

Immediate Release

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Honda Continues To Grow Profile Of Women's Cycling

To celebrate the launch of the all-new Insight hybrid vehicle, Honda Australia today announced its sponsorship of the Honda Insight Women's Grand Prix Series.

Part of the NSW International Grand Prix Series, the Honda Insight Women's Grand Prix Series will be held from Wednesday 8 to Sunday 12 December this year.

Stephen Collins, Honda Australia's General Manager Sales and Marketing, said Honda saw the professional and dynamic cycling series as an opportunity to further strengthen its support for women's cycling in Australia.

"Honda has strong links with cycling globally and is delighted to announce its sponsorship of this exciting new cycling series.

"The Honda Insight Grand Prix Series will give Australia's many up-and-coming female cyclists the opportunity to compete on home soil against the best cyclists in Australia and international stars that are renowned criterium specialists.

"Honda is one of few companies to date committed to the sport of women's cycling. Honda's female domestic team, the Honda Dream Team has enjoyed enormous success since it was established last year and we look forward to seeing the Team remain competitive in the Honda Insight Grand Prix Series," Mr. Collins said.

60 female cyclists will participate in the five day series, with races staged at Bathurst, Parramatta, Gosford, Coogee and Cronulla. Each race is run over circuits of 20 to 24 kilometres. The Coogee and Cronulla races will be televised live around Australia on the Nine Network.

Commonwealth Games gold medallist, Honda Dream Team leader and reigning Cronulla GP champion Rochelle Gilmore welcomed the sponsorship and Honda's continued investment in domestic women's cycling.

“The significant gap between men’s and women’s cycling in Australia is of great concern to me and through its support for the Honda Dream Team, the Honda Hybrid Women’s Tour in Victoria, the Amy Gillett Foundation and now the Honda Insight Grand Prix Series, Honda has begun to bridge that gap.

“It is very pleasing to see Honda’s ongoing commitment has already begun to raise the profile of the sport domestically and it would be great to see other companies follow Honda’s lead. With even more corporate support, Australia’s many talented young cyclists will have the opportunities they deserve.

“I am very much looking forward to competing in the Honda Insight Grand Prix Series next month with the Honda Dream Team,” Ms. Gilmore said.

Phill Bates AM, responsible for successfully staging the Women’s World Cup from 1998 to 2002 and the Women’s Tour de Snowy amongst many other great races, will be at the helm of the series.

HONDA INSIGHT WOMEN’S GRAND PRIX SERIES

DATE	LOCATION	TIME	ADDRESS
Wednesday, 8 December	Bathurst	6:15 PM	Federation Square, city centre
Thursday, 9 December	Parramatta	6 PM	Parramatta Park
Friday, 10 December	Gosford	8 PM	Central Coast Highway and Vaughan Ave
Saturday, 11 December	Coogee	2 PM	Arden Street, Coogee Beach
Sunday, 12 December	Cronulla	Noon	Mitchell Road, Cronulla

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