

MEDIA RELEASE
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DUNLOP UPS THE ANTE AT FPR

Dunlop has upped the ante with its commitment to FPR by taking over the naming rights of Steven Richards' Ford Falcon in the 2010 V8 Supercar Championship.

Richards will drive the Dunlop Super Dealer FPR Falcon in this year's series after the team announced the new naming sponsorship this afternoon.

Dunlop has been a supporter of Ford Performance Racing since the team's inception, so making the step up to naming rights sponsor a logical one.

"Dunlop has been a proud and active sponsor of FPR since the team's creation in 2002, so to see a fully livered Dunlop Super Dealer FPR Falcon on the track in 2010 reflects the value we both hold in this relationship," FPR Team Principle Tim Edwards said.

"It's pleasing to see an existing, blue chip sponsor stepping up to take on naming entitlements.

"In many ways it's a logical step, Dunlop is obviously aware of the commercial advantages of owning a competitive car - we can now take this long standing support to the next level," Edwards said.

While Dunlop is a long term supporter of V8 Supercars and has been the series control tyre supplier since 2002, the Dunlop Super Dealer sponsorship is a first for the tyre retailer.

"This partnership marks the first time the Dunlop Super Dealer retail network has come together to be involved in the V8 Supercar Championship Series," said Phillip Cavagna, Vice President of Marketing, Dunlop Tyres.

"We are extremely excited to be the naming rights sponsor on Steven Richards' number 6 Ford Performance Racing Falcon for the 2010 Series, as well as to have Dunlop continue our ongoing partnership of the entire FPR team.

"Dunlop is one of the world's leading manufacturers of high and ultra high performance tyres with an impressive track record of motorsport success, so Ford Performance Racing is a great fit for our brand.

"It also reinforces Dunlop's long standing relationship with Ford Australia and Ford Performance Vehicles to engineer and supply original equipment tyres for their new road cars."

Taking over the naming rights of Steven Richards' FPR Ford Falcon is a perfect fit for the tyre dealer as the popular driver has been an ambassador to the business for several years.

"Personally I couldn't be happier; I've done a lot of work with Dunlop Super Dealers over the years, so to have my car emblazoned with their colours is brilliant," Steven Richards said.

"I'm definitely looking forward to the new season; I'm expecting the Dunlop Super Dealer FPR Falcon will be a contender this year."

- Ends -

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About Dunlop Super Dealers

The Dunlop Super Dealer network is an Australian-wide collective of leading independent tyre dealers with a powerful commitment to excellence in sales and service. United under the one corporate banner, the Dunlop Super Dealer network offers its customers the economic benefits of a large buying group, the total support of a world leading tyre brand, and the personalised service typical of independent business. Dunlop Super Dealers offer a full range of tyre and related services, from basic fitting to wheel balancing and alignment, puncture and repair work, to expert advice. For more information on Dunlop Super Dealers, please visit www.dunloptyres.com.au

About Dunlop

Dunlop Tyres is one of the world's leading tyre manufacturers of high and ultra high performance tyres with an impressive track record of motorsport success. Dunlop's extensive experience has led to innovative technologies for tyres designed for motorsport, everyday motoring, commercial and agricultural applications. Always looking to maximize driving pleasure, Dunlop offers all types of motorists the performance and durability of the latest tyre technologies. Many of the most prestigious automotive manufacturers fit Dunlop tyres as original equipment, including Alfa Romeo, Audi, AMG, Aston Martin, BMW, Ford, GM, Honda, Jaguar, Mercedes-Benz, Mitsubishi, Nissan, Peugeot, Porsche, Renault, Rover, Seat, Skoda, Toyota, Volkswagen, Aprilia, Benelli, Buell, Derbi, Ducati, Harley Davidson, HRD, Husaberg, Husqvarna, Kawasaki, KTM, MV Agusta, Piaggio, Suzuki, Vertemati, Yamaha. For more information on Dunlop Tyres, please visit www.dunloptyres.com.au