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THE MOROCCAN NATIONAL TOURIST OFFICE NAMED TITLE SPONSOR OF THE WTCC RACE OF MOROCCO 2010

Eurosport Events, promoter of the WTCC via its subsidiary KSO, is pleased to welcome for the second consecutive year the Moroccan National Tourist Office (MNTO) as Event Presenting Partner of the WTCC Race of Morocco, due to take place on the street circuit of Marrakech on May 1-2.

As title sponsor, the Moroccan tourism organisation will benefit from a premium visibility on TV, on-site, on the internet and on all promotional documents prior to and during the race meeting. In addition to being incorporated within the event's logo, the MNTO brand will also be displayed on banners around the circuit, on the press conferences and podiums backdrops, on the grid girls' outfits as well as on the number plates (front and rear) of all WTCC cars.

After last year's successful edition that marked the return of FIA World Championship races on Moroccan soil for the first time since 1958, the WTCC is back in the beautiful city of Marrakech. The event is set to be a great popular success and one of the highlights of the 2010 WTCC season with two days of action and entertainment, 20 hours of car racing over the weekend and the African debut of the single-seater FIA Formula Two championship.

"After the first edition's success, we are proud to renew our support for the second year to the WTCC Race of Morocco. The quality of this world-scale event's organisation and its major media exposure reveal the capacity of Morocco to take up huge challenges, requiring an impressive commitment in terms of human resources and logistics. The event brings an unprecedented economic and touristic opportunity, especially concerning jobs creation and the promotion of Morocco as an attractive destination. Once again, the city of Marrakech demonstrates its capability to offer a wide range of tourism facilities and a high-quality welcoming for the visitors, enabling to host big international events and to position itself as a key touristic destination. The Moroccan National Tourist Office wishes the 2010 WTCC Moroccan round a great success" said Hamid Addou, Managing Director of the Moroccan National Tourist Office.

"This cooperation will enable the Moroccan National Tourist Office to benefit from the WTCC's powerful multimedia platform, on-air, online and through event sponsorship and will contribute to positioning Morocco as a highly sought-after tourist destination. We are even more pleased to have MNTO return to the WTCC in 2010 as they are a long standing partner of Eurosport Group." stated Jacques Raynaud, Vice-Chairman of Eurosport Group and Eurosport Events.



The Moroccan National Tourist Office (MNTO), Event Presenting Partner of the WTCC Race of Morocco

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