road Races



Spring Cup Cock o' the North Gold Cup



International North West 200



Southern 100 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 audiencee5.2 million in the UK via ITV4 Highlights
57,000 subscribers to TT+ Live Service
41,000 island visitors





## EXISTING PARTNERS







