

**Press Release**  
**26th November 2010**

## **Leyland Celebrates after another Colourful Season**

***The 2010 British Touring Car Championship season came to a thrilling climax recently and marked the culmination of yet another colourful year in the life and times of leading trade paint brand Leyland.***

For the second season in a row Leyland's colourful and inventive sponsorship of BTCC team Airwaves BMW set tongues wagging and ensured there was always a healthy splash of colour on the grid at all 10 race weekends. The team enjoyed a hugely successful season, narrowly missing out on being crowned Independent Champions after an action-packed finale at Brands Hatch, in front of a 42,000-strong crowd.

The Leyland Lovelies continued to attract their fair share of attention from the thousands of racing fanatics that turned up in their droves each weekend, while the Airwaves BMW team ensured that Leyland's colourful sponsorship reached a huge audience on the final weekend at Brands Hatch as Ben Collins, formerly known as 'The Stig', joined regular drivers Steven Kane (pictured below celebrating) and Mat Jackson to provide one of the season's most memorable moments.



Leyland has never shied away from giving back to its loyal customers and this year was no different, with a string of exciting competitions ensuring that more people than ever got their hands on exclusive money-can't-buy prizes. 'Be A Leyland Lovely For A Day' gave two girls the chance to join regular Lovelies Tina and Sophie on the grid for the Brands Hatch weekend, while competitions held at the 2009 National Painting and Decorating Show, on race weekends and on Leyland's dedicated Facebook page gave winners the chance to get up close and personal with the Airwaves BMW team in the form of VIP tickets to weekends of their choice. Meanwhile, the 'Design A Car' competition gave racing fanatics the chance to win a scale model of the BMW 320si touring car fully adorned with a design of their creation.



This season also witnessed the launch of a pulsating new website dedicated to Leyland's sponsorship of Airwaves BMW. Leyland Racing contains a host of exclusive behind-the-scenes footage, image galleries, race reports and competitions throughout the season and has proved hugely popular with the BTCC's enthusiastic fans.

Nicki Hickman, Leyland Brand Manager, comments: "Once again, our sponsorship of Airwaves BMW has been a roaring success. Not only has the brand been introduced to thousands of new fans, but our sponsorship has allowed us to reward our fans for their continuous support in the shape of amazing competitions and prizes."

For more information on Leyland's sponsorship of Airwaves BMW please visit [www.leylandracing.com](http://www.leylandracing.com)

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