

8 JANUARY 2010

WTCC WELCOMES BACK MONROE AS OFFICIAL SERIES PARTNER

Eurosport Events, the promoter of the FIA World Touring Car Championship through its subsidiary KSO, today announced a two-year cooperation with the suspension leader MONROE.

MONROE, whose partnership agreement previously covered the 2007 and 2008 seasons, now extends its partnership across the 2010 and 2011 FIA WTCC seasons to become the Championship's "Official Suspension Partner".

The new expanded partnership includes extensive on-site branding, hospitality as well as TV coverage of the FIA WTCC on Eurosport TV channels and worldwide online visibility on Eurosport's and FIA WTCC's websites.

In addition, MONROE will also be the Event Presenting Partner of the Race of Belgium (Zolder, 20 June 2010) and of the Race of Czech Republic (Brno, 1 August 2010).

On top of the sponsorship package, MONROE will present a brand new prestigious award in 2010: the "MONROE PERFORMER" that will be given at each WTCC round to both factory and independent drivers who have recorded the fastest lap times.

"Monroe is a very special partner for us, as it has been very active on WTCC in the past years. We are delighted to welcome Monroe back with such a strong commitment that underlines its loyalty to and trust in the continuous development of the WTCC brand," said Jacques Raynaud, Vice-Chairman of Eurosport Group and Eurosport Events. "This cooperation will also enable Monroe to benefit from Eurosport's powerful multimedia platform, on-air, online and through event sponsorship," he continued.

"WTCC has been an excellent marketing and communication platform for both MONROE and its customers since 2007. Following the pause we felt it appropriate to take in 2009 due to the economic environment, we are delighted to invest again in our WTCC partnership," said Alex Gelbcke, Vice President and General Manager Aftermarket Europe for Tenneco which manufactures and markets Monroe branded suspension worldwide. "The demanding performance requirements and high quality standards of the Championship and its fans worldwide are values that are extremely well aligned with those of the Monroe brand," he added.

The 2010 FIA WTCC will be visiting twelve different countries over four continents, and will resume in Brazil on 7 March for its sixth season.

More information and pictures: www.fiawtcc.com

Series partners



www.fiawtcc.com