Michelin becomes title sponsor for Ginetta Junior Championship

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Long-standing partnership between Ginetta and Michelin continues...

Ginetta says that the firm is delighted to announce that leading global tyre manufacturer Michelin will become the title sponsor for the 2019 Ginetta Junior Championship as part of a new five-year extension to their long-standing partnership.

Renewing a successful association that has lasted over a decade already and will continue through to 2023, Michelin will remain the sole tyre supplier for all five of Ginetta's domestic single marque championships.

After being the title sponsor for the Ginetta GT4 SuperCup since its inception in 2008, an exciting change for next season will see Michelin become the headline partner for the Ginetta Junior Championship.

Tim Hoare, Motorsport Manager at Michelin said: *"We are proud to extend our long-standing sponsorship partnership with Ginetta and strengthen our association with the complete ladder of racing that Ginetta and Michelin can provide for drivers.*

We feel that our two brands work together very well, allowing drivers of all ages and abilities to experience the thrill of motorsport, while providing an excellent springboard for them to progress through the various classes and beyond, if they so wish.

This partnership also helps us bring to life the Total Performance characteristics of both our motorsport and road tyres, which are developed along similar lines to make driving a sustainable and more pleasurable experience for all."

The Ginetta Junior Championship is the UK's longest running and most prestigious junior series, offering the first step on the motorsport ladder for 14 to 17 year old racing drivers within the support package for the British Touring Car Championship.

Using the Ginetta G40 Junior, the series produces incredibly close-fought, exciting racing and has been the launchpad for drivers to enjoy successful careers around the world across a variety of different Motorsport disciplines.

Ashley Gallagher, Ginetta Motorsport Manager: *"Michelin are undoubtedly one of the leading tyre manufacturers in the world, and their ethos of providing safe and reliable products to their customers is synonymous with that of Ginetta.*

We are delighted to further our partnership with a company as respected as Michelin into a second decade. This is a testament to the continued success of our domestic championships and together we're looking forward to a fantastic year of competition in 2019."


MICHELIN