

ON JULY 20TH 1985 JOHN HOWARD SET A BICYCLE LAND SPEED RECORD OF 152 MPH...



Current Women's Land Speed Record Holder
Denise Korenek chases...

THE ***BICYCLE LAND SPEED RECORD***

Denise Korenek
15X USA National Cycling
Champion



Project Speed

   @FireCycle
TheProjectSpeed.com



Denise Korenek,
on the track

Bicycle Land Speed Record

WHAT IS PROJECT SPEED:

Cyclists use race cars, motorcycles and even a train to pace them to high speeds. The pacing tradition started in 1896 when 6 day racer and New York City bike cop, Charlie “Mile a Minute” Murphy, paced out a mile in 57 seconds behind a modified express train. The current world record of 167 MPH was set by Fred Rompelberg of the Netherlands more than 20 years ago, and accomplished on the Bonneville Salt Flats in Utah. Fred was coached by former speed record holder and 3x Olympic cyclist John Howard. Fred and John will both be part of the Project Speed Land speed record effort in full support of Denise’s attempt.

WOMEN’S WORLD RECORD HOLDER:

On September 12, 2016 Denise Korenek, multi-national cycling champion set a pending Guinness world record of 147 MPH on the Bonneville Salt Flats. Denise is the 1st woman to set the record and has set her sights on the overall record of 167MPH in 2018.

ABOUT DENISE:

Denise Korenek has an inner drive “To Be Fastest!” Her cycling career has been about testing limits, breaking through boundaries and challenging stereotypes. When the concept of being the first woman to set a Paced Land Speed Record on a bicycle was presented, Denise describes the moment as an epiphany similar to the explosiveness of “a match being thrown on gasoline.” There was no looking back; it was crystal clear that setting this record would be her focus. Racing bicycles and cars, Denise is no stranger to speed and adrenaline. Putting together her competitive drive with her natural athletic abilities, the record represented the culmination of all the right ingredients. Denise’s own personal journey will provide an inspiration to other women to follow their own dreams no matter what life path they have traveled. Be Inspired & Always Dream Big! Her pedigree runs deep, as a teenager Denise won 13 junior national championships in multiple cycling disciplines before retiring with back to back podium finishes at the world championships in epic style. 23 years and three kids later, she returned to competition and won 2 back-back masters’ National Criterium Championships. Besides racing cars and bicycles, Denise enjoys go-karts and off-road motorcycles to add to her adrenaline interests.



SPONSORSHIP OPPORTUNITIES AVAILABLE:

Join us and be part of this historical achievement!

For questions or more information please contact:

John Howard: John@TeamFireCycle.com or 760-492-8870

THE PACE CAR:

The pace race car Denise used in 2016 to set the women's 147 MPH record was the Hoehn Adventures Range Rover Sport SVR. In 2018 we are looking for a branded car to attempt to break the ultimate men's record of 167 MPH. The car essentially shields the rider and literally "bores a hole through the wind."

THE BIKE:

The KHS bicycle is custom designed for Denise to reduce her center of gravity. The frame is elongated for stability and utilizes a "short travel" suspension to dampen high speed vibration. The drive train will be similar to the bikes used by both John and Fred, the previous two record holders. The reduction gear system will allow Denise to pedal under her own power smoothly at speeds well over 100 mph.

THE PACE DRIVER:

A coordinated close-knit relationship must exist between the driver and the rider. In 2018 Women's professional race car driver Shea Holbrook will again drive the pace car and provide the expertise to safely pace Denise to a new record. Shea's unique relationship offers an additional perk for the cause of women sports. From the perspective of marketing, a well-known professional



female driver provides the perfect combination for success and publicity. Two way radio communications is necessary in order to gradually accelerate the car up to speed. The driver is responsible for creating a vortex that allows the rider to power the bike up to speed. One slip in the process could spell disaster, so every precautionary step is taken to insure safety.

PROJECTED SPEED:

With her exceptional bike handling skills and rare sprint capacity of over 1,200 explosive watts of power, Denise has her sights set on going 170+mph, which will surpass both the 1985 record of 152mph held by her coach John Howard, but also the current overall record of 167mph held by Fred Rompelberg.

DATE / LOCATION:

Denise will go for the record during the World of Speed annual event in September 2018 held at the Bonneville Salt Flats in Utah. For motor racing purists worldwide the Bonneville Salt Flats is the "Go to" location for all things fast.

MEDIA AND EXPOSURE:

After the 2016 effort, Denise and Project Speed were featured on the front page of the Wall Street Journal, as well as covered on radio, television and other national publications. The project connects the diverse interest groups of automotive and cycling with a large segment of adventure, speed and curiosity seekers. A documentary film is currently being produced, with plans for a book to tell the complete story of Denise's inspiring journey and preparation for the records.





John Howard trains Denise Korenek

Event Details

DATES:
Project Speed will chase the record at the annual World of Speed event September 14 th -17 th , 2018.

LOCATION:
The Bonneville Salt Flats, near Wendover Utah. For motor racing purists worldwide the Bonneville as the “Go to” location for all things fast.

CREW:
The Project Speed crew will consist of Team Manager/Coach John Howard (1985 record holder at 152.2mph), Pace Car driver Shea Holbrook, Mechanic Chris Garcia, and a number of additional support crew.

TARGET SPEED:
170 MPH

Television Demographics: A broad viewing audience is expected. This event marries automotive and cycling special interest groups plus a large segment of curiosity seekers who are not versed in Bonneville legend and lore. The 2018 World of Speed event will be televised with a reality TV approach to telling the complete story of Denise’s two year training build-up and preparation for the attempt.

SPONSORSHIP OPPORTUNITIES:
Project Speed is looking for sponsorship support to help make this record a reality. With a budget of over \$100,000, we are seeking Product/Service Sponsorship, Financial Support/Sponsorship, SpeakerHonorariums, and Donations.

We have several returning sponsors, although we still have several categories of sponsorship available; including title sponsorship.

Corporate sponsors can enjoy advertisement opportunities and other benefits through their sponsorship, for our individual donations/sponsors, Project Speed is an official program of Perimeter.

Bicycling Association of America, Inc, a 501 c(3) non-profit organization and your contributions are tax-deductible donations as allowable by IRS.

In addition, we are happy to arrange speaking engagements with Denise Korenek and/or John Howard with honorariums to support our fundraising goals.

We are appreciative of our returning sponsors of KHS bicycles, Primal Wear, SD Wheel Works, Sirens & Titans Fitness, Inner Optimal, Kinect, Shimano, Len Lochmiller & many more.

CONTACT US:

Please contact us to discuss a custom package to accommodate all levels of support.

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