



For Immediate Release

3 August 2009

Jenson Button posts personal best at the Mazda London Triathlon

Yesterday (Sunday 2 August) saw current Formula 1 championship leader, Jenson Button (29), record a personal best at the Mazda London Triathlon – the world’s largest triathlon. The British racing driver displayed his physical fitness and passion for the world’s fastest growing mass participation sport as he excelled at yesterday’s event, recording a remarkable time of 02:07:02 (two hours, seven minutes and two seconds) over the Olympic distance (1500m swim, 40km bike, 10km run).

Button was joined in his race wave by British MotoGP 125cc rider, Bradley Smith (18), who recorded a total time of 02: 13: 36 (two hours, 13 minutes and 36 seconds). The motorsport pairing exchanged some pre and post race banter, but it was Button who finished as the narrow victor after both men put in impressive performances

“I had to wake up at 4am to get here this morning and I loved it – it has been my best ever Sunday morning,” said Button. “I enjoyed it today, it’s such an amazing event, it’s so big and it’s great that triathlon is doing so well in the UK. I hope that its growth continues.”

Of Bradley Smith, Button commented: “He did very well, he’s a fit lad and so am I and it’s great to show that at events like this. Our performance demonstrates that we do have to train hard to be an F1 driver or a MotoGP rider and that when we aren’t racing, we aren’t just at home sitting around and that we do have to be very fit in order to race at our level.”

In the elite field, Great Britain’s Will Clarke won the men’s race, with Australian Courtney Atkinson coming second and the overall British Triathlon Super Series winner, Stuart Hayes, finishing in third place. The current women’s World Champion, Great Britain’s Helen Jenkins, took the honours in the women’s elite race, with Liz Blatchford (second) and Jodie Swallow (third) close behind.

Another familiar face around the course on Saturday was that of ex-England and British Lions winger, Rory Underwood, who completed the Olympic course in a time of 03:10:28 (three hours, ten minutes and 28 seconds). The former Royal Air Force Pilot was competing in aid of Help for Heroes and received great support as he completed his first Olympic distance triathlon.



In total, the weekend witnessed nearly 10,000 competitors taking part in the swim-bike-run event, with over 50 percent of those being triathlon first-timers. Starting and finishing at London's ExCeL, the course spanned some of the city's most renowned landmarks including the London Eye, Big Ben, and Tower Bridge. Over £3 million was raised for charity with over 55,000 spectators cheering on the competitors.

Title sponsor Mazda demonstrated its commitment to the London Triathlon by providing funding and entering a team in the event for the second consecutive year. 'Team Mazda 2009' consisted of more than 40 Mazda staff from all levels of the business as well as journalists.

"Mazda is keen to lead by example to help triathlon grow as a sport in the UK," explained Mark Cameron, Mazda Sales and Marketing Director, who completed his second Sprint distance at the event on Saturday, following his triathlon debut at the Mazda Blenheim Triathlon. "So it was important that Mazda staff, from directors to dealership employees, took part in the Mazda London Triathlon and experienced the thrill and excitement of this fantastic sport for themselves."

Ends/more

Notes to Editors

All race times are available at www.triathlonresults.co.uk

Elite Race times:

Male Elite

Name	Nation	Swim	T1	Bike	T2	Run	Total
Will Clarke	UK	00:18:46	00:01:34	00:54:39	00:01:47	00:27:45	01:44:29
Courtney Atkinson	AUS	00:18:33	00:01:38	00:54:49	00:01:45	00:28:05	01:44:48
Stuart Hayes	UK	00:18:39	00:01:38	00:54:40	00:01:47	00:28:42	01:45:25

Female



Name	Nation	Swim	T1	Bike	T2	Run	Total
Helen Jenkins	UK	00:19:51	00:01:52	01:00:42	00:02:03	00:31:44	01:56:09
Liz Blatchford	UK	TBC	TBC	TBC	TBC	TBC	01:56:46
Jodie Swallow	UK	00:19:51	00:01:52	01:00:44	00:02:03	00:32:26	01:56:53

Junior Male

Name	Nation	Swim	T1	Bike	T2	Run	Total
Peter Anderson	UK	00:10:05	00:01:40	00:37:31	00:01:50	00:16:21	01:07:25
Alexander Young	UK	00:01:11	00:01:47	00:39:23	00:01:55	00:15:09	01:08:23
Bradley T Hales	UK	00:09:39	00:02:02	00:37:39	00:02:02	00:17:07	01:08:27

Junior Female

Name	Nation	Swim	T1	Bike	T2	Run	Total
Hollie Avil	UK	00:10:27	00:01:46	00:40:30	00:01:59	00:15:52	01:10:32
Lois Rosindale	UK	00:11:02	00:01:52	00:42:22	00:01:58	00:17:00	01:14:13
Nicola Morgan	UK	00:10:59	00:02:01	00:42:16	00:01:57	00:17:09	01:14:20

Notes to Editor:

About IMG Mass Participation Sports

A division of IMG, Mass Participation Sports is highly experienced in successfully staging mass participation events in the UK including: Mazda London Triathlon (the world's largest triathlon), Mazda Blenheim Triathlon, Chelsea & Westminster Health Charity London Duathlon (the world's largest Duathlon) and Etape Caledonia (the UK's only closed roads mass participation cycling event). New events in 2008 will include Run to the Beat (London's first half marathon) in addition to Barcelona and Stockholm Triathlons.



IMG is the world's premier and most diversified sports, entertainment and media company which helps the world's leading marketers and media networks to grow their businesses through IMG event properties, media production and distribution, talent brands, sponsorship consulting, brand licensing, sponsorship sales and other services.

IMG is the global leader in event management and talent representation across golf, tennis and fashion and has a significant presence in many other sports, cultural and lifestyle categories. Founded in 1960 with a handshake between Mark McCormack and golf legend Arnold Palmer, IMG has grown into a global operation. In 2004, renowned entrepreneurial pioneer Ted Forstmann acquired the company and infused it with renewed energy, creativity, and strategic direction.

The Mazda London Triathlon will be one of the five races within the British Triathlon Super Series, which has been created by the British Triathlon Federation in Partnership with IMG Mass Participation Sports and Human race. The British Triathlon Super Series creates a world class environment for domestic and international competitors, providing a high profile shop window for Triathlon in the UK. The Series aims to raise awareness and encourage participation in the country's fastest growing sport in the build up to London 2012.

For press enquiries relating to IMG Mass Participation Sports, please contact Alex Coulson, Dan Williams or Michael Scallon at SBI. Tel: 020 8233 5964 / 5967 / 5963; E: alex.coulson@sbi.co.uk / dan.williams@sbi.co.uk / michael.scallon@sbi.co.uk or visit www.thelondontriathlon.com

About Mazda UK and Triathlon

Mazda is committed to growing the sport of triathlon. As well as providing headline sponsorship to the Mazda Blenheim Triathlon since 2007 and the Mazda London Triathlon for the last two years, Mazda also sponsors elite triathlete Tim Don to act as an ambassador for the sport.

For media enquiries about Mazda's triathlon sponsorship programme, please contact Kaya Mallinder:
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