



# PRESS RELEASE

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For Immediate Release

## TOYO TYRE (UK) Sponsorship 2008 : TIME ATTACK Series & EDC Championship

RUSHDEN, UK — November 27th, 2007—TOYO TYRE (UK) LTD [TUK] is delighted to announce a new 3 year sponsorship deal for continued support and sponsorship of the Time Attack Series and the European Drift Championship (EDC)

This sponsorship deal signals a new level of maturity for the TOYO and TIME ATTACK and EDC partnership and commits both parties to develop still further what is already the UK's premium high speed motoring event for aftermarket tuned cars.

Additionally, and within the details of the sponsorship deal, TOYO TIRES will be the official control tyre of choice for all the TIME ATTACK Series competitors.

Speaking of his excitement, Andy Barnes - Director of the Time Attack Series said:

' A 3 year tyre deal is a confident step in the right direction for the Time Attack Series. Toyo's product range is perfectly suited to our competitors in an environment where our regulations are set on road legal semi slicks. The majority of our competitors already use Toyo tyres as personal choice based on performance therefore the commitment of a longer term relationship with Toyo, being a tyre company that understands the aftermarket tuning scene and its importance is a fantastic boost to our Series and our competitors who will benefit from the direct support of Toyo. Toyo continue to listen and support the aftermarket scene in general and therefore they have a proven track record as a perfect match for the future strategy of the Time Attack Series'.

Nick Manning – Marketing Manger [TUK] expressed his delight by adding:

' We are extremely pleased and proud of this new agreement. Committing to a 3 year sponsorship deal for both the TIME ATTACK and EDC events and appointing TOYO TIRES as the official control tyre of choice for the Time Attack Series is a progressive step forward that will undoubtedly take our

association with the series to new levels of success. It is the result of a lot of hard work and good co-operation from both sides over many years and is a good example of what a successful partnership can deliver. It is also timely since the TIME ATTACK series is now well established as the most popular motoring event for aftermarket tuned cars in the UK. It has enjoyed unparalleled success over the last few years and with additional benefits such as an improved T.V. deal, is all set to dominate this particular type of motorsport for some years to come. This is a fantastic deal for TOYO TIRES and we are all very excited about these latest developments'.

Further details of the TIME ATTACK Series and EDC and TOYO TIRES can be found by visiting the following websites

[www.toyo.co.uk](http://www.toyo.co.uk)

[www.timeattack.co.uk](http://www.timeattack.co.uk)

Release Ends.