

Media Information

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SILVERLINE CHEVROLET REVEALS 2011 BTCC TITLE CHALLENGER

With just a week to go before the 2011 Dunlop MSA British Touring Car Championship gets underway at Brands Hatch on 2-3 April, RML officially unveiled their championship challenger, the Silverline Chevrolet Cruze, at yesterday's official TOCA media day.

2011 sees the welcome return of popular pairing Jason Plato and Alex MacDowall and as both promise to return to the series to defend and conquer, the striking new Cruze with edgy livery looks set to be the perfect tool with which to achieve their championship aims.

Silverline, Chevrolet and ECM continue their partnership with RML this year and will be joined by a host of key partners including Tesco Momentum 99 fuel, DuPont Refinish, Dread, Mobil 1, Rays Wheels, OMP, Chicago Pneumatic and Autoglym, all of whom feature on the distinct Cruze.

Rupert Manwaring, RML Sponsorship & Marketing Director: "It's great to see the Silverline Chevrolet team getting such strong support – it shows the broad appeal of the country's most exciting motorsport series, and gives us a great boost as we head into what promises to be the BTCC's most competitive season ever."

Mark Terry, Chevrolet UK Managing Director: "Last year I had great pride in seeing the Chevrolet Cruze winning the BTCC driver's title in its first full season, and this year I can't wait to once again see the Cruze leading rival models around the track. We've got a great team behind us, and we're extremely excited about our prospects for 2011. It's Chevrolet's centenary year, we have four major new model launches, and it's important that our long tradition of motorsport is part of what will be one of the most significant years in our company's history."

With media duties over Jason and Alex set to work with final testing duties prior to Brands Hatch next weekend. By session end the team were extremely encouraged and both drivers laid down the gauntlet to their rivals. Simply put Jason summarised: "It's even better than last year's car and we won the championship in that!"



CHEVROLET

CRUZE



20-year old 'BRDC Super Star' Alex MacDowall added: "I'm thrilled to be driving for Silverline Chevrolet again. The car feels brilliant. Last season was a learning curve for me – it's fair to say nerves got the better of me a couple of times – but this year I'm much more comfortable and much more confident. I'm hoping for some good results, and will definitely be aiming for that first BTCC win."

In addition to full live raceday coverage shown on ITV4, the BTCC will now not only benefit from high definition coverage via ITV4 HD for the first time, but qualifying will also be streamed live via the ITV Sport website.

Tickets are still available via www.brandshatch.co.uk, with children 13 and under free and early bookers can save £5.00 on advance purchases.

For more information and to keep up to date with all the latest team news, visit:

www.rmlmallock.co.uk

www.chevroletbtcc.com

www.silverlinetools.com/racingsilverline

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About RML

RML will return in 2011 to defend their titles in the FIA World Touring Car Championship, British Touring Car Championship and the ACO Le Mans Series LMP2 class, having claimed five titles last season.

The RML Group comprises the following divisions; Motorsport, Automotive, Engines and Events. Based in Northamptonshire, England, the company's 4,300 square metre facility includes design, development, manufacturing and operational support for international race/rally programmes and automotive engineering projects including performance engine development.

Since its formation in 1984 RML has achieved success in a diverse range of motorsport categories including GT/sportscars, touring cars, rally cars, single seaters and oval speedway cars.

RML's BTCC team work together with a number of specialist official suppliers and technical partners including:

www.silverlinetools.com, www.chevrolet.co.uk, www.tesco.com/Momentum99,
www.ecmvds.co.uk, www.dread.cc, www.mobil.com, www.rayswheels.co.jp,
www.ompracing.it, www.ad-group.co.uk, www.dupontrefinish.eu, www.cp.com

RML also support Spinal Research as their chosen charity – www.spinal-research.org.

More information on RML is available at www.rmlmallock.co.uk

For more information on our racing programmes, please contact:

Sara Lambden
Hospitality & PR Co-ordinator
RML Group
T: +44 (0)1933 402440
E: saral@rmlmallock.co.uk



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For more information please contact:
Rupert Manwaring
Sponsorship and Marketing Director
Telephone +44 (0)1933 402440
Email rupertm@rmlmallock.com