

REISE MOTO FUELS SUPERCROSS FANDOM WITH INDIAN SUPERCROSS RACING LEAGUE'S FAN PARKS IN SEASON 2

- ✚ *India's First Motorsport Festival Experience Across all race weekends from October to December 2025*
- ✚ *Reise Moto expands its role and adds new layers of unmatched experience at ISRL*
- ✚ *Creating a complete family extravaganza with racing tutorials, tech zones, experientials and live entertainment*

Mumbai, 27th June, 2025: The Indian Supercross Racing League (ISRL) is taking motorsport mainstream with an inclusive experience for the entire family and not just limited to enthusiasts to deepen the understanding of racing and build a wider ecosystem around the races. In a major new initiative, ISRL today announced the launch of the **ISRL Fan Park presented by Reise Moto**, a first-of-its-kind, high-energy fan engagement zone that will travel to every race city during Season 2 (October to December 2025).

Powering this new fan-first experience is **Reise Moto**, the presenting partner for the ISRL Fan Park as well as Associate sponsor of the main league. A brand that is synonymous with innovation, performance, and passion for elevating experiences for moto enthusiasts in the country.

Opening two days before each Sunday race, the ISRL Fan Park will offer families, enthusiasts, and curious newcomers' unprecedented access to the sport—blending motorsport, lifestyle, entertainment, and hands-on experiences into a dynamic two-day festival. With over **5,000 families** expected per weekend, this initiative is poised to set a new standard for fan engagement in Indian motorsports.

"ISRL isn't just about racing it's about building a new era of motorsport culture in India," **said Eeshan Lokhande, Co-founder, Indian Supercross Racing League.** "Through the Fan Park, we're inviting fans to go behind the scenes, meet the athletes, watch pit crews in action, and experience the sheer energy of Supercross up close. We also want it to be a space where families feel welcome, and where industry professionals can connect, collaborate and showcase innovation. It's about unlocking the full potential of what motorsport can offer."

Yogesh Mahansaria, Managing Director, Reise Moto, added: "At Reise Moto, being a community first performance brand, fostering motorsports ecosystem with globally acclaimed products for budding and pro racers. Our association with ISRL is rooted in shared values - performance, passion, and innovation. By presenting the ISRL Fan Park and as Associate sponsors of the main league, we're helping build an experience that reflects our vision and supports the growth of motorsport culture in India, especially for the next generation of riders."

WHAT TO EXPECT AT THE ISRL FAN PARK PRESENTED BY REISE MOTO:

- Pit-Lane Access & Rider Meet-and-Greets
- Live Supercross Trials, Demo Rides, and Electric Bike Zones for Kids
- VR/AR Racing Games and Pro Simulators
- Track Walks, Pit Crew Demonstrations, and DIY Bike Workshops
- Kids' Zone with Mini Tracks and Hands-On Activities
- Live Performance by Bands, F&B & Cultural Acts
- Brand Pavilions, Product Launches from Leading Auto and Gear Brands and VIP lounges,

Whether you're a die-hard motorsport fan, a first-timer, a curious kid, or a lifestyle explorer - ISRL Fan Park promises something for everyone.

ABOUT THE PROMOTERS

Team Supercross India (SXI), the parent company of Indian Supercross Racing League, is at the helm of a groundbreaking initiative led by former international racers, Veer Patel (a two-time national SX Champion) and Eeshan Lokhande. Drawing upon their extensive personal experience and unwavering passion for the sport, they have meticulously conceptualized, identified crucial gaps, and delivered a League that is set to redefine Supercross racing on a global scale. With their deep understanding of the sport and relentless pursuit of excellence, they are paving the way for a new era of Supercross that will captivate audiences worldwide.

ABOUT REISE MOTO

Reise Moto is India's premier motorcycling brand, backed by the legacy of the Mahansaria Group has built an ecosystem for everything motorcycling dedicated to delivering world-class motorcycle gear, accessories and premium tyres, tailored for passionate riders across India. It offers a wide range of over 150 SKUs of specialized purpose-built Reise tyres in technical collaboration with a century old brand, Mitas manufactured in a state-of-the-art green field manufacturing facility spread over 27-acres in Saykha, Gujarat. And in the riding gear category, it offers exclusive access to top-of-the-line European riding products and renowned brands like Acerbis & Tucano Urbano and Ixon & Spidi. As part of its growing portfolio, ReiseMoto has launched the Reise Riding Gear Collection, designed to provide top-tier safety, comfort, and performance for riders of all levels. Reise Moto has also pioneered as the maiden Indian brand to build Dakar spec tyres from scratch and made it accessible for all Dakar aspirants. Additionally, also introduced co-branded range Reise x Spidi, and making cutting-edge European riding gear accessible to Indian motorcyclists. Reise Moto has PAN India retail network of 150+ premium riding gear outlets and 3000+ tyre dealers and 15,000+ sqft. of exclusive brand outlets as immersive experience centres, reflect its scale and commitment. As one of the racing teams in ISRL's inaugural season, Reise Moto continues to drive innovation, performance, and safety while empowering the rider community nationwide.

FOR MORE INFORMATION ON ISRL

Instagram [@indiansupercrossleague](https://www.instagram.com/indiansupercrossleague) **Twitter** [@ISRL-Indian Supercross Racing League](https://twitter.com/ISRL-Indian_Supercross_Racing_League)

Facebook: [@ISRL-Indian Supercross Racing League](https://www.facebook.com/ISRL-Indian_Supercross_Racing_League)

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For more information on Reise Moto, visit www.reisemoto.com or follow us on Instagram @reisemoto

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