



## FIM appoints Martin Beña as FIM Sidecar Motocross Promoter

The FIM is pleased to confirm the appointment of Martin Beña as the first ever promoter of FIM Sidecar Motocross from 2020 for an initial four-year period. Beña is already a key stakeholder in the series as CEO of APO Multicam, which has provided TV and internet coverage of the FIM Sidecar Motocross World Championship since 2017.



From left to right – Jorge Viegas (FIM President), Martin Beña (CEO APO Multicam), Toni Skillington (Motocross Commission Director) © FIM

For almost the last two decades APO Multicam has been responsible for thousands of shows and live broadcasts in the motorsport sector and became the TV rights of the FIM Sidecar Motocross World Championship in 2018. This year will see them continue as the TV and Marketing rights holder before Martin Beña takes on the role as promoter fully from 2020 onwards.

Delighted to be continuing and extending this existing relationship, Jorge Viegas FIM President said. “The FIM is proud to have for the first time ever a promoter for this exciting discipline. We have enjoyed a good collaboration between the FIM and Martin Beña since 2017. The FIM is fully committed to cooperate in all ways possible to gain the best success for this exciting new project.”

Adding his own remarks Martin Beña explained: “I want to thank the FIM for their collaboration and I am glad that after two years of hard work we have now reached this five-year agreement. I always wanted to become the promoter since I was twenty years old and now it has become a reality. There is a lot of responsibility, but this sport is my passion so I will do the best possible job that I can.”

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### ABOUT THE FIM ([www.fim-live.com](http://www.fim-live.com))

The FIM (Federation Internationale de Motocyclisme) founded in 1904, is the governing body for motorcycle sport and the global advocate for motorcycling. The FIM is an independent association formed by 111 National Federations throughout the world. It is recognised as the sole competent authority in motorcycle sport by the International Olympic Committee (IOC).

Among its 50 FIM World Championships the main events are MotoGP, Superbike, Endurance, Motocross, Supercross, Trial, Enduro, Cross-Country Rallies and Speedway. Furthermore, the FIM is also active and involved in the following areas: public affairs, road safety, touring and protection of the environment. The FIM was the first international sports federation to impose an Environmental Code in 1994.