

British rallying gets a boost from Klarius

Klarius, the largest Aftermarket Supplier in Europe, has teamed up with GMF motor factors to sponsor one of the most emotive UK motor sports events, the WyeDean Forest Rally.

The WyeDean Rally is one of the rounds for the 2010 BTRDA championship, and is based at Chepstow Racecourse; it features 45 competitive miles of rallying set amongst the picturesque Lower Wye Valley and Forest of Dean.

With the WRC visiting the UK just once a year, the BTRDA championship provides a great opportunity for rally fans to get up close and personal with some of the most exciting rally action in the UK. There is a range of car categories that compete in the event which means that spectators are treated to a spectrum of car types, ranging from four wheel drive international class cars; to historic cars such as the classic Ford Escort RS 2000.

The rally, which is being held on Saturday 13th February, is a regular crowd favourite, attracting one of the largest audiences of any rally held in the UK. Situated amongst the sprawling expanses of the Welsh countryside there are many corners and jumps where some of the most extreme action in motor sports can be witnessed from mere meters away.

Klarius supply and sponsor motor sport events throughout the UK. In 2009, it developed a full racing exhaust system for one of the UK's fastest growing road car series, the Ma5da Racing Championship, and is developing relationships with a number of different series. The Klarius brand is also present at a lot of motoring events; with one of the series it sponsors recently joining the live stage performance at the Autosport International show at the NEC.

Klarius Emission Control activity produces over 2 million replacement exhausts and CATs for road cars every year and is transferring some of that technology back into motor sport based on road cars. Klarius believes that it has a responsibility to the environment, it is the only manufacturer in the UK that fully Type-Approves its exhaust and CAT systems to ensure that they match or improve on the emissions figures of the OEM systems. This dedication to clean motoring continues in its involvement with motor sports; Klarius developed and released the first commercially available sports CAT that reduces emissions in motor racing without effecting performance.

Bill Godfrey, UK Sales Manager for Klarius, comments on Klarius' involvement: "Klarius has an exceptional working relationship with GMF and is also involved with them in another race series for road cars. Once GMF told us about its involvement in the WyeDean Rally we were eager to work with them to help support the event and provide hospitality. The WyeDean Rally has a very rich heritage, which makes it one of the most enjoyable rallies of the season. Having had a chance to meet some of the drivers and learn about their cars I look forward to seeing the cars battling it out on the rally stages."

As well as sponsoring the event with GMF, Klarius has also teamed up with two of the cars that will be driving in the rally. Nik Elsmore, the winning driver from last year's rally, and Adam Gould, driving the course car. Both drivers are known for their high calibre driving; Nik Elsmore has competed at international level and won the WyeDean Forrest Rally twice previously and Adam Gould is being touted as one of the best young drivers entering the rallying ranks.

Bill Godfrey continues: "Klarius believes that the popularity of motor sports is important for the motor industry. As each team strives for improved performance, it is vital that new technologies and materials are developed; these are then passed down to road cars. For this reason we are very happy to be sponsoring two drivers who show such commitment to their sport. Hopefully we can play a part in Nik adding another trophy to his cabinet and, even though he isn't driving competitively, we look forward to seeing Adam Gould secure some impressive times."

Adam Gould says of Klarius' sponsorship: "Klarius has just come on board for this rally and has helped us out massively by allowing us to get the car out onto a track. Together with GMF, Klarius is supporting the rally in a big way; as well as sponsoring Nik and I, the company is involved in the hospitality and sponsorship of the entire event. For the sport to continue to flourish in the UK this level of support from companies is vital so I am very happy to be working with them for this event."

Nik Elsmore added: "At any level of motor sports drivers rely heavily on sponsorship support to keep them racing competitively. This rally is very personal to me, it is my local event and my father is well known in the UK rallying scene as 'The King of Dean' as he won it three times in a row. Each year that I have the opportunity to race here I feel honoured, especially this year as it is my chance to draw level with dad and take my third win. We are very happy to be working with a company that places such importance on motor sports and hope to develop our relationship with Klarius in the future."

As a warm up for the rally, a recent press day proved to be a great success. Local and national media joined a number of guests for the opportunity to meet the drivers and be taken on adrenaline fuelled laps around a specially created course, designed to emulate the conditions found on the various stages of the rally.

The atmosphere was friendly as attendees relished the rare opportunity to experience top flight rallying first hand, though there was already an undertone of competitiveness as the drivers took every opportunity to tweak their cars to find the best settings for the course. Every year the WyeDean rally is one of the UK's most public friendly and entertaining motor sports events and it is looking like this year will be no different. To see footage of the press day visit http://www.dmaeuropa.com//Portals/24/MMP_Videos/Klarius901stedit.flv.htm

About the KLARIUS Group

Klarius Group is the largest European manufacturer of aftermarket car parts today. The Klarius Group operates five high-volume Manufacturing Plants, a Research & Development Centre, four European Technical Centres, eight International Logistics & Distribution Hubs, and eighteen national and regional Stock Warehouses based across Europe. Klarius Group Headquarters are located in Manchester (UK).

The Klarius Group employs 1,200 personnel across Europe, and has an annual turnover of 200 million Euros.

The two current major market brands within the Klarius Group are Klarius Emission Control Products and QH Automotive parts. Both the QH and Klarius product brands represent a range of OE quality replacement automotive products. Klarius Group companies now offer over 100,000 parts, covering the majority of the European Car Parc, supplying over 80,000 parts every day, to over 5,600 delivery points in more than 136 countries.

Editor Contact

DMA Europa Ltd. : Roland Renshaw

Tel: +44 (0)1299 405454

Fax: +44 (0)1299 403092

Web: www.dmaeuropa.com

Email: roland@dmaeuropa.com

Company Contact

Klarius Group Ltd. : Véronique Auger

Tel: +44 (0) 161 489 3764

Fax: +44 (0) 161 489 6617

Web: www.klarius.eu

Email: Veronique.Auger@Klarius.EU