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WTCC WELCOMES A NEW ECO-FRIENDLY SUPPLIER: "RICHARD VIRENQUE BY HILLTECKS"

The FIA World Touring Car Championship is pleased to announce a pioneer deal with electric bicycle supplier "Richard VIRENQUE by Hilltecks", starting from the Race of Morocco in Marrakech on 1-2 May. This deal marks a landmark partnership as it represents a significant step forward to a more eco-friendly WTCC paddock.

Cautious about environmental issues, the FIA WTCC aims to be more eco-responsible: following the adoption of second generation bio-fuel and of several eco-friendly initiatives by its stakeholders such as the new eco-friendly racing tyre ADVAN ENV-R1 by Yokohama, this partnership with "Richard VIRENQUE by Hilltecks" confirms the FIA WTCC plan to develop environmental initiatives.

As official WTCC Eco-friendly supplier and sponsor of the paddock area, the brand "Richard VIRENQUE by Hilltecks" will benefit from an extensive multimedia advertising campaign, assuring high brand and product visibility: on-site promotion through circuit banners display, international TV exposure during the "Inside WTCC with..." behind-the-scene magazine programmes, and online presence across Eurosport's website network.

From the season's third round in Monza, the "Richard VIRENQUE by Hilltecks" electric bicycles will become the main means of transportation in the paddock, as every WTCC racing team will be equipped with these eco-friendly vehicles.

"For the last few years, implementing eco-friendly projects has been a priority for the WTCC. In parallel to the championship's technical and sporting regulations which have been carefully studied to limit the environmental impact in terms of air and noise pollution, we aim to be the initiator of a more sustainable and responsible development model. This cooperation with Hilltecks Bike is an important step towards greener car racing and we are proud to take the lead in promoting eco-friendly initiatives and technologies" said Marcello Lotti, General Manager of KSO, the promoter of WTCC.

HILLTECKS BIKE *For Richard Virenque*



70 Hilltecks electric bikes will be used in the WTCC paddock area

Series partners



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