

Valentino Rossi Racing Bike - Case Study

THE CUSTOMER:

Global Logistics manage the International Logistics for Marketing Services companies, including Sports. On this occasion Global Logistics were approached by MotoGP World Champion Valentino Rossi for their logistical services.



THE PROJECT:

Approached by Global Logistics in May 2011, CP Cases were asked to quote for a case for the Ducati Racing Bike which Valentino Rossi rides. The case was to be designed so the bike could be rolled on on its wheels, but secured for transport. The bike itself was supplied to the CP Cases factory for final design work.

THE SOLUTION:

The design featured a removable lid, a 2 part section and a ramp up which the bike could be rolled. Locations were provided inside the case for anchoring of cargo straps. Once completed, the case was collected by Global Logistics - together with the bike.

The Ducati Bike was featured at the Jakarta Motorshow in 2011 (IIMS) and was shipped by airfreight. It was also displayed at Shell Advance Events in Indonesia and was finally shipped back by seafreight to England in November 2011.

The case is now safely stored in the Global Logistics warehouse and as soon as the bike is updated with the latest branding for next season, it will be out and about again.

