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ATCC Begins New Season With KW Suspension (Germany) Partnership

Motorsport Asia and KW Automotive announce today that they have agreed a partnership deal for the Asian Touring Car Championship 2005 season.

The KW brand will be visible on all ATCC cars and driver's suits, the podium and press conference backdrops and Championship materials.

KW automotive GmbH, based in Fichtenberg, Germany, has emerged as one of the leading manufacturers of Sport Suspension Systems. Founded in 1991, KW delivers the largest application line-up of coilover suspension in the marketplace today.

Motor sport is the source of countless innovations, and a source well tapped by KW automotive GmbH. For over 10 years, the founders and owners of KW automotive GmbH have been active in motor sport. Their involvement has grown throughout the years, from the ADAC GT Cup to the DTC, from STW to the current FIA GT series and WTCC. In 1999, KW had even fielded its own racing team in the DTC, with Ellen Lohr as a driver. In 2002, the KW Competition equipped Zakspeed Viper captured the overall winner title in the 24h race at Nürburgring. The experiences collected over the years are constantly integrated into new developments. Continuous improvements and global innovations such as the inox-line stainless steel technology provide impressive testimony to the technical abilities of KW automotive GmbH

Over the last eight years, the KW brand has been constantly developed into the powerhouse it is today. KW automotive GmbH is present at all major automotive trade shows worldwide. From Frankfurt to Geneva, Paris to Tokyo, Essen to Las Vegas, KW is there.

Motorsport Asia CEO David Sonenscher warmly welcomed the new partnership: " I am pleased to welcome a company with such a rich motorsport heritage to the Asian Touring Car Championship. This relationship is built upon common values and objectives and I am certain that together we will be able to grow the recognition of our respective brands throughout the Asian region."



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Mr Klaus Wohlfarth, MD of KW Automotive added, “Due to our experience gained in the WTCC together with the positive feedback, we expanded our activities in the Asian markets by establishing this great partnership with ATCC. For a performance product like KW suspension, it’s the best way to demonstrate how competitive we are compared to other suspension brands involved in the Championship. Suspension technology plays a vital role in the difference between winning and losing.

Our intention, as a technical partner is to increase the KW brand in Asia and to inform the markets that KW Automotive solely specializes in Suspension technologies for the road and racetrack. It is the one and only, original KW Suspension “Made in Germany”.
www.KWsuspensions.de

The recently introduced FIA S2000 Regulations for ATCC has grabbed the attention of manufacturers, sponsors and competitors and is shaping up to be the most competitive and well supported season for many years. This eagerly awaited 13-round Championship will visit Malaysia, Thailand, Beijing, South Korea, Zhuhai and will culminate as part of the World Touring Car Championship at the prestigious Macau Grand Prix event.