

For Immediate Release  
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## Bridgestone on board for World Solar Challenge



*Bridgestone Australia and New Zealand Managing Director Andrew Moffatt and South Australian Motor Sports Board Chief Executive Mark Warren.*

**Bridgestone** has announced it will be the **title sponsor** for the **2015 World Solar Challenge** for the second year running.

The Company is a major supporter of the friendly global competition which will take participants on a 3,000 kilometre solar powered journey from Darwin to Adelaide from October 18-25.

The Bridgestone World Solar Challenge 2015 will feature three separate classes of competition; the 'Adventure Class' for pre-2015 event vehicles; the 'Cruiser Class' designed for practicality; and the elite 'Challenger Class' which will see participants competing to finish the race in the fastest time.

Bridgestone Australia and New Zealand Managing Director **Andrew Moffatt** said Bridgestone is proud to once again lend its support to the international celebration of environmentally-friendly technology.

# News Release



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“We are extremely pleased to offer our support to the World Solar Challenge, now in its 13<sup>th</sup> year, as it encourages and promotes innovation in technology to support sustainable practices,” Mr Moffatt said.

“Globally, Bridgestone is committed to striving towards achieving a sustainable society and has invested in practices to support this, which is reflected in several of our superior products.

“Our Ecopia range of tyres is a prime example of a product that is a popular choice among Australian drivers resulting from technology developed to reduce environmental impacts and save fuel.”

Bridgestone’s Ecopia tyres and ologic technology will once again be on display as part of the Bridgestone World Solar Challenge in 2015.

“Supporting the World Solar Challenge is just one way Bridgestone advocates for more efficient, environmentally-friendly technology and we are really looking forward to watching the competition unfold,” Mr Moffatt said.

Chief Executive of the South Australian Motor Sports Board **Mark Warren** said Bridgestone’s successive sponsorship of the World Solar Challenge will help ensure the development of pioneering solar technology continues.

“During Bridgestone’s inaugural title sponsorship in 2013, 38 teams from 22 countries crossed the continent using innovative and efficient solar technology,” Mr Warren said.

“We seek to inspire some of the brightest young people on the planet and with Bridgestone’s embedded philosophy of encouraging creative pioneering technology behind the Challenge, I’m certain we’ll see another impressive competition in 2015.”

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