

MotoGP World Championship 2022-2026

PRESS RELEASE

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TANAL ENTERTAINMENT SPORT & MEDIA ANNOUNCES IMPORTANT STRATEGIC AGREEMENT BETWEEN VR46 TEAM AND ARAMCO IN THE MOTORCYCLE SECTOR GP 2022

Tanal Entertainment Sport & Media, the holding company of **HRH Prince Abdulaziz bin Abdullah Al Saud**, is pleased to announce an important strategic agreement with **VR46 Team**, **Valentino Rossi's** company, for the near future of Moto GP.

In 2022 the **VR46 Team** will debut in the **MotoGP class** together with **Tanal Entertainment Sport & Media** with **Saudi Aramco**, as the new Main Sponsor for the period 2022-2026: the **new ARAMCO Racing Team VR46** will heat the track supported by other important sponsors of the world scene.

Saudi Aramco, the company already heavily involved in motorsport including in F1, will therefore enter the **2022 MotoGP World Championship** through the **VR46 Team**.

A wide-ranging partnership between **Tanal Entertainment Sport & Media** and **VR46 Team** which aim to communicate the major projects within the program, developed following the previous sponsorship agreement for the 2021 sports season, with their partners.

Shared strategies and vision, synthesis of a mutual sharing objectives, led to the extension of this partnership by signing this important five-year agreement: **an extensive joint-venture** between **Tanal Entertainment Sport & Media** and **VR46 Team** which also presents the activation and management of communication.

In addition to the traditional commercial promotion through the activity of the **VR46 Team**, a communication strategy will be aimed at promoting the programs related to the impressive **Saudi Vision 2030** project.

Based on the Vision 2030, **Tanal Entertainment Sport & Media** will present the **new scenarios of future life** that will be created in Saudi Arabia, starting with sports and entertainment infrastructures for the general public, up to involving large urban projects in the name of sustainability keeping in mind the green vocation that characterizes the **KSA New Cities** brand.

KSA New Cities is the brand that promotes Saudi Arabia' majestic new cities projects wich include NEOM and Najima The Fantastic City. Project developed with the support of the **Korean KMHG team** and the creative contribution of Italian and Saudi architects. New cities that will involve sport at the forefront with different forms of entertainment such as the creation of racing track for young drivers and new competitions.

A communication dedicated to the various projects also in support of international industrial programs in the world of motosport, motorcycling and motoring, developed by **His Royal Highness Prince Abdulaziz bin Abdullah Al Saud** with **MAIC Technologies**.

Sponsor of **VR46 Team** and **Team Bardahl VR46 Riders Academy** **MAIC Technologies** role, is to develop and increment the production of road vehicles in Saudi Arabia. Also MAIC Technologies will produce the first prototype of a four-wheel drive off-road motorcycle with hybrid, thermal and electric propulsion, Joint by several partners from automotive Industry.

The joint-venture with **VR46 Team** confirms its intentions to take the sporting **project to the MotoGP class from 2022**, maintaining its **presence in the Moto2 class**. VR46 Team once again demonstrate its commitment and ability in promoting new talents showing its ambitious horizon.

The brand **Aramco** as the team main sponsor, will accompany us in the sporting future new scenarios with 'our' shared ambitions and projects for years to come!



HRH
Prince Abdulaziz bin Abdullah Al Saud



Partner

