

**Press Release**  
**29<sup>th</sup> November 2010**

## **Dulux Trade Looks Forward to 2011 British Rally Championship**

***Following a successful first season, Dulux Trade is looking forward to sponsoring the British Rally Championship for a second year.***

The British Isles' only international rally series will continue to be called the Dulux Trade MSA British Rally Championship and its association with the high profile brand reinforces the championship's status as one of the most respected in the world.

British Rally Championship Managing Director, Mark Taylor, said: "2010 has been a great success for us and we've received a fantastic response to the Dulux Trade sponsorship. We are really excited about the 2011 season and continuing to work with Dulux Trade.



"The championship brings a great deal of excitement and entertainment to its supporters, and the sponsorship provides a fun and dynamic platform for Dulux Trade to provide incentives and competitions for its existing and potential customers, as well as its staff. By continuing to use the championship to build on the emotional side of the brand, Dulux Trade will help promote its pioneering products and services to a new, wider audience base."

Commenting on the sponsorship deal, Dulux Trade Marketing Director, Steve Snaith, said: "Last year, Dulux Trade was looking for an innovative way to bring its name and associated messaging to an even broader audience – the British Rally Championship fitted the bill perfectly. We've received a fantastic response to the sponsorship from both existing customers and new audiences, so we're really looking forward to the year ahead."

### **2011 Dulux Trade MSA British Rally Championship calendar:**

26 Feb – Rallye Sunseeker International – Bournemouth, Dorset  
02 Apr – Bulldog International Rally North Wales – Welshpool, North Wales  
29/30 Apr – Pirelli International Rally – Carlisle, Cumbria  
27/28 May – Jim Clark International Rally – Kelso, Scottish Borders  
19/20 Aug – Toddsleap International Rally NI – Antrim, Northern Ireland  
23/24 Sep – International Rally Yorkshire – Scarborough, North Yorkshire  
28/29 Oct – Isle of Man International Rally – Douglas, Isle of Man

**Ends**



**Notes to editors:**

ICI Paints AkzoNobel is the world's leading decorative coatings company and number one in the world for decorative paints and performance coatings. Its portfolio includes market-leading brands such as Cuprinol Trade, Dulux Trade, Glidden Trade, Hammerite, Polycell Trade, and Sikken's.

ICI Paints AkzoNobel is continuously working to develop new and differentiated products and services to meet customer needs, and is the leader in environmental sustainability. Experts in colour with an unrivalled colour range, the company ultimately offers specifiers, contractors and decorators the support they need to do a great job.

The company's leadership in formulation science, combined with its commitment to improve the environmental footprint of its products throughout their life cycles is the perfect combination for the journey 'Step Towards Greener'. Although decorative coatings contribute less than two per cent of the total amount of VOCs emitted in the UK, ICI Paints AkzoNobel is at the forefront of implementing the new regulations regarding VOCs which will come into force in 2010.

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