



Strakka Racing to partner with Dell and Xero

New Strakka Livery reveals technology leaders' support for British race team

New partnerships with global technology leader Dell and cloud accounting software company Xero have been announced by British motorsports team Strakka Racing. After revealing its World Endurance Championship Gibson 015S at The Prologue in the new colours, the team confirmed that its Formula V8 3.5 and new R.S.01 race cars will also carry Dell and Xero branding in a multi-year deal. The partnerships will see Strakka Racing act as a test bed for trialling new Dell technologies, Strakka Racing will also run its financials on Xero, while both Xero and Dell guests will participate in hospitality at race events throughout the year.

"This is the beginning of an exciting relationship and Dell is looking forward to working with Strakka Racing and being part of the 2016 motorsport season," says Richard St Clair-Quentin, leader sponsorship marketing, Dell. "Strakka Racing offers a great platform to demonstrate the array of technologies Dell now leads the World in. We can't wait to start working alongside the team and its partners."

"Strakka Racing is genuinely delighted to have been selected by both Dell and Xero," says team founder Nick Leventis. "This is a partnership that will extend way beyond stickers on our cars. Strakka is increasingly an incubator for new technologies and processes and one of the attractions of working with us is our willingness to embrace and test concepts in the harsh motorsport environment. We also pride ourselves on being an accessible team and Strakka will be providing unprecedented access to Dell and Xero's guests at race events around the world. Strakka is also very privileged to have a passionate and loyal global fan base that supports us and our partners wherever we race and that also appealed to both organisations."

The announcement follows the recently confirmed partnership with premium German oil manufacturer RAVENOL and an extension of the relationship with additive manufacturing leaders Stratasys. "Every partner is helping us to develop and expand," adds Strakka Racing's team principal Dan Walmsley. "As we progress from being a race team to a more sustainable motorsports business, Dell and Xero will bring their expertise to enable us to specify and implement appropriate systems to improve our processes and manage that growth. Dell is among the most recognised and respected technology brands in the world. Equally, Xero is already changing the game for small businesses, with over 600,000 subscribers in more than 180 countries, by offering real-time visibility of their financial position in a way that's simple, smart and secure. We're hoping its involvement in our global championships will support its growth, so that millions more small businesses can thrive."

About Xero:

Xero is beautiful, easy to use online accounting software for small businesses and their advisors. The company has over 600,000 subscribers in more than 180 countries. Xero boasts more than 500 third party integrations, and was ranked No. 1 by Forbes as the World's Most Innovative Growth Company in 2014 and 2015.

About Dell:

Dell Inc. listens to customers and delivers worldwide innovative technology, business solutions and services that give them the power to do more. For more information, visit www.dell.com.

Press Contact

Elan PR Ltd
Nick Bailey
t: 44 (0) 1295 780411
m: 44 (0) 7813 956664
e: nick@elan-pr.com

About Strakka Racing

From early domestic campaigns with BMWs and Aston Martins, Strakka Racing has evolved to become one of the most respected and successful privateer teams in the World Endurance Championship. In 2010 the Silverstone-based team achieved a class win, five circuit records and fifth overall in the iconic Le Mans 24 Hours. In 2013, it secured a second Le Mans win in the LMP1 Privateers' class. Ever developing, in 2013 Strakka Racing entered the Formula Renault 3.5 World Series single-seater championship, regarded as one of the best training grounds for F1. In 2016 Strakka Racing is competing in the FIA World Endurance Championship in a Gibson 015S together with a two car campaign in Formula V8 3.5 and an R.S.01 in the Renault Sport category.

www.strakkaracing.com