



NEWS SUMMARY

CarPlan Announcement

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F1 – Marussia F1 Team set to shine with new supplier CarPlan

 FEBRUARY 27, 2012  [LEAVE A COMMENT](#)



GLEAM TEAM

Marussia F1 Team set to shine with new supplier CarPlan

Banbury, UK

Monday 27 February 2012, 13.00 GMT

The Marussia F1 Team is pleased to announce that it has joined forces with CarPlan, the number one selling car care brand in the UK.

CarPlan has been providing first class car care products since the 1960s. It is the most recognised car care marque and one of the most important brands within the Tetrosyl Group. Tetrosyl is the largest manufacturer and supplier of car care products in Europe, its global reach extending to 76 countries.

As a Marussia F1 Team official supplier, CarPlan will provide high quality products to the race team to ensure that the presentation of their Formula One cars is immaculate every time they leave the pit lane. In addition, CarPlan will provide products for use at the team's UK based headquarters, the Marussia Technical Centre in Banbury, to ensure the cars are polished and protected prior to travelling the world to 20 Grand Prix destinations.

Andy Webb, CEO, Marussia F1 Team

"I am delighted to welcome CarPlan to the team as an official supplier. CarPlan needs no introduction as a market-leading brand that is innovative and energetic in terms of its marketing approach. Our 2012 has got off to a positive start in terms of strengthening our existing partnerships and bringing new relationships to the portfolio. CarPlan join the team at an exciting time, both for us and for the sport, as we all prepare to embark on a brand new season."

La Marussia F1 Team ha raggiunto la partnership con CarPlan

F1 | 27 febbraio 2012 - 22:03



La Marussia F1 Team ha annunciato oggi il raggiungimento dell'accordo di collaborazione con CarPlan, marchio leader in Gran Bretagna per servizi di cura ed attenzione verso le macchine. Questo accordo permetterà a CarPlan di incrementare la sua visibilità nel Mondo, fornendo al contempo prodotti di prima qualità per la manutenzione delle monoposto del team.

Per la Marussia F1 Team ha parlato il suo CEO, Andy Webb:

"Sono lieto di dare il benvenuto a CarPlan come fornitore ufficiale - ha dichiarato ai media - CarPlan non ha bisogno di introduzioni come marchio leader di mercato che è innovativo ed energico in termini di approccio al marketing. Il nostro 2012 ha avuto un inizio positivo come rafforzamento delle nostre esistenti partnership e come incremento delle collaborazioni all'interno del nostro portfolio. CarPlan si unisce al team in un momento propizio, sia per noi sia per lo sport, in quanto tutti ci prepariamo ad imbarcarci in una nuova stagione".

Sull'altra sponda è intervenuto Peter Schofield, Capo di Tetrosyl Group: *"Siamo estremamente onorati di essere fornitori ufficiali della Marussia F1 Team e non vediamo l'ora di una grandiosa stagione - ha affermato - È un modo molto entusiasmante per noi per cominciare l'anno. Abbiamo già intrapreso una relazione positiva lavorando assieme da vicino nei test di settimana scorsa a Barcellona per assicurare che i migliori prodotti CarPlan fossero selezionati, così come godere di una grossa esposizione poiché i nostri loghi sono stati posizionati sui turning vanes della vettura. Siamo felici di questa nuova collaborazione e auguriamo tutte le fortune al team per questa stagione".*



F1 News

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Peter Schofield, Chairman, Tetrosyl Group

"We are extremely honoured to be a Marussia F1 Team official supplier and we look forward to a great season ahead. It's a very exciting way to start the year for us. We have already got the relationship off to a positive start by working closely together at the Barcelona test last week to ensure that the best CarPlan products were selected, as well as enjoying great exposure as our CarPlan logos were positioned on the car's turning vanes. We are delighted with this new relationship and we wish the best of luck to the team this season."

PaddockTalk Perspective

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Marussia espera que sus coches 'brillen' más que ningún otro

Los equipos de Fórmula 1 se encuentran en plena preparación de la temporada y también presentando sus acuerdos de patrocinio, el último en hacerlo ha sido Marussia con el fabricante de productos de cuidado del vehículo CarPlan

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SPORT.es

| 27.02.2012 | 18:16h

La escudería Marussia de 'F1' ha presentado un nuevo patrocinador/proveedor para la temporada 2012, el fabricante de productos para el embellecimiento del coche 'CarPlan', conocidos por su abrillantador de coche, muy popular en el Reino Unido.

Los coches de Marussia que serán pilotados por Timo Glock y Charles Pic, esperan 'brillar' en la parrilla y tener una imagen "inmaculada" en cada gran premio.



► Marussia tiene un nuevo patrocinador | Foto: REUTERS

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Marussia mit weiterem neuen Partner: CarPlan

von Roman Wittemeier

27. Februar 2012 - 14:32 Uhr

(Motorsport-Total.com) - Marussia geht mit einem weiteren neuen Partner in die Formel-1-Saison 2012. Das britisch-russische Team unterzeichnete einen Vertrag mit CarPlan. Der Hersteller von Auto-Pflegeprodukten wird offizieller Ausstatter des Teams um den deutschen Piloten Timo Glock. "Ich freue mich, dass wir CarPlan als offiziellen Lieferanten gewinnen konnten", so Marussia-Geschäftsführer Andy Webb. "CarPlan muss man als führende Marke gar nicht weiter vorstellen."

"2012 ist für uns sehr gut gestartet, denn wir haben unsere bestehenden Beziehungen ausbauen können, neue Partnerschaften kamen hinzu", fasst Webb den kommerziellen Weg des Teams zusammen. "Wir sind stolz und freuen uns auf eine tolle Saison", so Peter Schofield, Geschäftsführer der Tetrosyl-Gruppe, unter deren Dach die Marke CarPlan angesiedelt ist. "Wir haben schon zuletzt in Barcelona gut zusammengearbeitet. Wir haben die passenden Produkte ausgewählt und unser Logo auf den Leitblechen platziert."

Компания CarPlan стала новым поставщиком Marussia

Материал предоставлен изданием [F1News.Ru](#)

27 февраля 2012, 19:35 | чемпионат мира



Компания CarPlan, которая с 1960 года выпускает всевозможные средства по уходу за автомобилями, стала официальным поставщиком команды Marussia F1. Её логотипы появятся на боковых дефлекторах машин российской команды.

CarPlan входит в группу компаний Tetrosyl, которая является крупнейшим в Европе производителем товаров для ухода за машинами и представлена в настоящее время в 76 странах мира. При помощи её продуктов не только техника Ф1, но и грузовики, перевозящие моторхоумы, а также вспомогательные автомобили Marussia будут сверкать отполированными до блеска боками по ходу всего сезона

Энди Уэбб, исполнительный директор команды: «Я рад приветствовать CarPlan в роли нашего официального поставщика. Эта компания не нуждается в дополнительном представлении, так как является лидером рынка и отличается инновационным и энергичным подходом к маркетингу. Для нас 2012 год начинается успешно – удалось усилить существующие партнёрские связи и добавить к ним новые. CarPlan присоединяется к нам в отличный момент, когда команда готовится вступить в новый сезон».



увеличить

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CarPlan - новый партнер Marussia

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Команда Marussia объявила о новом спонсорском контракте - партнером команды станет крупнейший в Великобритании производитель автокосметики и средств по уходу за автомобилем CarPlan.

"CarPlan не нуждается в представлении, так как на своем рынке это лидирующий бренд, который применяет энергичный подход в своих маркетинговых инициативах", - заявил Энди Уэбб, представитель Marussia по связям с общественностью.

@Marussia_F1Team & @CarPlan_



SAMPLE TWEETS & WEBSITE



Marussia F1 Team @Marussia_F1Team

19h

A big welcome to our new Official Supplier @_CarPlan_. The cars are going to look fantastic! marussiaf1team.com/news/535/



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We are set to shine with new supplier CarPlan



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Mark Rutter Points Points we want some points boys

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