



**BMW Motorrad** Motorsport



## SYNETIQ - THE INTELLIGENT CHOICE FOR TAS RACING

12<sup>TH</sup> MARCH 2020

Northern Ireland based TAS Racing is delighted to welcome SYNETIQ as the team's new lead partner for the 2020 Bennetts British Superbike Championship season.

BMW Motorrad UK's official British Superbike Team, TAS Racing, will adopt the title, SYNETIQ BMW Motorrad, for the forthcoming BSB series – with riders Bradley Ray and Taylor Mackenzie campaigning the team's S1000RR machinery.

**Philip Neill, Team Principal, TAS Racing:** "We are understandably delighted to announce our new partnership with SYNETIQ, especially as this will be their first experience as a sponsor in motorcycle racing. The British Superbike Championship provides a great platform for brand exposure and we look forward to entering this new chapter together as SYNETIQ BMW. 2020 marks a significant landmark for TAS Racing – being our 20th anniversary year and together with two dynamic young riders, we hope to mark the occasion with some success."

**Richard Martin - Managing Director, SYNETIQ:** "We're thrilled to announce our new partnership with TAS Racing. Many of our employees are huge motorbike racing fans, myself included, so this is a particularly proud moment for all of us. We're looking forward to following the team's campaign this season and wish them the absolute best of luck."

**Scott Grimsdall - BMW Motorrad UK Marketing Manager:** "We're very pleased to welcome SYNETIQ into the TAS Racing team for 2020 in what we hope will be a very exciting and competitive British Superbike Championship season. With two young and ambitious riders we have high hopes for a successful season onboard the S1000RR."

---

**About SYNETIQ:** SYNETIQ Ltd was created in March 2019, following the successful merger of four well established businesses. As the largest UK owned salvage and vehicle recycling company, SYNETIQ creates intelligent solutions for some of the countries' leading insurers, fleets and police forces. SYNETIQ are trusted to process vehicles through auctions, green parts, and recycling processes and is also a provider of software and VRM data solutions.

SYNETIQ has seen significant growth since the merger and is now pushing raising industry standards in compliance, innovation, value and customer experience. In November 2019, SYNETIQ acquired Motorman, a St Albans-based mechanical services provider. Headquartered in Doncaster, SYNETIQ has over 590 employees at locations across England and Scotland.