



## PRESS RELEASE

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### **CANADIAN RACER DARREN JAMES EXPORTS TALENT ABROAD** ***James to Compete in the Harley-Davidson® XR 1200™ Trophy Race Series in the UK***

CONCORD, Ontario (March 22, 2010) – Deeley Harley-Davidson® Canada proudly announces that Darren James, former Canadian Thunder Champion and Team Manager/Rider of Ruthless Racing Inc., will be teaming up with former MotoGP star, Jeremy McWilliams, to participate in the inaugural Harley-Davidson® XR 1200™ Trophy race series at the 2010 British Superbike Championship. Similar to McWilliams, the Dragon Eyewear-, Ogio bags-, Twist Sport Conditioning-, Arai Helmets- and Ruthless Racing Inc.-sponsored Darren James will be well equipped on a Harley-Davidson® XR 1200™ race bike provided by Warr's Harley-Davidson, situated on London's Kings Road.

Well aligned with the Warr's Harley-Davidson legacy in supporting motorcycle racing, this new two-bike team, featuring Jeremy McWilliams and Darren James, will definitely add to the success story of the Harley-Davidson® XR 1200™ within the 2010 British Superbike Championship arena.

Warr's is Europe's oldest and most successful Harley-Davidson dealership group, established in 1924 on London's famous Kings Road. Warr's have a well recorded history of on track success over the past four decades in road racing including the Transatlantic campaign from Cal Rayborn, Jeremy McWilliams Daytona 200 success and the first ever overseas road race win by a Buell as well as H-D 883 Series Champion in 1991 and 1992. Warr's team is clearly the series favourite. Team owner and former road racer John Warr comments 'We are delighted to have Darren on board in the Warr's team and we are prepared and looking forward to the best of seasons'.

Having initiated his motorcycling career at the tender age of three, and being backed up by a strong racing heritage, Darren James has competed in numerous events on a variety of motorcycles, including Buell™ motorcycles, Suzukis and Yamahas, with the support of Deeley Harley-Davidson® Canada.

James' prowess has distinguished him as a four-time Canadian Thunder Champion and has resulted in a second-overall placement in the 2004 Am 600 National Series. Most recently, James was awarded with the West Coast Championship for 2009 in both the 600 and Thunder classes.

As a strong contender in the Harley-Davidson® XR 1200™ Trophy race series at the 2010 British Superbike Championship, Darren James is also looking forward to further expanding his racing experience aboard the Harley-Davidson® XR 1200™ and to eventually bringing this experience back to Canada.

The XR 1200™ Trophy race series, which is officially supported by Harley-Davidson UK and Ireland, is designed to attract a varied mix of Clubman, Superbike and Superstock contenders, as well as younger stars looking to develop their racing skills. The series kicks off at Oulton Park in Cheshire on May 1 and runs through



May 3. Subsequent events will be staged at Brands Hatch, Cadwell Park, Knockhill and Mallory Park, and all races will be shown on British Eurosport.

For more information on Darren James, please refer to [www.ruthlessracinginc.com](http://www.ruthlessracinginc.com). Further details on the Harley-Davidson® XR 1200™ Trophy race series can be found on [www.britishsuperbike.com](http://www.britishsuperbike.com).

### **About Deeley Harley-Davidson® Canada**

Deeley Harley-Davidson® Canada is the exclusive distributor of Harley-Davidson® and Buell™ motorcycles, Genuine Motor Parts and Accessories and MotorClothes® apparel, which are provided through a network of authorized Harley-Davidson® Retailers and Buell™ Service Providers. Office and distribution facilities are located in Richmond, British Columbia, and Concord, Ontario.

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