



For immediate release:
29th April 2008

SEAT and FARO get the measure of the BTCC

SEAT Sport UK and FARO Europe, part of the global Florida-based FARO Technologies Inc, have joined forces in the HiQ MSA British Touring Car Championship.

FARO is the world leader in portable 3D measurement technology, with its international subsidiaries designing, developing, and marketing software and portable computerised measurement devices. The company's products, including the Fusion Faro Arm now installed at SEAT Sport UK's fabrication and engineering departments in Northampton, allows 3D inspections of parts and assemblies.

From the next race meeting at Donington Park in Leicestershire (May 3/4) FARO will be seen on the side of the SEAT Leon TDI racers driven by Jason Plato and Darren Turner in the BTCC, while FARO guests will attend at least three race meetings.

Grant Clearwater, SEAT Sport UK Team Principal, said: "The Fusion FARO Arm is an important addition to our fabrication and engineering departments, as it gives us very accurate measurements enabling our engineers to transfer dimensions very quickly to the CAD for ongoing engineering projects. The new Fusion Arm gives us another dimension in our endeavour of turning out the best-prepared touring cars on the BTCC grid."

Kai Gärtling, responsible for FARO Europe's involvement in motorsport, added: "By our partnership with SEAT Sport UK in the HiQ MSA British Touring Car Championship we aim to support the team to perfect their race cars and set-ups in order to reach the highest possible quality standard. At the same time, we hope to get from the motorsport scene more inputs for the development of our measurement systems in the automotive sector. We wish the SEAT Sport UK team the very best for the season."

(ends)

Copyright free hi-res images are available on-line from the Press area at www.seatsportuk.co.uk

For more information please contact Paul Evans
Tel: +44 (0)77 10 74 31 67 / E-mail: paul.evans@seatsportuk.co.uk

This news release is issued in accordance with Clause 1.2j of the British Codes of Advertising and Sales Promotion and therefore cannot be the subject of a transaction of any kind.

Note to Editors:

The British Touring Car Championship (BTCC) was formed in 1958 and is the UK's most popular motor racing spectacle. Its race season comprises ten events at top circuits across the UK. It is contested by professional racing drivers in competition versions of everyday road cars, giving it tremendous public appeal. Around 300,000 watch the BTCC trackside each year. www.btcc.net

HiQ (part of Goodyear Dunlop) has become the BTCC's new title sponsor in 2008 in a three-year agreement. It provides a fast-fit car care service at its 150 centres across the UK. In the next two years, that number will rise to 250 as HiQ embarks on revolutionising the fast-fit industry. It has already taken the lead by offering a unique online service www.hiqonline.co.uk for motorists to buy tyres and arrange a fitting appointment.