

PRESS RELEASE



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MOTORSPORT INDUSTRY DELIGHTED BY LEWIS HAMILTON SUCCESS

Chris Aylett, Chief Executive of the Motorsport Industry Association – the global industry body of motorsport – expressed delight at the success of Lewis Hamilton – and the benefit it will bring to the industry, sponsors, and 40,000 employees in the UK.

“Lewis will make a great champion and attract a new young audience to F1 and motorsport. Our industry needed this news during these difficult times.

Commercially, we rely on attracting sponsors to support our engineering. Lewis will create excellent media interest which in turn brings in sponsors who pay the bills of the sport.

His positive attitude, and clear appreciation of family values, is just what are needed – sending good messages to young sportsmen. I am sure he will prove to be an excellent role model.

F1 can now move on from negative press coverage, with its new young champion and technical rules for 2009. This is good for the business of UK motorsport and the employees on which it relies.”

For further information, please contact Jayne Thomas on 02476 692600 or email jayne.thomas@the-mia

EDITOR'S NOTE

The Motorsport Industry Association (MIA) is the leading trade association for Motorsport's performance engineering, services and tuning industry. It represents the specialised needs of this highly successful Industry which, although extending throughout the world and rapidly expanding in the developing nations, is centred here in the UK.

The MIA Membership displays a wide demographic spread, including; Motorsport and Performance Engineering companies, race and rally teams, governing bodies, motorsport services, research organisations, race circuits and universities and colleges.

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