



## Case Study

# Crescent Motorcycle Co./ Yamaha World SBK



### **Paul Denning,**

Team Principal | Crescent Motorcycle Co. and Pata Yamaha  
Prometeon World SBK

### **Helen Taylor,**

Commercial Manager | Crescent Motorcycle Co. and Pata Yamaha  
Prometeon World SBK

## A unique partnership: uniting foreign exchange and Superbikes

The relationship between Corpay and Crescent Motorcycle Co / Yamaha World SBK began in 2019 with a cold outreach—or two! Crescent approached Corpay Cross-Border about a marketing partnership, which led to a broader conversation about both the racing team's and Crescent Motorcycles' wider foreign exchange needs and management.

As the rapport between the two organisations grew, the arrangement blossomed into a strong corporate relationship and proactive partnership.

On the business side, Corpay supports the corporate foreign exchange needs of Crescent Motorcycles, which operates four dealerships in England, along with a subsidiary in Italy and of course the global racing requirements. The business relationship gave the Crescent team direct experience of Corpay's services and approach to client support.

On the partnership side, Corpay is Foreign Exchange Partner to Crescent Yamaha WorldSBK. Corpay provides global payment and currency risk management services to the team on its international travels, as well as to other sponsors and partners of the team.

The synergy of the multi-faceted relationship is clear: The Crescent organisation has opened the door of the world of Superbikes to Corpay and their clients, who experience the best that their racing team—Pata Yamaha Prometeon WorldSBK—has to offer. With the evident value that Corpay has brought to Crescent Motorcycles since the beginning of the relationship, the Crescent team has become an enthusiastic advocate of Corpay's products and services across their network.

Now completing its third year, the relationship has deepened into a mutually supportive strategic partnership.



## Superbikes and their riders...

The World Superbike Championship is for maximum 1,000cc capacity production-based racing motorcycles: motorcycles you can buy from the showroom floor, but heavily modified:

- 1,000cc engine
- 168 kg minimum weight limit
- Approximately 240 horsepower
- Top speed of around 340 kph.

“...The riders are the brightest, cleverest athletes you’ll ever find. The assumption, completely fair to start with, is that these guys are clearly just mad.”

“However, when you meet the riders you find athletes equally comfortable presenting to your Board or chatting with people in your warehouse.”

“They’re very bright guys. Certainly an element of bravery is involved, but bravery is secondary to athleticism, balance, skill, and indeed, intelligence.”

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Paul Denning

## About Crescent Motorcycle Co.

Crescent Motorcycles is a family business: Paul Denning represents the third generation. Paul's grandfather founded the retail business in 1950. Paul's father, John, succeeded him in the 1960s. Paul is building on their legacy.

From four showrooms in England and a subsidiary in Italy, Crescent is one of the UK's premier providers of motorcycle and scooter sales and services.

Helen Taylor, Crescent's Commercial Manager and a former banker, is an experienced rider and was a Crescent Motorcycles customer before she joined the team.

## Why Corpay

In England and the UK, commercial foreign exchange is highly competitive. Paul and Helen spoke about the frequency of cold calls from brokers soliciting Crescent Motorcycles' FX trading business.

Paul described the introductory call with Corpay as "refreshing, and different to the competitors' approach. The rep took the time to get to know us, to learn about our corporate business, and to establish a relationship. We don't have a huge FX requirement, but he came back to us with a solution to help us mitigate our FX risk. We've been with them ever since."

## Crescent Motorcycles' foreign exchange requirement

Crescent Motorcycles' foreign exchange exposures include euro, US dollar, Swiss franc, Indonesian rupiah, and Japanese yen. Annual volume averages 1 million pounds sterling, primarily in spot trades.

Helen Taylor, Crescent's Commercial Manager, does much of her payment processing on Corpay's Cross-Border online platform. The relationship is "not a numbers game like the competition." She spoke of "the ease of transacting, knowing someone is there to help when I need it."

## Crescent Motorcycles' experience with Corpay:

"We've worked with a fairly large number of independent FX providers, and Corpay have done a better job for us. Simple as that."

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**Paul Denning**

## Corpay's experience with Crescent Racing:

"...Paul is a bit of a celebrity in the Superbike space, yet our clients have been blown away by the accessibility of the team and riders. One minute they're on the track travelling at 200 miles an hour, then the next minute they're in the hospitality tent having lunch with guests. You don't see that in many global sports.

"Paul puts himself out there as a Team Principal and is happy to integrate with our guests, often providing garage tours for our partners and clients."

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**Corpay**

## Corpay and Crescent Racing: A deepening partnership

As Corpay supported Crescent Motorcycles' retail business' FX needs, developing the marketing partnership was the logical next step. Both parties envisioned a partnership that went beyond branding and logos on racing equipment.

The partnership started slowly and has grown organically year on year. Corpay and Crescent Racing are invested in each other's success and the relationship is built on trust and shared goals.

The racing schedule takes the Crescent team around the world, enabling the partnership to be truly global. Corpay's teams and clients across Europe, North America, and Asia-Pacific have shared the racing experience and appreciated the Crescent team's hospitality at Yamaha WorldSBK international events.

Paul and his team proactively showcase Corpay as a valuable partner in their network, from the brand identity at the races to the team making personal connections with the Corpay's team and clients. Corpay described it this way: "On a weekly, monthly basis, Paul is connecting us to the riders, and to the companies who trade globally and internationally and to the different brands around the sport."

As the partnership between Corpay and Crescent enters its fourth season, it continues to grow and evolve. Corpay will be cheering the Crescent team on, every step of the way!

## Crescent Racing; A family business

"The business has grown... global racing activity, sporting activity in the UK, and four retail dealerships, but we try very much to keep the ethos of a family business.

"I think that's helped us to develop partnerships on the racing side, because we know that commercially we live and die by them, and we have to deliver value. The sort of investments that our partners make in us as a marketing platform are fully respected, and we know we have to deliver return on investment...We're on the same team...and we want success for all the partners involved."

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**Paul Denning**

## Corpay joins the Crescent Racing family

"We've gone from a very small partner to now taking some branding space on the bike and team wear, and at the events. The beauty of it is that it started off with Paul saying, 'well, come along to a race'. This was COVID time, reduced crowds and people weren't traveling, but we felt the passion and excitement of the sport first hand."

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