

V8 MOTORCYCLE
WORLD CHAMPIONSHIP

PROPOSAL

I respectfully request the opportunity to present this concept and prototype motorcycle to Toyota Motorsport and Lexus Performance representatives.

I believe this concept has the potential to become a globally recognised motorsport property and a unique platform for Lexus performance branding.

EDWIN BROWN
SOUTH AFRICA 



MOBILE:
082 770 9091



EMAIL:
bulldogbrown36@gmail.com



“THE SOUND OF
A NEW ERA”



 LEXUS

V8

POWER.
PRECISION.
PERFECTION.

TOYOTA MOTORSPORT | LEXUS PERFORMANCE
BUILDING A LEGACY. DRIVING THE FUTURE.

COMMERCIAL OPPORTUNITY

A GLOBAL MOTORSPORT PROPERTY

The Lexus V8 Motorcycle World Championship is more than a racing series.

It is a new international sporting property designed to generate long-term commercial value through sponsorship, media rights, licensing, hospitality and fan engagement.



REVENUE STREAMS



BROADCAST RIGHTS
International television agreements across major motorsport markets.



CORPORATE HOSPITALITY
Premium VIP experiences at championship events.



GLOBAL STREAMING
Direct-to-consumer streaming platform and digital partnerships.



MERCHANDISE
Apparel, collectibles, die-cast models and memorabilia.



SERIES SPONSORSHIP
Title sponsorship and official championship partners.



GAMING & ESPORTS
Official championship simulator and gaming partnerships.



TEAM SPONSORSHIP
National team partners and technical sponsors.



LICENSING
Commercial licensing opportunities worldwide.

ESTIMATED AUDIENCE POTENTIAL

YEAR 1



**20-40
MILLION
VIEWERS**

- Global launch campaign
- Strong media curiosity
- International motorsport coverage

YEAR 3



**75-100
MILLION
VIEWERS**

- Established fan base
- Expanded television coverage
- Growth in streaming audience

YEAR 5



**PREMIER
GLOBAL
CHAMPIONSHIP**

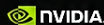
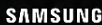
- Recognised worldwide
- Major commercial partnerships
- Long-term media value

POTENTIAL SPONSORS

AUTOMOTIVE



TECHNOLOGY



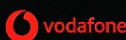
ENERGY & LUBRICANTS



LIFESTYLE



TELECOMMUNICATIONS



WHY INVEST?



UNIQUE MOTORSPORT CATEGORY
No direct competitor.



GLOBAL FAN APPEAL
National team format creates emotional connection.



PREMIUM BRAND POSITIONING
Aligns perfectly with Lexus performance values.



MEDIA FRIENDLY
Spectacular visuals and unforgettable V8 soundtrack.



SCALABLE BUSINESS MODEL
Capable of expansion into new markets and territories.

**“BUILT FOR FANS.
BUILT FOR PARTNERS.
BUILT FOR THE FUTURE.”**



WHY TOYOTA & LEXUS

PERFORMANCE. INNOVATION. CRAFTSMANSHIP.
A LEGACY ON EVERY ROAD AND EVERY TRACK.

Toyota and Lexus share a relentless pursuit of excellence, engineering innovation and a deep commitment to pushing the limits. The V8 Motorcycle World Championship is the next evolution of that legacy.



LEXUS
EXPERIENCE AMAZING

A NATURAL EXTENSION OF OUR DNA



MOTORSPORT HERITAGE

From Le Mans to WRC, Dakar to Super GT, Toyota and Lexus have competed and won at the highest level.



ENGINEERING EXCELLENCE

The development of a V8 motorcycle showcases our advanced engineering, reliability and performance.



INNOVATION PLATFORM

A bold new challenge drives innovation in materials, aerodynamics, electronics and sustainable fuels.



GLOBAL BRAND IMPACT

A premier world championship amplifies our global presence and connects with millions of passionate fans.



FUTURE GENERATIONS

Inspires the next generation of engineers, riders and fans, while reinforcing our commitment to a better mobility future.

BUILT ON A WINNING LEGACY



LE MANS DOMINANCE

Multiple overall victories with hybrid innovation and reliability.



WRC CHAMPIONS

Proven performance across extreme conditions worldwide.



SUPER GT SUCCESS

Lexus LC500 – multiple championship titles in Japan.



DAKAR VICTORY

Built for endurance. Proven anywhere.



EXPERIENCE AMAZING

Performance and craftsmanship delivering unforgettable experiences.

STRATEGIC BENEFITS



BRAND LEADERSHIP

Reinforces Toyota and Lexus as leaders in performance, innovation and quality.



DEEPER FAN CONNECTION

A new platform to engage existing fans and reach new, younger audiences.



TECHNOLOGY TRANSFER

Racing drives real world advancements in safety, efficiency and performance.



GLOBAL MARKET RELEVANCE

Expands our presence in key markets through motorsport passion.



SUSTAINABLE PERFORMANCE

A platform to showcase future fuels, lower emissions and responsible innovation.

“RACING IS NOT JUST
WHAT WE DO.
IT'S WHO WE ARE.
IT'S IN OUR DNA.”



INTERNATIONAL CALENDAR

**A WORLD TOUR. ICONIC VENUES.
UNMATCHED SPECTACLE.**

The Lexus V8 Motorcycle World Championship will visit the world's most iconic circuits and vibrant cities, bringing the thrill of V8 power to fans across every continent.



2026 INAUGURAL SEASON (TENTATIVE)

ROUND	DATE	GRAND PRIX	CIRCUIT	COUNTRY
1	MAR 08	QATAR GP	LUSAIL INTERNATIONAL	
2	MAR 29	PORTUGAL GP	ALGARVE INTERNATIONAL	
3	APR 19	SPAIN GP	CIRCUIT DE JEREZ	
4	MAY 10	FRANCE GP	LE MANS BUGATTI CIRCUIT	
5	MAY 31	ITALY GP	AUTODROMO DI MUGELLO	
6	JUN 21	GERMANY GP	SACHSENRING	
7	JUL 12	UNITED KINGDOM GP	SILVERSTONE CIRCUIT	
8	AUG 02	NETHERLANDS GP	TT CIRCUIT ASSEN	
9	AUG 23	USA GP	CIRCUIT OF THE AMERICAS	
10	SEP 13	JAPAN GP	MOBILITY RESORT MOTEGI	
11	OCT 04	AUSTRALIA GP	PHILLIP ISLAND	
12	OCT 25	MALAYSIA GP	SEPANG INTERNATIONAL	

*Calendar subject to final confirmation.

A TRULY GLOBAL CHAMPIONSHIP

EUROPE

Rounds 2-8
7 Countries

ASIA

Rounds 1, 10, 12
3 Countries



NORTH AMERICA

Round 9
1 Country

OCEANIA

Round 11
1 Country



12 ROUNDS. 4 CONTINENTS. 1 CHAMPION.
UNITING FANS ACROSS THE GLOBE.

ICONIC CIRCUITS. UNFORGETTABLE EXPERIENCES.



LEGENDARY VENUES

Race on the world's most prestigious circuits, rich in history and heritage.



GLOBAL REACH

Bringing the excitement of V8 power to millions of fans in every corner of the world.



FAN EXPERIENCE

Unparalleled live events with entertainment, access and immersive fan zones.



CITY IMPACT

Driving tourism, economic growth and global exposure for host cities.



BUILT TO GROW

A platform designed for long-term success and continued global expansion.

**“FROM ICONIC CIRCUITS
TO ICONIC MOMENTS.
THE WORLD IS OUR TRACK.”**



EXPERIENCE AMAZING



THE FUTURE

**BUILDING A LEGACY THAT
DRIVES GENERATIONS.**

The Lexus V8 Motorcycle World Championship is more than a championship.

It is a long-term vision to inspire future riders, advance technology and create a sustainable, global motorsport platform for generations to come.



LEXUS
EXPERIENCE AMAZING



OUR VISION

To be the world's most respected motorcycle championship – where innovation meets performance and passion creates legacy.



OUR MISSION

To deliver world-class racing, inspire the next generation, drive technological advancement and create sustainable value for our partners and communities.

SHAPING THE FUTURE OF MOTORSPORT



TECHNOLOGY LEADERSHIP

Pushing the boundaries of engineering, aerodynamics and performance.



SUSTAINABLE INNOVATION

Developing renewable fuels, efficient technologies and environmentally responsible solutions.



NEXT GENERATION PROGRAMS

Investing in young talent and developing the champions of tomorrow.



GLOBAL COMMUNITY

Bringing fans, riders and partners together through a shared passion for excellence.



PARTNER SUCCESS

Creating long-term value and growth for our partners and stakeholders.



BUILT TO ENDURE

A championship with a strong foundation and a future without limits.

A PLATFORM FOR INSPIRATION

From the racetrack to the classroom, we will ignite passion and create opportunities.

- > **YOUTH ENGAGEMENT**
STEM and motorsport education programs.
- > **RIDER DEVELOPMENT**
Pathways for emerging talent worldwide.
- > **COMMUNITY IMPACT**
Supporting safety, inclusion and local initiatives.
- > **FAN EXPERIENCE EVOLUTION**
Next-generation digital engagement and immersive content.



THE ROAD AHEAD

- **2026**
Inaugural Season
- **2027-2028**
Expansion of Global Reach and Fanbase
- **2029-2030**
Introduction of Next-Gen Technologies
- **2030+**
Sustainable Growth and New Market Opportunities



WE ARE NOT JUST BUILDING A CHAMPIONSHIP.

WE ARE BUILDING THE FUTURE OF MOTORSPORT.



LEXUS
EXPERIENCE AMAZING



**RELENTLESS PURSUIT.
UNCOMPROMISING PERFORMANCE.
LIMITLESS FUTURE.**

V8

**POWER. PRECISION.
PERFECTION.**

BE PART OF SOMETHING LEGENDARY.

THE LEXUS V8 MOTORCYCLE WORLD CHAMPIONSHIP

This is more than a race.
It is a global movement.
A new era of performance.
A legacy in the making.

TOGETHER, LET'S SHAPE THE FUTURE
OF MOTORSPORT.



A NEW CHAPTER. A SHARED JOURNEY.

We invite partners, cities, sponsors, broadcasters and fans to join us
in creating a championship that will inspire the world.



STRONG PARTNERSHIPS

Work with a brand
synonymous with
excellence and innovation.



GLOBAL EXPOSURE

Reach millions of fans
across every continent
through a world-class
platform.



COMMERCIAL GROWTH

Unlock new opportunities,
drive brand value and
achieve measurable
results.



LASTING IMPACT

Inspire communities,
support the next generation
and leave a legacy
that endures.



BE PART OF HISTORY

Help build the most
exciting new chapter
in motorsport.

THE JOURNEY STARTS NOW.

JOIN US. DRIVE THE FUTURE.



PARTNERSHIPS & SPONSORSHIPS
partnerships@lexusv8racing.com



MEDIA & BROADCAST INQUIRIES
media@lexusv8racing.com



HEADQUARTERS
Toyota Motor Corporation
1 Toyota-cho, Toyota City
Aichi Prefecture, Japan



www.lexusv8racing.com



“ LEGENDS AREN'T BORN.
THEY ARE BUILT. ”

 **LEXUS**
EXPERIENCE AMAZING