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Fans increase to enjoy Italian WTCC action



The FIA World Touring Car Championship started its European campaign with the third event of the season: the FIA WTCC YOKOHAMA Race of Italy, held at the Autodromo di Monza on 23 May 2010.

Almost 5 million different viewers* tuned in to Eurosport's channels to watch the WTCC drivers charge around the Italian track, an increase of 27% since last year. Meanwhile, 27,000 spectators flocked to the track to see the action up close.

* Sources: AGF/GfK, BARB, SKO, MMS, TNS-Gallup, Kantar Media, AGB NMR, Armadata/GfK- AdvantEdge.



YOKOHAMA sponsors the 2010 WTCC Race of Italy

The WTCC's official tyre supplier, YOKOHAMA, has strengthened its partnership with the WTCC after acquiring the exclusive naming rights for the Monza event, FIA WTCC YOKOHAMA Race of Italy. This title sponsorship deal was used to promote the launch of its new road-going C.drive2 eco tyre through increased brand exposure, both at the track and on TV via the Eurosport platform.

WTCC selects Kenwood

Kenwood, a world leader in communications and audio equipment, will supply the WTCC with High Frequency (HF) radio equipment, a partnership that began at the Monza race weekend. This state-of-the-art HF technology will be used by all FIA WTCC officials for their on-track communications, and will deliver the highest quality service to the prestigious championship.



ON-TRACK ACTION: Monza

Last lap drama provided two spectacular finishes at the Autodromo di Monza.

In race one, pole-sitter BMW's Augusto Farfus was passed by Chevrolet's Rob Huff, who got a strong run into the first chicane. After starting from seventh on the grid, reigning WTCC Champion Gabriele Tarquini of SR-Sport, made a daring move around the outside of the field to climb up to second place. During lap two Tarquini claimed the lead from Huff and led the duo as they pulled out a gap from the rest of the field.

Tarquini continued to lead until the last lap, when both he and second-place runner Huff suffered punctures. The BMW duo of Andy Priaulx and Farfus took advantage of the leaders' misfortunes to bring home an unexpected one-two for the German manufacturer.

In race two the reverse grid pole-sitter Michel Nykjær lost and then regained his lead from Tarquini, who was given a drive-through penalty for jumping the start. On the last lap, Nykjær slowed at Curva Grande and retired from the race when the hot and hard-wearing track caused him to suffer a puncture: Yvan Muller claimed the victory followed by Tom Coronel in second place, while Huff completed the top three, with his second podium finish of the weekend.

After the third race weekend of the season, Muller tops the Drivers' Championship with 100 points, while Chevrolet has claimed the top spot in the Manufacturers' standings with 193 points, leading from SEAT Customer Technology's 177.



2010 SEASON

Curitiba. 7 March



Marrakech. 2 May



Monza. 23 May



Zolder. 20 June



Portimao. 4 July



Brands Hatch. 18 July



Brno. 1 August



Oschersleben. 5 September



Valencia. 19 September



Okayama. 31 October



Macau. 21 November



Series partners



www.fiawtcc.com

A cleaner, greener WTCC paddock



As part of a new environmental initiative, WTCC teams powered around the Monza paddock on electric bicycles, courtesy of Richard Virenque by Hilltecks.

New South American TV deal for WTCC

Fans in Argentina were able to follow their local hero Chevrolet Motorsport's Leonel Pernía during the Monza weekend, as the country's leading cable sports channel TyC Sports and SPEED Channel Latin America both broadcast live footage of the event. Coverage of the WTCC will continue for the rest of the season, with highlights and news reports also aired on TV news channels Todo Noticias and Channel 13.

YOKOHAMA Independents and Rookies review: Monza

Honours in the YOKOHAMA Independents' Trophy were shared between Stefano D'Aste and Harry Vaulkhard, who both secured victories in Monza. In the points standings, Sergio Hernández now leads from Stefano D'Aste by five points.



In the Rookie Challenge, Fredy Barth and Norbert Michelisz took a win apiece in the two races. Barth has now extended his Rookie Championship lead and will travel to Belgium with 48 points.

Monroe Performer Trophy: Marrakech

	OVERALL	INDEPENDENTS'
Race one	Gabriele Tarquini	Mehdi Bennani
Race two	Andy Priaulx	Kristian Poulsen

During each race this season drivers will compete for the Monroe Performer Trophy. The drivers who achieve the fastest laps both overall and within the YOKOHAMA Independents' Trophy during each race will be awarded the title.

New high-speed thrill for Thibault Godefroy

French bobsleigh competitor Thibault Godefroy got to taste a new kind of speed sensation when he experienced hot laps around the infamous Autodromo di Monza circuit, driven by Chevrolet driver Alain Menu.



Football star Pernía visits his brother

Chevrolet driver Leonel Pernía received a visit from his two brothers, Mariano and Emiliano, at the Autodromo di Monza circuit during the weekend. Not to be out-done by his touring car racing brother, Mariano is enjoying sporting success as a football player in Spain's first division for Atlético de Madrid. Due to his dual nationality, Mariano was selected for the Spanish national team to take part in the 2006 FIFA World Cup.



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The next round...



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