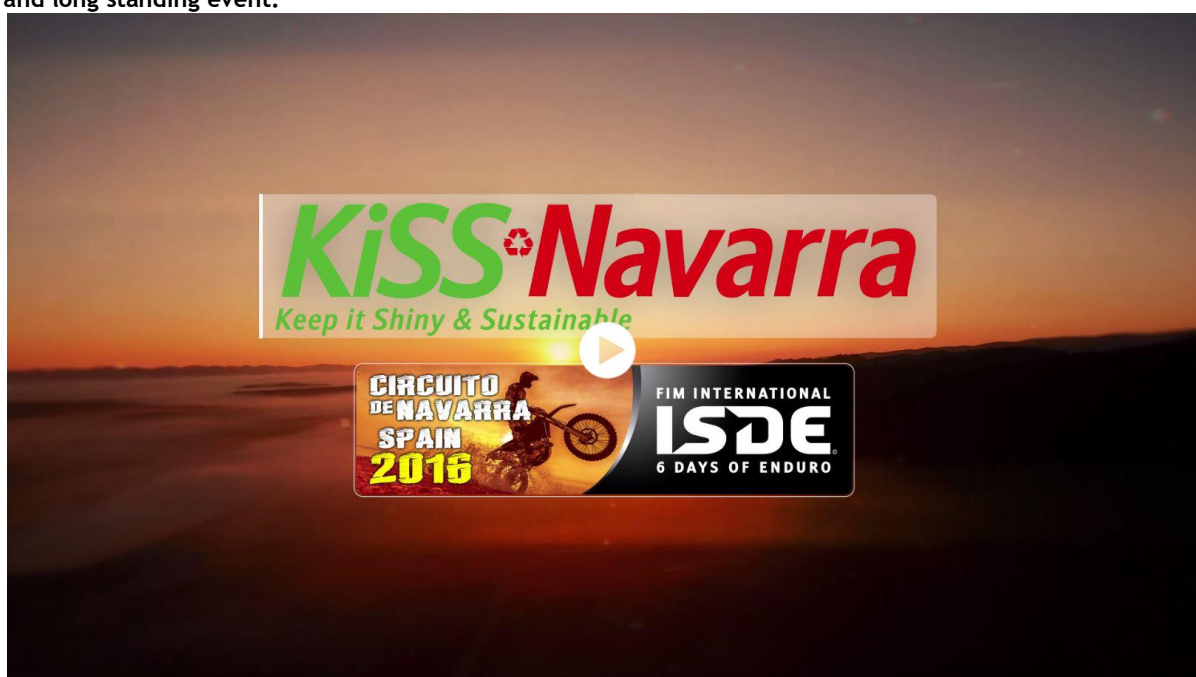




KiSS Navarra video brings the ISDE green story to life

The 91st edition of the FIM International Six Days of Enduro (ISDE), which was hosted in Navarra, Spain late last year, provided the perfect platform for yet another historic moment in the history of this unique and long standing event.



Click on the image to play the 3 minutes video

KiSS Navarra (Keep it Shiny and Sustainable) was an historic debut for the introduction of a programme of this kind into the venerable and evergreen discipline of Enduro.

In addition, this far reaching initiative was a highly significant milestone in the FIM's plan to deliver sustainable events in all the disciplines with the FIM Ride Green Programme.

Environmental awareness, respect and responsibility are vitally important for events such as the ISDE, which operate in potentially sensitive areas.

This crucial understanding and the steps taken to bring it to the Enduro community are brilliantly brought to life in the newly released KiSS Navarra video that provides an interesting and informative insight into what proved to be a highly successful green story.

This short film confirms the triumphant nature of the KiSS Navarra project and illustrates the sheer extent of the many different and diverse elements, all of which combined to make a significant and positive impression in terms of managing and reducing the overall impact of the ISDE on this beautiful area.

Watch and learn how to Ride Green!

3mn and 8 mn videos available

Mrs Kattia Hernandez | CIE Director | cie-director@fim.ch

ABOUT THE FIM (www.fim-live.com)

The FIM (Federation Internationale de Motocyclisme) founded in 1904, is the governing body for motorcycle sport and the global advocate for motorcycling. The FIM is an independent association formed by 113 National Federations throughout the world. It is recognised as the sole competent authority in motorcycle sport by the International Olympic Committee (IOC).

Among its 50 FIM World Championships the main events are MotoGP, Superbike, Endurance, Motocross, Supercross, Trial, Enduro, Cross-Country Rallies and Speedway. Furthermore, the FIM is also active and involved in the following areas: public affairs, road safety, touring and protection of the environment. The FIM was the first international sports federation to impose an Environmental Code in 1994.



PRESS RELEASE



A new CEO for the FIM

The FIM announces the appointment of a new Chief Executive Officer in the person of Mr Steve Aeschlimann.

In accordance with the succession plan inspired by the FIM Strategic Plan and the objective of modernising the Federation, Mr Aeschlimann succeeds Mr Ignacio Verneda at the head of the FIM Administration.

Mr Aeschlimann, who is 45 years old, joined the FIM as a member of the Senior Management in February 2011. Since then, he has occupied the role of Executive Director, Operations, supervising several commissions and the FIM's institutional services.

Fluent in several languages, the new FIM CEO holds degrees from a number of universities in Switzerland, the United Kingdom and the United States. He has considerable management experience within international organisations and was a Director at the European Football Union (UEFA) before joining the FIM. His passion for sport revealed itself at an early age through his activities as an athlete, a sports journalist and a club official.

Speaking on behalf of the Board of Directors, the FIM President Vito Ippolito said: *"The appointment of Mr Aeschlimann is part of a plan drawn up by the FIM Board several years ago. We are delighted to be able to benefit from the competences of Mr Aeschlimann in his new position and are convinced that he will bring new expertise and ideas for the further implementation of the Strategic Plan and the modernisation of the FIM."*

The new FIM CEO Steve Aeschlimann said: *"It is a great honour to be able to serve the FIM in this new role. There are so many fantastic projects to be piloted to develop motorcycling throughout the world in collaboration with our 113 national federations and our Continental Unions and in order to better support them, in the field of sport, of course, but also in relation to our numerous beyond sporting activities, especially the defence of the interests of motorcyclists."*

The FIM would like to thank Mr Verneda most warmly for the significant contribution he has made to international motorcycling sport over the three decades he spent at the service of the Federation, as a volunteer initially, then as Sports Director and latterly as Chief Executive Officer, a role that crowned a rich career devoted to motorcycling.



Steve Aeschlimann - FIM Chief Executive Officer / Directeur Général FIM

Mrs Isabelle Larivière | Communications Manager | Isabelle.lariviere@fim.ch

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