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### **Animal Commencal : The Team** Dan, Gee and Rachel sign on the dotted line

Madison is proud to announce the formation of team Animal Commencal. From 1st January 2007, Dan, Gee and Rachel Atherton will be gunning for the World Cup and World Championship Gold on Shimano XTR powered Commencal framesets. Madison will also be providing the team with DT Swiss FR2350 and EX1750 wheelsets, creating one of the most exciting and competitive race bikes on the circuit.

Madison holds firm belief they are investing in future World Champions and as such have committed to give the guys their fullest support for at least the next 3 years. As soon as the Commencal distribution deal was completed, Atherton Racing was identified as the last piece of the jigsaw to take the Andorran bicycle brand to the next level.

Dan, Gee and Rachel offer the kind of sponsorship package you dream of when marketing your brands. They've got the right image, the right attitude, motivation, ambition and professionalism in everything they do. Add to that their consistent top performances and they really do embody everything Commencal, Shimano, Giro, Bell and DT Swiss stand for. It was an easy decision for Madison to make the most significant sponsorship investment in their history.



Dan Atherton



Gee Atherton



Rachel Atherton

**SHIMANO**

**DT SWISS**

**BELL**

**GIRO**



## Animal Commencal : The Riders

### About Dan Atherton:

Twenty four year old Dan is the oldest and some would say the wisest in the Atherton clan, he's also the person responsible for the families presence in mountain biking. Riding since an early age Dan encouraged his brother and sister to take to two wheels almost before they could walk! A regular on the World Cup podium, former National Champion and complete all rounder Dan is always one to watch out for whether it be Downhill, 4X or Slopestyle.

### About Gee Atherton:

2006 has been an amazing year for Gee, he became European Champion, visited the World Cup podium no less than 5 times, won the Red Bull Goldmine and Down Metro events and also proved his own on the Slopestyle circuit. With a hard winters training in mind and the building of a foam pit in progress you can guarantee Gee will be right up there when the 2007 season kicks off.

### About Rachel Atherton:

Rachel the youngest of the family has just completed her first season in the senior ranks. The former Junior World Champion didn't disappoint, she won her first World Cup, took the bronze medal at the World Championships and took 3rd Overall in the World Series. Already tipped as the next big thing, she'll be looking to add to her already bulging trophy cabinet in 2007.

Upon signing the deal, the team had the following to say:

Dan : "Its not often that a deal comes along that clicks together so well. Dan Brown has managed to put together one of those deals and bring Madison, Commencal and Animal together for 2007. It's refreshing to deal with sponsors who are working as hard as we are to build a team with the most excitement and commitment flowing through it as possible. With this level of support I believe 2007 will prove Commencal to be one of if not the best race bikes around"

Gee : "In this game motivation is one of the most important factors for athletes, it's where the drive comes from. To be part of a team like this gives me so much motivation and to have such backing and support from Madison and Commencal is an awesome position to be in."

Rachel : "To be riding the Commencal this coming season makes me feel pretty confident! I've seen what others have done on this bike and I can't wait to put it through its paces, I'm really looking forward to being on such a friendly and involved team."

**Release Date** : Immediate

### For more information please contact:

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The SHIMANO logo in blue capital letters.

The DT SWISS logo, with 'DT' in a red circle and 'SWISS' in black.

The BELL logo, with the word 'BELL' in white inside a red oval.

The GIRO logo, with a red stylized 'G' icon followed by the word 'GIRO' in black.