

# Antonov sponsors A1 Team Netherlands



Antonov plc has announced its sponsorship of A1 Team Netherlands. The vehicle automatic transmission specialist enters the sport as a brand new sponsor on the eve of the third A1 GP 'World Cup of Motorsport' season. Antonov's corporate identity will be prominently displayed on the nose cone section of the A1 GP racecar.

"The majority of our shareholders are based in the Netherlands," said John Moore chief executive Antonov plc. "Sponsorship of A1 Team Netherlands was a logical choice, particularly with the first race of the season being at the Zandvoort race circuit, where we have previously demonstrated our vehicle technology. Motorsport forms a natural part of the automotive industry and this global sponsorship programme will help us achieve our automotive marketing and business objectives - particularly in China."



Antonov has previously announced a Chinese project with vehicle manufacturer Geely and has more recently secured a second Chinese programme with component supplier Loncin. Both companies are pursuing the development of six-speed automatic transmission systems that would be manufactured in China employing Antonov technology.

Moore added: "The A1 GP series provides Antonov with a global motorsport marketing platform for reaching important automotive growth markets in China and Southeast Asia, where four of the eleven races are held and where VIP hospitality is particularly important for developing a relationship with corporate clients. Clients in this part of the world have an increasing love affair with motorsport and providing corporate hospitality forms an important part of their cultural way of doing business in which socialising and entertainment forms such a very important role."

"In addition, our increasing level of automotive design activity in the UK, where our engineering effort is now based, means that the race at Brands Hatch next year will also be important to us."

More information on Team Netherlands and the latest Team results can be found here: [www.a1gp.com/about/aboutteam.aspx](http://www.a1gp.com/about/aboutteam.aspx) ➡