



## **Zircotec continues partnership with BTCC Champions, expanding the range of thermal protection on the Pirtek Racing Honda Civic.**

*Specialist ceramic exhaust coating will appear on the title winning car of Andrew Jordan in 2014 to complement ZircoFlex® heatshield, managing temperatures for increased performance.*

**OXFORD** – At the recent Autosport International show held at Birmingham's NEC, heat management specialist Zircotec and reigning BTCC champions Pirtek Racing agreed an extension to their relationship that will see further heat management products appearing on the Honda Civic of Andrew Jordan.

Pirtek Racing started running with ZircoFlex® heatshield material midway through the 2013 season, a campaign that ultimately saw the team winning the title at the final round at Brands Hatch. Previously, the team had used gold foils to reflect heat from the air filter and inlet pipe, however little resistance was offered against conductive heat, something that ZircoFlex® achieves through its hybrid aluminium/ceramic structure.

For this season, ZircoFlex® heatshield will again appear on the title winning car and will be joined by Zircotec's plasma sprayed exhaust coatings to maintain interior exhaust temperatures, reduce external temperatures and offer protection to components and panels located close to the exhaust.

"After a successful trial of ZircoFlex® at the Rockingham race weekend in 2013, we decided to continue using the product for the remainder of the season," says team principal Mike Jordan. "It was a natural step to develop our relationship with Zircotec further for 2014, incorporating more products on the car," concludes Jordan.

"Many of the teams on the grid already use Zircotec products and a continued relationship with the championship winning car confirms our ability to assist the BTCC field," says Peter Whyman, Zircotec's sales director. "We worked closely with Pirtek Racing in the second half of 2013 and Zircotec is delighted to be continuing with the team for the 2014 season," adds Whyman.

The opening round of the 2014 BTCC championship will be held at Brands Hatch on the 29th and 30th March.

### **About Zircotec**

Zircotec [www.zircotec.com](http://www.zircotec.com) offers a wide range of plasma sprayed ceramic and metallic coatings that protect components against the effects of heat, wear, abrasion and corrosion. Lightweight and easily packaged, Zircotec's technologies can be applied to a broad range of different materials including metals and composites. Proven in F1 and the nuclear industry, the technology is now trusted by car manufacturers, industrial users, car enthusiasts and an increasing range of other applications to effectively manage heat and wear, enhancing performance and reliability.

### **Press Enquiries**

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