



GREEN FLAG SIGNS UP TWO-YEAR SPONSORSHIP OF THE MSA BRITISH TOURING CAR CHAMPIONSHIP

Green Flag Motoring Assistance has reinforced its support for British motorsport by announcing it is to continue to sponsor the MSA British Touring Car Championship (BTCC) for the next two years. The deal will take the rescue and recovery provider's involvement with BTCC through to the end of the 2004 season, with an option to continue the sponsorship beyond that date.

([PRWEB](#)) January 23, 2003 -- The 20-round series, which visits all the leading UK race circuits as well as Irish circuit, Mondello Park will continue to be known as the Green Flag British Touring Car Championship. The announcement was made at the annual BTCC awards dinner on January 18 where Vauxhall driver James Thompson was presented with the 2002 championship-winning trophy.

Included in the sponsorship is exposure on TV and press of the Green Flag Motoring Assistance brand at the trackside and on the competing cars and drivers' race wear. Also included is a unique link up between the company's website at www.greenflag.com and the official championship site at www.tocatour.com.

TV coverage of the Green Flag British Touring Car Championship will occupy a prime Saturday afternoon one-hour slot on all regions of ITV's network. A Green Flag-sponsored highlights programme of all 10 race meetings will be broadcast on a one-week deferred basis. Granada will produce the programmes for ITV Sport. Highlights will also be broadcast on Sky Sports, as well as live coverage being broadcast on Motors TV.

Green Flag's managing director, Chris Moat said: "We are delighted to continue our relationship with BTCC. The growing numbers of race-goers and TV viewers (some 1m per highlights programme) points to a renewed interest in the series and was a major factor in our decision to sign up to title sponsorship for another two years.

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Chris Moat added: "The link-up with such an exciting motorsport series that is accessible to fans and features many home-grown drivers, is a potent mix that, in the last year, has been proven to enhance awareness and favourability of our motoring assistance brand."

BTCC series director, Richard West commented: "The BTCC and Green Flag fit well together and we are looking forward to building upon what was a very strong and successful relationship in 2002. With Green Flag being a top brand in the motoring assistance industry and the BTCC being a leading domestic series we see great benefits coming from this high profile association."

Green Flag Motoring Assistance is a brand of UKI Partnerships, a leading business-to-business provider of general insurance and motoring assistance.

ENDS



Notes to editors

Green Flag MSA 2003 British Touring Car Championship Calendar

April 21	Mondello Park (Eire)
May 5	Brands Hatch (Indy)*
May 26	Thruxton
June 8	Silverstone
June 22	Croft
July 13	Rockingham
August 9	Snetterton**
August 25	Brands Hatch (Indy)
September 7	Donington Park
September 21	Oulton Park

* CART Support Race

** Saturday raceday

For high-resolution images, contact the Green Flag Motoring Assistance press office at 0113 399 1427 (public-relations@greenflag.com) or visit www.greenflag.com/newsroom to download free images.



Contact Information

Nigel Charlesworth

Direct Line Group

<http://www.greenflag.com>

0113 399 1427

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