



The anticipation is over as Northern Ireland's biggest sporting event gets underway.

Photo: Stephen Davison

# GPS WINS THE NORTH WEST 200 AGAIN

Each year, up to 150,000 race fans from around the globe flock to the NW200 to experience a unique fusion of road racing, surrounded by the serenely rugged beauty of the North Antrim coast.

The fans may not have arrived yet but GPS is already preparing for race day, for the 10th consecutive year GPS is proud to print the official programme. The programme is published and designed by local company Profile Publishing and offers race fans a fabulous guide to all the competitors and two day race programme.

The Vauxhall International 2015 North West 200 is a week long festival of road racing, live entertainment and music which runs from 10th to 16th May. As one of the world's top motorcycle road races the highest calibre of riders and race teams take part.

Regular competitors include John McGuinness, Michael Rutter, Bruce Anstey, Cameron Donald, Guy Martin, Alastair Seeley, Ian Hutchinson, Michael Dunlop, William Dunlop, Stuart Easton and Conor Cummins.

Set on the stunning Causeway Coast of Northern Ireland, riders reach over 200 mph on this famous 9 mile road circuit. Spectators can enjoy numerous vantage points and excellent facilities around the circuit or take advantage of the large screen viewing areas, grandstand seating or VIP Hospitality packages in a quality marquee.

The North West 200 programme is the event's main source of income and fans, supporters and visitors are urged to support the free spectacle by purchasing a programme. When the final chequered flag of the day falls and the fans go home they take their memories and programme with them. Many fans will treasure their programmes for years and vintage editions are sought after by many the world over, illustrating the Power of Print is here to stay.

The 2015 programme goes on sale from early May, priced at £15. To buy a copy, which can be posted directly to your own home, visit [www.northwest200.org](http://www.northwest200.org) where you can also purchase official North West 200 Bike Week event packages.

## NW History

Many people ask why the North West 200 is called the North West 200. The answer lies in the spawning of the event. History reveals that although the Club's original choice of name for the race remained, their original choice of venue did not. The name has continued to generate some confusion amongst those who are unaware of the event's origins. The inclusion of "200" simply indicates that the event was originally run over a distance of



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200 miles. "North West", reflects the original intended location of the race, i.e. on a public roads course in the North West of Ireland.

The North West 200's first organisers could not have imagined how the event would grow over the years. In 1964, the North West 200 event was handed over to the Coleraine & District Motor Club which continues to run the event today. In 2007, around two million people logged on from nearly every part of the world to watch what has become Ireland's largest sporting event and one of the world's fastest road races.