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Press Release

For Immediate Release 25/02/2017

"Autosport International BTRDA Clubmans Rallycross Championship in partnership with Toyo Tires"

The BTRDA Clubmans Rallycross Championship are extremely pleased to announce that in addition to the renewal of our title sponsor, they have also agreed a 3 year deal with Worldwide Tire manufacturer 'Toyo Tires' to become their main associate sponsor.

This deal has not only been agreed to enhance the BTRDA Championship but ultimately to increase brand awareness within Motorsport of the Toyo Tire products. The partnership over the next 3 years will allow Toyo Tires to demonstrate the grip and traction levels on both tarmac and gravel showing what strength and depth they have within their range.

Toyo Tires are currently supplied within the Championship through Mel Williams Tyres and this will continue in 2017 with tyres available for all 6 Categories within the BTRDA Championship.

John Rook the BTRDA Championship Manager said; "The Championship keeps going from strength to strength and now with a Worldwide brand on board such as Toyo Tires it really does raise the Championship to the next level. This deal doesn't only enhance the Championship but for the drivers they will receive a cash incentive of £150 per A Final won whilst racing on Toyo Tires throughout an event"

Kenta Kuribayashi the President Toyo Tire Europe GmbH said; "Toyo Tires are extremely pleased to be supporting the 2017 BTRDA Clubmans Rallycross Championship. This dramatic Motorsport format is enjoying a surge in popularity in its 50th anniversary year. The excitement and accessibility of the sport make Rallycross the perfect partner for Toyo Tires".

This announcement comes with 2 weeks to go until the start of the season, other major announcements around filming and media coverage are due to be made before the season kicks off on March 12th at Blyton Circuit. With new sponsors on board, new drivers and cars coming to race in the Championship and the growth of Rallycross as a whole across the world it really is a great time to get into the BTRDA Rallycross Championship.

BTRDA Rallycross Championship



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