



Press Announcement  
For Immediate Release  
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## **Packard Bell and Yamaha Factory Racing Team: passion connects!**

**For all Moto GP enthusiasts**

**at last a virtual card branded PB and Yamaha**

**Misano, Italy (Moto GP Circuit)** – From today, September 4<sup>th</sup> 2009, the Packard Bell web site ([www.packardbell.com](http://www.packardbell.com)), will offer all motorcycle fans the first truly innovative virtual card, brimming with technological news and constantly updated contents on the races that general public, up until now, were not allowed access: including photos, videos, results, statistics, product news, and much more.

In February, out of the values shared by the PB brand and the world of GP a sponsorship arose: for 2 seasons, the PB brand name will be displayed on the motorbikes and racing suits of both Valentino Rossi and Jorge Lorenzo, on the uniforms of all team members, and on all tracks' the vehicles used during Moto GPs.

A virtual card is a customized profile to keep with you at all times, containing the music, images, photos, videos, and multimedia you like best. The users can also create their own avatar, a virtual representation of one's own image in the worldwide web.

"This kind of technology will soon be part of our daily lives. Virtual cards are extremely flexible and can be easily customized. Loaded on mobile phones or included in our profiles on our favourite social networks, they allow us to show our personality, expressing who we are, our passions, and communicate with our friends in an original way," explains *Emmanuel Fromont, Vice President of PB.*

The Packard Bell/Yamaha virtual card sports the signature colours of the two brands: Packard Bell red and Yamaha blue. The image of the bikes devouring the asphalt track and the pilots speeding towards the finish line fully represents the experience of those who use Packard Bell products to project themselves into a world of new styles and multimedia applications, crossing the boundaries of space and time thanks to sophisticated technological solutions embedded in products with refined and elegant designs.

Different strategies to achieve the same objectives: pick challenges and win them with commitment and passion. As a result, the paths of Packard Bell and Yamaha Racing team cross in the name of new technologies: both brands, leaders in the world of Information Technology and Moto GP respectively, decided to act jointly as mouthpiece, and pioneers in Europe, of the new and exciting phenomenon of the virtual card, a "real" virtual container of what we find interesting and exciting.





"We are proud to be able to present this card to all our fans, who have a big passion for the Yamaha MotoGP Team. This young and innovative tool will help our team get closer to our public that will always be up to date on our work and our successes" comments *William Favero Communications Manager of Yamaha Factory Racing Team*.

Thanks to this innovative card, Packard Bell and Yamaha users who love Moto GP have the opportunity to express their passion by bringing it wherever they go and sharing it easily with everyone.



### **About Packard Bell**

Packard Bell pioneered the use of the PC in the home, taking an unfriendly but useful office tool and turning it into a friendly, indispensable feature of today's modern home. Stylish design, affordability and customer-oriented features are the hallmarks of all Packard Bell products, a unique combination that no other brand in the European market offers today. In 2008, Packard Bell was acquired by Taiwan-based Acer Inc. and the combined entities now comprise the third-largest PC company in the world.

For more information, please visit [www.packardbell.com](http://www.packardbell.com)

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