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## **Robe sponsors Karel Abraham for 2014 Moto GP season**

Robe has renewed its sponsorship of Czech MotoGP racer Karel Abraham for the 2014 Road Racing World Championship Grand Prix.

Abraham kicks off the 2014 season with a brand new Honda bike and lots of positive attitude. Says Robe s.r.o CEO Josef Valchar, "Supporting Karel in the Moto GP was a great success for us last year! It provides an exhilarating international event that can be enjoyed worldwide by everyone and a great opportunity for us to offer hospitality and a special experience to our clients and friends". Last year Abraham had some bad luck and had to drop out of the competition after a nasty shoulder injury for which he is still receiving treatment.

Right now he comments, "The most important thing is that I enjoy racing again ... and I am sure the rest will follow". He has just turned 24 and is already a veteran of his tenth MotoGP season!

The brand new bike – the first time Honda has offered a machine to the MotoGP competition – combines selected features of their RCV214 factory machine with the technical solutions of a production motorcycle, and is an alternative to a factory bike. The primary differences are in the valve-train, the 6-speed gearbox and the innovative use of Magneti Marelli electronics.

It weighs 165 Kg and with over 235 HP in the engine, is capable of searing speeds of up to 330 Km/h. The launch event for Karel and his new bike took place in Prague in January and the first testing laps have now taken place in Sepang, Malaysia. The first Grand Prix event of 2014 takes place in Qatar on 23rd March.

Karel Abraham and his bike – although not being driven at high speed – will also be on the Robe stand on the second day of the Prolight+Sound exhibition in Frankfurt – Thursday 13th March.

A press event will be followed by the chance to meet Karel and chat about the bike, together with plenty of photo opportunities.

Says Jiri Baros, Robe's Marketing Manager, "We are really proud to be continuing our relationship with Karel and his MotoGP team, and will be very pleased to host him at Frankfurt. There are many technical parallels between bike racing and producing quality equipment for live events, stage shows and installations! It's good to combine the two Czech brands together by working professionally like this".

