



Lights, camera, traction – Falken Motorsports: The Movie, is launched

Created from 25 terabytes of data, Falken releases its much anticipated movie, showcasing Falken Motorsports' experiences at the 2013 Nürburgring 24 Hours.

Offenbach, June 19 2013. Filmed across three countries and on location at the Nürburgring 24 Hours, a wealth of driver interviews, intense racing and pure action make up the newly released Falken Motorsports: The Movie. The 28 minute film telling the entire story of the team's exploits is now available to view online via sites such as YouTube and Facebook.

The tyre manufacturer created the movie to offer a rare insight into the drivers' lives when they are not behind the wheel of the team's Porsche 911 GT3 R, as well as detailing how Falken specifies its tyres to meet the challenges of the Nordschleife circuit.

"Our fans are passionate and very important to us," says Dennis Wilstermann, who is part of the creative team at Falken. "We decided to create the movie to give the fans and racing enthusiasts a behind-the-scenes glimpse of our motorsport team in action."

Filmed over 13 weeks in Germany, Scotland and Austria, the movie stars the entire Falken Motorsports team, featuring exclusive interviews with drivers: Peter Dumbreck, Wolf Henzler, Martin Ragginger and Sebastian Asch. The Porsche 911 GT3 R also features as the film recalls the highs and lows of the 24 hour race.

"We developed the idea of a Falken movie in July 2012," adds Wilstermann. "Nearly a year on, having travelled 12,000 kilometres across three countries, we have a finished film. We are looking forward to the reaction from Falken fans and motorsport enthusiasts."

Falken Motorsports will continue its endurance racing at the Nürburgring in the VLN series, running until the end of October. Fans can expect more exiting racing and dynamic performance from the Falken Motorsports team.

To view and share Falken Motorsports: The Movie, visit the [Falken Tyre Europe YouTube](#) channel or the [Falken Tyre Europe Facebook page](#), and follow [@FalkenTyres](#) on Twitter.

Follow the link to watch the movie: https://www.youtube.com/watch?v=_MV0F2HHjOw

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 HS439.

Additional information:

www.falken-europe.de

www.facebook.com/falkenmotorsports

Press Contact

Nick Bailey, Propel Technology, Bloxham Mill, Barford Road, Bloxham, Banbury, Oxfordshire, UK, OX15 4FF. 44 (0)1295 724130 / 44 (0) 7813 956664

nick@propel-technology.com