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Pedders lead the way in V8 Supercar Championship Series... No Bull

V8 Supercars Australia will today launch its new-look Pedders Safety Car and Pedders Course Car at the opening event of the 2010 V8 Supercar Championship Series – the Yas V8 400 at Yas Marina Circuit, Abu Dhabi.

The addition of the new Safety Car and Course Car to the V8 Supercar fleet, provided by Ford and Holden to lead the V8 Supercar field throughout the 2010 season, coincides with V8 Supercars' spectacular debut at Yas Marina Circuit as well as the sport's first night race.

The Pedders Safety Car and Pedders Course Car feature slick new liveries incorporating V8 Supercars' 'Greatest Show on Wheels' brand campaign and Pedders branding, while they both have been equipped with Pedders SportsRyder suspension kits.

"The Safety and Course Car sponsorships are valuable assets which deliver outstanding results for associated companies," acting V8 Supercars Australia CEO Shane Howard said.

"Pedders is a fantastic Australian company and a perfect fit for V8 Supercars. It is clear that the results Pedders experienced in 2009 have impacted strongly on their business and we are proud to have them extend their sponsorship to Naming Rights sponsor of the Pedders Safety Car and Pedders Course Car."

V8 Supercars will launch a major promotion at the first Australian-based V8 Supercars event in the calendar - the Clipsal 500 Adelaide. Fans will have the chance to win their choice of the Pedders Safety Car or Pedders Course Car, with both being given away at the conclusion of the 2010 V8 Supercar Championship Series - the Sydney Telstra 500 in December.

Pedders Marketing Director Scott Pedder is excited about their ongoing association with V8 Supercars and eagerly awaiting the Pedders-branded Safety Car and Course Car on track in 2010.

"In 2009, Pedders had a minor sponsorship of the V8 Supercars Safety Car and Course Car properties. As a business we were overwhelmed with the results," he said.

"It is not often you are able to sponsor a property whereby you can feature your company's products, that is exactly what we have achieved in 2010. By fitting both the Holden and Ford cars with Pedders' best suspension packages we can demonstrate to a huge audience the benefits of our product for every day Australians and their vehicles.

"The naming rights sponsorship of the Safety Car and Course Car will kick start a big year for the Pedders brand as we celebrate our 60th anniversary this year. We are also expanding our business into the brakes category and will launch a co-branded V8 Supercars and Pedders suspension kit."

The Pedders Safety Car and Pedders Course Car can be seen on the Seven Network's exclusive coverage of the V8 Supercar Championship Series opener at Yas Marina.



Straight advice, specialists you understand and... **No Bull**

