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ATS WHEELS SIGNS UP TO BECOME 'OFFICIAL SUPPLIER' OF THE FIA WORLD TOURING CAR CHAMPIONSHIP

- **ATS Wheels to supply Chevrolet works team and independent teams competing in the Yokohama Independent Trophy**
- **Extensive signage and TV activation around the WTCC**

ATS, an industry leading and well established wheel manufacturer from Bad Dürkheim, Germany has entered into a multi-year partnership with the FIA World Touring Car Championship (WTCC). Under the terms of the agreement, ATS will become an "Official Supplier" and offer specially designed lightweight alloy wheels to manufacturer and independent teams, together with technical assistance to ATS supported teams at each race during the season.

As part of this agreement, ATS will supply complete support to factory team Chevrolet, after successfully undergoing extensive track and aerodynamic testing and analysis by the WTCC title contenders. ATS will also make significant investment in offering its support to independent entries.

'As a global company, we want to further expand our technological and leading role in the sector of top-quality lightweight alloy wheels and to present it to a broad public. Cooperation with leading teams and the organisers of the WTCC itself was thus a logical step to take', said Harald Jacksties, Marketing and Motorsport Manager of the Uniwheels Group, parent company of ATS.

'The fact that ATS is making such a long-term and focussed commitment to the WTCC is fantastic for both the teams and the Championship and we are delighted to welcome a brand with such a rich motorsport history to the WTCC', commented Marcello Lotti, General Manager of KSO, promoter of the WTCC.
'The 'WTCC' wheel has been subjected to extensive track and aerodynamic testing by Chevrolet, who will be supported by ATS in their efforts to win their first World Championship. In addition, ATS will be offering welcome support to our independent team entries, as well as technical assistance to ATS supported teams at each WTCC event'.

The technical and manufacturing investment made by ATS will be underpinned by an extensive multimedia advertising campaign: The ATS brand will be displayed by all competitors opting to compete using ATS Wheels, together with circuit advertising banners at all WTCC events. This on-ground activation will be complemented by an international TV advertising campaign on Eurosport's channels during live coverage of the races and around the 'Inside WTCC' behind-the-scene magazine programmes.

Series partners



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