



Falken works with car clubs to improve grass-root rallying and under 17s motorsport

Falken helps to develop entry-level motorsport in North West England through support and supply of Falken ZIEX ZE912 tyres

Offenbach, March 14 2013. Falken is backing young talent in motorsport through a new sponsorship and support scheme that will enable drivers access to subsidised and free tyres. The Japanese tyre manufacturer will be providing tyres for the Association of North Western Car Clubs (ANWCC) K11 Micra Challenge and the Under 17 Motor AutoSOLO Championship for Standard Cars. Falken will be providing its ZE912 tyres to qualifying competitors along with offering discounts to all those involved in the championship.

Founded by multiple rally and autotest champion Steve Johnson, the North West K11 Micra Challenge was created to bypass the escalating costs that are normally associated with stage rallying. By creating a championship that was open to just one class of car, an affordable one litre Nissan K11 Micra, Johnson envisioned a regional championship that offers an affordable way for people to enjoy motorsport. Specifying control tyres such as the ZIEX ZE912 from Falken also helps keep entry requirement costs to a bare minimum. Johnson and his team launched the championship this year at the Autosport Show in January at Birmingham's NEC.

In addition to the K11 Micra Challenge, Falken is also supporting the Under 17 Motor Club which provides opportunities for 14 to 17 year olds to gain experience in vehicle handling in a controlled environment away from the public highway. The Under 17 AutoSOLO championship in partnership with Falken aims to discover and nurture the future stars of UK motorsport.

"We chose Falken Tyres due to the fact they have lasted up to six rallies per set of tyres which is great value for money," says Johnson. "The Falken tyres have proven to be good in a wide range of grip conditions and have a great resistance to punctures. They allow all drivers to find the grip limits of the car and tyre allowing the drivers to develop their driving skills."

Falken will be providing its ZIEX ZE912 to the two championships. Striking the balance between durability and affordability, the progressive nature of the tyre makes it an ideal choice for novices and those learning car control at the limit for the first time. "The ZIEX ZE912 is a predictable and durable tyre," says UK Director of Falken Tyres, Matt Smith; "It is a long lasting and therefore cost-effective cover that also performs when pushed to the limit."

Falken is also to support a Nissan Micra in the Under 17 series later in the year to offer journalists the opportunity to pit their skills against the young drivers in the championship.

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About FALKEN Tyres Europe:

The technology and development of Falken High Performance Tyres and their driving characteristics have for many years been derived from motorsport, most recently its participation in the American Le Mans Series and Nürburgring 24 Hours. Tyre technologies developed on track are often transferred to the road, offering improvements in wet and dry grip, efficiency, feeling and control.

Falken is a brand of Sumitomo Rubber Industries Japan, with European headquarters in Frankfurt. In Europe, Falken has aggressively expanded its product range, launching new products in new sectors and niches across Europe. Falken's current products range from the track-inspired AZENIS series including the latest FK453 flagship through to the efficient and innovative ZE914 and the rugged all-terrain WildPeak A/T and cold weather EUROWINTER HS449.

All FALKEN products fulfil the ISO standards 9001 and 14001. For more information visit www.falken-europe.de or www.facebook.com/falkenmotorsports