



# PRESS RELEASE      March 11<sup>th</sup> 2013

**Leading Global power equipment brand 909 (NINE ZERO NINE) is pleased to announce it will partner with Robbie Maddison as its global ambassador for the brand.**

Robbie Maddison , the modern era's most famous daredevil, will front the brand assisting marketing expansion globally and its exclusive marketing partner in Australia at MASTERS HOME IMPROVEMENT.

Robbie will be the brand hero as the rollout of the 909 new innovation TOUCH technology product range begins in mid-2013, followed by launches in the United States and other markets.

Robert William Maddison, commonly known as **Robbie Maddison** and "Maddo" (born 14 July 1981) in Caringbah, Australia is an [Australian motorbike stunt rider](#) from the town of [Kiama, New South Wales](#).

Growing up in Kiama Downs Robbie developed his passion for riding by competing in national motocross and supercross events.

A passion for freestyle tricks (FMX) emerged and after mastering some tricks he entered his first amateur event and won not only the amateur but also the pro event - and so began his career and the media fascination for this talented global daredevil.

In early 2004 Robbie won Gold at the X Games held at Australia's Wonderland after completing 13 back flips. This increased Australia's awareness of their new world beater.

In May 2005, the Crusty Demons gave Robbie the opportunity to break two world records on his motorbike. 125cc distance Guinness world record- 221feet 250cc distance world record with a trick- 246 feet (75 m) superman seat grab.

After this he went on to win numerous international FMX events around the world and has been recognized as one of the best FMX riders of all time. Maddo's motto:

## **"Face your fears - live your dreams"**

On 31 December 2007, (on the 40th anniversary of the legendary [Evel Knievel](#) jumping the fountains at [Caesars Palace](#)), **live on ESPN**, Maddison broke the world motorcycle jumping record,<sup>[1]</sup> travelling 98.34m on a motorbike.

He repeated the event immediately afterward, successfully landing the jump, as his fiancée Amy looked on.

On 29 March 2008, he broke his own world record twice in [Melbourne, Australia](#). During his first jump he travelled 316 feet (96.32 m) and landed on the safety zone nearly hitting the front of the landing ramp. On his second attempt he broke the world record by travelling 342 feet 7 inches (104.42 m) this time he landed hard on his back tyre and was not satisfied by the jump, so he decided to jump once more. On his third jump he again broke the world record, this time with 106.98m (350.98 feet) into a perfect landing.

On 1 January 2009, **live on ESPN in front of a world audience**, Maddison successfully jumped 96 feet (29 m) **up onto the Arc de Triomphe** in front of [Paris Casion in Las Vegas](#) and then descended a 80-foot (24 m) drop off the monument to return safely to ground level. Robbie suffered a broken hand and had a gash to the bone in the webbing of his left hand.

On 30 May 2009, Maddison proved himself more than just a stuntman by defeating some of the world's best freestyle riders at the Calgary, AB, Canada stop of the Red Bull X-Fighters competition. His victory in the Head-to-Head competition meant he had to progress through three rounds, defeating multiple X Games medallist Nate Adams (USA) in the first, defending series champion Mat Rebeaud (SUI) in the semi-final round and then 30 year old series veteran Eigo Sato (JPN) in the final.

On 13 July 2009, Maddison jumped iconic [Tower Bridge in London](#), with a backflip, whilst the drawbridge was open.

The following weekend Maddison went onto the [Red Bull X-Fighters](#) championship in Madrid, winning the best trick contest with a brand new trick, an under flip one hander to side saddle lander.

In March 2010, Robbie Maddison becomes the first person to jump the start gantry at the Formula One in Melbourne, Australia.

On 7 April 2010, the daredevil performed an amazing moto-x jump over the [Corinth Canal in Greece](#).<sup>[3]</sup> That made him the first FMX rider who accomplished to cross over the canal on his motorbike. He took off with a speed of 120 km/h and jumped over more than 80m. About the jump, Maddison said: "Jumping across the Corinth Canal became a challenge I just could not resist. This jump involved the highest consequences I have faced so far. I believe that sometimes you have to take risks in life to become wiser and facing a challenge like this will help get me ready for the next aim I will face in the future. I am thrilled about managing to pull it off, as you know there is only one opportunity to get it right!"

On 31 December 2011 Maddison attempted to jump 400 feet across [San Diego Bay](#) as part of [Red Bull New Year No Limits](#), in a tandem jump with American snowmobile racer [Levi LaVallee](#). After landing over 391ft in practice, Maddison landed shy of the 400 feet goal on the night due to the fog, damp conditions and reduced traction, landing 378 ft, 9 inches.

Robbie went to Istanbul early in 2012 to be the motorbike stunt double for James Bond actor, Daniel Craig in the new Bond movie "[Skyfall](#)".<sup>[4]</sup> All of the major stunts in the film were performed by Robbie, adding Hollywood to his name.

Robbie Maddison has welcomed the new partnership with 909 ( NINE ZERO NINE).

Robbie Maddison is a Global brand ambassador for REDBULL and DC Shoes, two of the worlds most iconic brands.

**"It's exciting to be part of the growth of a small Australian company that is looking to do big things in the US as well as home in Australia,"** Robbie said today.

**I'm using tools almost every day, for odd jobs around the house & building jump ramps and the new 909 ranges will give me the best workshop in the street"** .

Company General Manager Nicole Bemelmans – ***“Robbie is a true Australian hero, and we are very proud to have him on board to assist consumers understand what our brand is about.” He is well known for his work with REDBULL and DC, young people love him and our brand is fresh we wanted the same. He is one of the most well-known celebrities in social media because he does real death defying things. He constantly ranks in the upper echelons of social media. That’s great news for our company.***

909 ( NINE ZERO NINE) is currently working on which an amazing new product range called ***TOUCH*** which will change the power equipment market forever and the new line delivers what new consumers expect from their products at a minimum. Intuitive operation.

***“We are about 90 days out from the most incredible thing we have ever done. In the past 20 years we have been involved in revolutionising the powertool market with great features but nothing as hot as this. Stay tuned for a product line that simply obsoletes everything you know about how to make a product operate.”***  
Bemelmans said.

909 spokesperson Peter J Hosking has echoed Nicole’s sentiments about the new partnership.

***“Robbie Maddison is a much loved Australian overseas and we know that 909 ( NINE ZERO NINE) and its customers globally will clearly benefit from this association,”*** he said.

***“We are absolutely thrilled that Robbie Maddison has joined the 909 ( NINE ZERO NINE) family as the business goes into the most exciting stage of its history. Robbie represents everything the brand is about. At 909 ( NINE ZERO NINE), we focus on technology and cool products. We look forward to sharing this new range with the world,”*** said Mr Hosking

#### **ABOUT 909 ( NINE ZERO NINE)**

909 ( NINE ZERO NINE) is part of a stable of brands marketed by Globalpowerbrands for Masters Home Improvement in Australia and is distributed globally by various partners. The 909 brand is one of the frontline brands of Globalpowerbrands whom currently has more than 200 power equipment products on the Australian market.

Its TIMBERCAT circular Saws and MITRE saw ranges are market leaders in design and its range of Power generation products has the widest ranges of features available in the world today with USB ports, Electric starting systems

909 ( NINE ZERO NINE) investment in its marketing for Masters Home improvement continues to be second to none with the aim of supporting Masters to be the leader in the home improvement . This vision will be boosted by the brands alliance with Robbie Maddison .

909 ( NINE ZERO NINE) operates on a massive service philosophy and recently set up a national service structure of 60 service agents to manage the day to day operations of servicing the clients of its brands.

All 909 ( NINE ZERO NINE) products must pass stringent development and batch quality assurance testing. Including – analysis of raw materials, manufacturing and finished product testing – to ensure that industry benchmark standards are raised.

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<http://xgames.espn.go.com/expn/2008/moto/article/3728874/the-robbie-maddison-interview>

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**Robbie Maddison**