

Press Release
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Leyland Gears Up for another Thrilling BTCC Campaign

Leading trade paint brand Leyland will once again be enjoying life in the fast lane after it renewed its high-octane sponsorship of Dunlop MSA British Touring Car Championship team Airwaves Racing for the 2011 season.

Leyland has established itself as one of the most colourful attractions in the British Touring Car Championship (BTCC) during its hugely successful two-year sponsorship of Airwaves Racing and is planning to rev things up even further this season.



The new deal will see the Leyland brand and its 'Mad About Colour!' campaign step up a gear with its logo and colour designs splashed across the team's Ford Focus cars – a switch from last season's BMWs – transporters, team and drivers' clothing, garages and trucks. In addition, the eye-catching Leyland Lovelies will once again be bringing colour to the BTCC grid as official grid girls for the team throughout the season.

Leyland's racing mascot Tin Top, who caused a stir on the grid throughout last season, will be back once again to entertain the trackside visitors at various events throughout the campaign.

Jason Metcalf, Marketing Director for PPG Architectural Coatings EMEA, Leyland's parent company, said: "Leyland and Airwaves Racing have forged a dynamic partnership over the past two years and we look forward to continuing that into a third season. With over 100 hours of coverage across ITV's stations throughout the season, the opportunity for Leyland to connect with a wider audience couldn't be greater."

The 2011 BTCC season gets under way at Brands Hatch on the 2nd and 3rd April.

For more information please visit Leyland's dedicated BTCC website at www.leylandracing.com

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