



 **Bennetts**
BSB
BRITISH SUPERBIKES
IN ASSOCIATION WITH 

JR PERFORMANCE RACING CHAMPIONS OF 2020

JR
PERFORMANCE
RACING
★

PRESENTING YOU THE JR PERFORMANCE PROMOTIONAL BOOKLET

INTRODUCING THE JR PERFORMANCE RACING TEAM, OUR STORY, OUR PASSION, AND OUR DRIVE FOR SUCCESS



JR Performance Racing, founded by Joe Richardson in January 2019, was born from Joe's deep-rooted passion for motorcycle racing. After 15 years working with top teams in the British Superbike paddock, Joe stepped away from a workshop career to build his own racing team. His major success came quickly: partnering with Ben Luxton in 2020, the team won the championship that year. Since then, JR Performance Racing has focused on developing young talent, guiding riders like Joe Talbot and Liam Delves. By 2022, both riders excelled in the Superstock series, with outstanding performances in Superstock 600 and 1000cc Superstock. Both riders have been able to move up to the premier class, a testament to the team's commitment and expertise in fostering racing talent.

"I've been immersed in the motorsport industry since a young lad, and my passion has only grown since I first set eyes on a motorcycle. Working alongside top technicians as a chassis mechanic in the Superbike paddock gave me invaluable experience, and now, I've channelled that expertise and drive into building my own race team. Supporting young talent has always been a priority for me, providing them with the foundation to succeed. Next season, we'll compete with skilled, ambitious frontrunners. Our goal? Keep our sponsors proud, maintain a welcoming, enjoyable team atmosphere, and give it everything to win another championship in 2025"

Joe Richardson - Team principal





PIRELLI
SUPERSTOCK
NATIONAL CHAMPIONSHIP
Santander
Consumer Finance

DONINGTON PARK
29 SEP - 01 OCT 2023

WINNING TEAM

WE HAVE A PROFESSIONAL IMAGE IN THE SUPPORT PADDOCK
WHICH OFFERS VARIOUS BRANDING OPPORTUNITIES.

Here's a glimpse into Joe Richardson's career and his journey to establish a top-tier Performance Centre and a championship-contending team in the Superstock series

2011-2012

Joe worked as a chassis technician with National 1000cc Champion Danny Buchan for the official MSS Kawasaki racing team

2013

Joe joined Quattro Plant Kawasaki with rookie Danny Buchan, helping him secure a podium in his debut British Superbike season.

2014

Working as a chassis technician with Milwaukee Yamaha and rider Tommy Bridewell, Joe supported a standout season, finishing 3rd in the British Superbike Championship.

2015-2017

Prioritizing family, Joe worked closer to home with Chris Walker at Chris Walker Kawasaki, managing all workshop operations

2018

Drawn back to racing, you just can't keep him out of the paddock, Joe joined McAMS Yamaha, working with Josh Brookes in British Superbikes.

2019

Joe founded JR Performance Racing, marking the start of an exciting journey..

2020 - CHAMPIONS!

The team clinched the National Superstock 600 Championship.

2021

Joe mentored rising talents Joe Talbot and Liam Delves, securing multiple podiums and helping Liam step up to BSB

2022

JR Performance supported Joe Talbot in the Superstock 1000 class, while Sam Laffins and Fin Arscott joined. The team secured the NLR series win as Fin and Joe put in dominant performances.

2023

Joe Talbot took double wins at Donington and finished fourth in the Superstock 1000 series. Newcomer Harrison Crosby, in his first Superstock 600 season, secured his first podium and ended in a commendable seventh place.

2024

Joe and JR Performance Racing continue to set the stage for emerging talent and pursue their championship ambitions. Challenging right to the last lap of the season, Joe Talbot missed the series win by a whisker but has had the support and encouragement behind him to make the big jump to the premier class.

GETTING READY FOR ACTION





At JR Performance Racing, we're a fiercely competitive team driven by a true 'will-to-win' spirit. Our mission for 2025 is to develop emerging talent in the National Superstock 1000 class, providing up-and-coming racers with the technical support, race craft coaching, and guidance they need to climb the ranks.

Beyond performance on the track, we're committed to helping our riders grow off the track, too. Through sponsor and guest engagement, we prepare our young talents to navigate the spotlight, build confidence with public interest, and develop professionalism in interviews.

With our sights set on an exciting season, we're preparing bikes for 2025 and look forward to further supporting Fin Arcsott and Harrison Crosby on their journey to success.

PARTNERSHIP OPPORTUNITIES- PAGE 6

Sponsoring JR Performance Racing offers a unique opportunity for your company to align with a passionate, successful team dedicated to developing young racing talent in the National Superstock 100 class.

Known for their competitive spirit and commitment to excellence, JR Performance Racing brings exposure to an engaged fan base, reinforcing your brand's image as a supporter of emerging talent and motorsport innovation.

As sponsors, you gain visibility at events and media coverage, while also fostering direct connections with fans. The team actively involves sponsors and guests, offering interactive experiences that deepen customer engagement and create memorable brand associations.

A day of high adrenalin thrills, cheering on your team riders. Treat your customers to light refreshments or a fully catered day provided by a professional hospitality company. See behind the scene by choosing a garage tour, grid walk and/or Q&A sessions with the racers and the team principal. Keep the memories alive by encouraging your customers to follow the team on all social media channels.

With J R Performance's track record of podium finishes and a professional yet approachable atmosphere, your brand will benefit from being part of a dedicated team that resonates with fans and demonstrates a winning attitude - on and off the track.



BRANDING/EXPOSURE - PAGE 7

BELOW ARE ALL THE VARIOUS ADVERTISING OPPORTUNITIES OPEN TO NEW TEAM PARTNERS.

FRONT OF CHEST AREA - PRIME POSITION

ARMS OF RIDERS SUITS - PRIME POSITION

BIKE TOP OF FRONT FAIRING - PRIME POSITION

FRONT OF FAIRING + SEAT UNIT + RIDER TOP CHEST

TOP SIDES OF MOTORCYCLE - PRIME POSITION

TOP SIDES OF MOTORCYCLE - PROMINENT POSITION INCLUDING SEAT UNIT AND BELLY PAN

GOOD BRANDING ON TOP OF BELLY PAN SECTION

BRANDING ON THE LOWER BELLY PAN OF MOTORCYCLE

All sponsorship branding spaces are open for discussion to best suit you and your brand logo requests.

All sponsorship deals will have full access to team imagery, team logo, website branding, social media activation.



DRIVE CHANGE WITH JR PERFORMANCE AND OUR DEMENTIA CHOIR



Our Dementia Choir

Where memory fails, music breathes life.

We're proud to support Our Dementia Choir as our 2025 race season charity. Like us, they're rooted in Nottinghamshire and committed to transforming lives - this time through the power of music.

Dementia affects over 900,000 people in the UK today, rising to over million by 2025. But music provides hope, unlocking memories, easing anxiety, and building connections for those living with dementia and their loved ones.

Supporting this charity doesn't just make a difference; it engages your customers with a meaningful cause, showcasing your commitment to community impact. Join JR Performance in creating real change on and off the track. Together, we can drive awareness, support families, and inspire others with the power of music.

YOUR SUPPORT FUELS MORE THAN JUST RACING - IT FUELS HOPE

SYNTOL



BLUEPRINT JOINERY
ONLINE JOINERY SOLUTIONS

Haldex

AXSCEND
FLEET TECHNOLOGIES

SAF

INTRADISC



*Our
Dementia Choir*

Where memory fails, music breathes life.

SAF Holland
Group





JR PERFORMANCE RACING

BE PART OF A WINNING TEAM IN 2025

JR RACING TEAM
CONTACT DETAILS

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Jrperformance_racing



JR Performance Racing