

## Custom joins the fray at MOTOGP

The company is LCR HONDA Team's sponsor for 2016 championship

**March 2016.** A new adventure has just begun for Custom: this year the company will be one of the sponsors for LCR HONDA Team at MotoGp championship, and will be present in all races with its own logo on the RC213V of the British rider Cal Crutchlow, being Title Sponsor in the famous Mugello GP scheduled for end of May.

Known all over the world as one of the leading groups in manufacturing systems for the point of sale and printers for industry and self-service kiosks (the company is also well known in the fields of mobile, ticketing and gaming), Custom has recently launched its challenge to the market of consumer electronics, proposing a huge range of phones and accessories at interesting prices and with cherished design. A challenge signed by Custom, many proposals able to face a difficult and highly competitive market, where the race to conquer demanding customers is totally open.



And that challenge is similar to the one of MotoGp, where Custom decided to invest in terms of exposure. Thanks to the agreement with the ex-rider Lucio Cecchinello's team, Custom will be protagonist on Honda's motorbikes.



**Carlo Stradi**, Custom SPA President and CEO, who strongly believed in this partnership, welcomed this new adventure: *"Excitement and passion for challenges are the common values between Custom and LCR Honda Team, that today join their forces for the 2016 World Championship. The regard we have for Lucio and our passion for motorbikes are the main ingredients in this new experience we are facing, that already thrills all of us. We're happy: go Team and go Cal! Good luck for this new adventure!"*

**Lucio Cecchinello**, LCR Honda Team founder and director, also expresses encouraging words for this new partnership: *"I'm glad to welcome Custom Spa in the MotoGP world. It's always a pleasure to begin a new cooperation and share our passion and values with international companies such as Custom. I thank the President, Mr. Carlo Stradi, for believing*

*in LCR and in our rider Cal Crutchlow: on our side, we'll do our best to make their debut in MotoGP a unique and special experience".*

### WHO WE ARE

**CUSTOM** is born in 1992 with the idea of creating mechatronic solutions (mechanic/electronic), especially for the printers growing market. Since its foundation, the objective has been the one related to invest as much as possible in research and development, products and solutions. All the technical and electronic steps, the mechanic projects, the firmwares, the drivers and the utilities are being developed internally in the company. 23 years spent in developing products gave us a technical know how and a strong experience in several fields. **CUSTOM** has the biggest range of peripherals focused for vertical markets: Point of Sales – printers, fiscal printers and cash registers – Industrial, Kiosk and Ticketing – mechanisms, printers, ticket printers and scanners – and the division Gaming/Lotteries/Betting with complete terminals, together with the new division related to phones, with mobile phones, smartphones and accessories for any kind of need.

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