

Press Release
16th October 2009

Leyland Makes a Splash at Brands Hatch

Leyland Trade's campaign takes the Leyland Lovelies to the British Touring car Championship (BTCC).

Leading Trade paint brand Leyland's eye-catching 'Mad About Colour' campaign stepped up a gear recently as it lit up the final weekend of the BTCC at Brands Hatch.

Leyland's sparkling campaign was hard to miss over the course of the weekend and it got off to a flier on the Saturday as six all-new Leyland Lovelies wasted little time in making their mark. The saucy six, who each represented a creative colour from the Leyland colour card, were on hand to officially start a charity run of the circuit by members of the BTCC paddock. The race was won by a member of the Leyland-sponsored team Airwaves BMW, which perfectly set the tone for a weekend high on thrills and spills.



The Lovelies made even more heads turn the following day as they helped spark interest in Leyland's exclusive competition in which race-goers were encouraged to vote for their favourite colour, with two lucky winners getting their hands on an exclusive BMW M3 RaceMaster track day with one of the Airwaves BMW drivers.

However, it wasn't just in the paddock and stands where Leyland's colourful presence was felt as three of the team's cars, across both the BTCC and the Porsche Carrera Cup GB, were proudly emblazoned with Leyland's freshest 'Mad About Colour' designs.

Leyland brand manager Nicki Hickman said: "It was a fantastic end to what has been a wonderful season for both Leyland and Airwaves BMW/Motorbase Performance. Leyland has long been dedicated to providing professional tradespeople with imaginative colours and what better place to shout about than in front of 35,000 people and hundreds of thousands more watching on TV. While this was a hugely successful weekend for Leyland, it's only start of us proving we really are mad about colour!"



You can view the latest collection of Leyland colours online at www.leylandtrade.com or call 0800 591717 for your free colour card.

Ends

Notes to Editors:

Launched in 1922, Leyland has established itself as the 'Professional's Paint' and its comprehensive collection of top quality paints for the trade includes emulsions, primers, floor paints and trim products in addition to the well-respected Truguard exterior and Contract range specifically designed for new build work.

The Leyland product range is backed up by an extensive support service offering Technical Support, In-Store colour tinting, a unique free colour matching service and colour schemes for the professional user.

Call 01924 354600 or visit www.leylandtrade.com to find your nearest stockist and to keep up to date with all the latest products, competitions, offers and news.

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