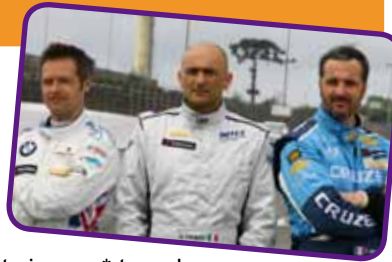


## Successful start to 2010!



The FIA World Touring Car Championship began its sixth season with the closely-fought competition expected of the HSBC FIA WTCC Race of Brazil, held at the Autódromo Internacional de Curitiba on 7 March 2010. This year racing fans will be on the edge of their seats as three WTCC Champions compete for the 2010 title, each behind-the-wheel of different cars. Meanwhile, six new drivers have joined the championship, including Danish Touring Car Champion Michel Nykjær and triple-Porsche Carrera Cup Asia Champion Darryl O'Young. As always, the WTCC continues to have strong

worldwide TV coverage, and in addition to the 48,000 attendees at the Brazilian race, 7.4 million different viewers\* tuned their televisions in to Eurosport and Eurosport 2 to see the opening round of the WTCC season, an increase of 21% on 2009. Both races were also broadcast live on SporTV, the leading Brazilian sport channel.



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

## WTCC welcomes new partners

This year the WTCC welcomes two new season sponsors to its family: leading German wheel manufacturer ATS and one of the world's foremost providers of automotive safety, TRW. ATS has entered into a multi-year partnership with the WTCC as official supplier of lightweight alloy wheels, specially designed for the championship. Meanwhile, TRW will become the first ever sponsor of the WTCC Safety Car. TRW's European Marketing Manager Søren Kristensen said: "We are confident that the agreement will help us convey the message of automotive safety." Also continuing their partnership of the championship will be tyre supplier YOKOHAMA, hotel supplier MARRIOTT, suspension partner MONROE and also KW, as well as sponsors DENSON, KENWOOD and LIQUI MOLY. One of the largest banking and financial organisations in the world, HSBC, continues for the fifth consecutive year to partner the Brazilian rounds of the WTCC.



## WTCC signs deal with RTL

Leading German TV channel RTL has partnered with the WTCC in a broadcasting agreement that will air WTCC footage on the RTL TV channel and its website. RTL will show 10-minute WTCC highlight programmes before Formula One qualifying sessions in order to target motorsport fans, starting on 13 March.



## ON-TRACK ACTION: Curitiba

After a winter full of changes, it was a successful first race weekend for both Chevrolet and the newly-formed SEAT customer team SR-Sport. Despite being equipped with a Chevrolet rather than a SEAT, Yvan Muller took no time getting used to his new car, driving his Cruze to pole position then his first victory for the American marque. He was followed across the line by team-mates Rob Huff and Alain Menu to give Chevrolet a 1-2-3 finish. In race two, SR-Sport's Gabriele Tarquini demonstrated that he is prepared to fight in order to maintain his World Champion status. From fifth on the grid, Tarquini took the lead on lap three, having passed the BMW of Augusto Farfus and SR-Sport team-mate Jordi Gené. With a victory each, Tarquini and Muller are tied at the top of the Drivers' standings, while Chevrolet has taken the Manufacturers' lead with 70 points to SEAT Customers Technology's (SCT) 66. Currently third, BMW's Farfus and Andy Priaulx claimed 40 points. Two YOKOHAMA Independents' Trophy victories put Spaniard Sergio Hernández at the top of the Independents' standings, with Franz Engstler seven points adrift.



# 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



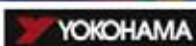
Okayama. 31 October



Macau. 21 November



Series partners



www.fiawtcc.com

## WTCC donates 43 tonnes of food

For the fourth consecutive year the WTCC, together with event sponsor HSBC and the City Hall of Curitiba, aided the starving people of Brazil by donating 43 tonnes of food. Once again the public was offered free tickets to the event in exchange for two kilograms of food. Race fans collected their tickets by delivering food to one of 13 collection points across the city, or by bringing the food to the race track on Sunday morning. The food was donated to the Instituto Pró-Cidadania de Curitiba, which distributed the food to those in need. Through the initiative the WTCC has donated a total of 154 tonnes of food to the Brazilian people since 2007.



## WTCC goes green

Together with the WTCC, Japanese tyre supplier YOKOHAMA, which is in its fifth year as exclusive tyre supplier to the championship, has developed a new eco-friendly racing tyre. The ADVAN ENV-R1 has been developed using a mixture of rubber and orange oil, replacing the aromatic oil used in the previous tyre. The new tyre has improved manoeuvrability and grip, and is more environmentally friendly while maintaining the high performance synonymous with YOKOHAMA.



## New WTCC iPhone application

The WTCC has launched its official iPhone application, a must-have for race fans that want to keep up-to-date with all the latest news from the championship while on the move. The free application, available from iTunes, allows the download of live timings, official driver and manufacturer standings, as well as details on each of the tracks that will be visited by the WTCC. The application will also feature the latest news and pictures as well as useful information such as ticket booking and links to driver and partner websites.



## WTCC drivers compete for new title

In addition to the Driver and Manufacturer titles, a new WTCC Rookie Challenge has also been launched this season. All drivers who have entered the full season of the championship for the first time will be eligible. At Curitiba both Michalisz and Nykjær secured 16 points each, putting them joint lead of the WTCC Rookie Challenge standings ahead of Fredy Barth in third.



## Monroe Performer Trophy: Curitiba

OVERALL	INDEPENDENTS'
Race one: Rob Huff	Sergio Hernández
Race two: Gabriele Tarquini	Sergio Hernández

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

Catch up with all the latest news by visiting [fiawtcc.com](http://fiawtcc.com)



## The next round...



Marrakech, Morocco, 2 May 2010

For further information, contact: [mkt\\_wtcc@eurosport.com](mailto:mkt_wtcc@eurosport.com)