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Renault F1 Team announces MOV'IT[®] partnership

The Renault F1 Team today announced that its R30 race cars will feature branding from MOV'IT[®], beginning at the 2010 Bahrain Grand Prix. MOV'IT[®] branding will be prominent on the nose cone of the R30.

Based in Germany, MOV'IT[®] develops high-performance brake systems for sports, racing and security vehicles, as well as for manufacturers of super-sportscars. MOV'IT[®] brake systems employ a unique construction of carbon-ceramic rotor that offers important advantages over its competitors, especially in terms of weight, strength and durability.

Over the last fifteen years, MOV'IT[®] has already sealed close partnerships with major players within the automotive industry. The appearance of MOV'IT[®] branding on the Renault F1 Team race cars represents a step forward to grow the visibility of this high-tech brand among a technologically aware global audience.

„One of the primary motivations for our investment in Renault F1 Team was to use the sport as a powerful business-to-business platform and create synergies between different companies within our partner network,” commented Renault F1 Team chairman Gérard Lopez.

„The fit between the core business of MOV'IT[®] and the F1 audience is a perfect example of how we can use F1 as an enabler for companies within our partner network. Furthermore, it couldn't be more appropriate for us to carry this branding in Bahrain, which is among the most demanding circuits on the F1 calendar for brake performance.“

„We are delighted to be part of the Renault F1 Team partner network,” commented Frank Scherer, CEO of MOV'IT[®]. „It is a hard task to stop F1 cars on a dime. Our high demands on material quality, intense research and perfect craftsmanship combine well with Formula 1. This braking expertise is available in every MOV'IT[®] braking system.“

