

*The project consists of breaking the bicycle one-hour track world record of 56.375 kilometers/35.03 miles, and setting a new world record. Paul Solon has already set three bicycle world records on the track: 24 hour track world record, 12 hour track world record, and 100 mile track world record. In setting a new world record for one hour, a sponsoring company will receive coverage on television and radio and in print media throughout the world.*

## **HISTORICAL HIGHLIGHTS OF THE ONE-HOUR BICYCLE WORLD RECORD ON THE TRACK**

Like a colossus bestriding the world of cycling stands the one hour track world record. This record, along with the Tour de France, is one of the two jewels of the sport. Only 22 men have ever held it. In 1893, the first modern hour track record of 35 kilometers was set in Paris by the creator of the Tour de France, Frenchman Henri Desgrange. In 1942, Italian Fausto Coppi hammered out a new record of 45.4 kilometers in Milan. In 1972, Eddy Merckx, a Belgian, broke the record at altitude in Mexico City with 49.8 kilometers, afterwards saying the effort was so brutal that three years had been wiped off his life. In 1984, Italian Francesco Moser revolutionized attacks on the hour record with his feat aboard a high tech bike in Mexico City, breaking the 50k barrier for the first time with 51.151 kilometers. In 1996, Chris Boardman of England smashed the record in Manchester with 56.375 kilometers/35.03 miles. Overall, since Monsieur Desgrange's record ride in 1893, the hour record has been broken 34 times.

## **THROUGHOUT THE WORLD, A SPONSORING COMPANY'S NAME AND LOGO WILL BE FEATURED ON TV AND ON RADIO AND IN PRINT MEDIA**

The hoary record, sterling not just in the world of cycling but in the world of sport, will mean coverage worldwide for a sponsor, in the following ways:

- hundreds of broadcasts by TV channels
- hundreds of broadcasts by radio stations
- tens of cover and feature articles in sport and non-sport magazines
- thousands of front-page sport section articles in daily newspapers

Paul only accepts sponsorship from companies he believes in. A sponsor supporting the breaking of this world record will be consistently promoted by Paul, and will be entitled to emblazon its company name and logo on the following:

- race and training clothing, used when Paul is riding
- leisure clothing, used when Paul conducts interviews
- cycling equipment, including bikes and helmets
- perimeter wall of track
- backdrop during interviews

## **BREAKING THE RECORD**

Solon trains 40 hours or more a week. The training is geared solely for the hour record. Weight lifting, swimming pool exercises, stretching, yoga, chiropractic care, acupuncture, leisure days without work, a healthy diet, and sleep are all part of the regimen.

Paul's natural physical attributes, work ethic, and spirit make up the mix for more success at setting the one hour track world record, currently held by Chris Boardman, the United Kingdom's former world champion in pursuit.

