



### **Carlin enters commercial partnership with Fyshe**

Carlin Motorsport has joined forces with Fyshe Limited and its trading business, Race-Boots.com, the motorsport partner of leading sports brand, adidas.

In return for supplying the various teams with adidas equipment, Carlin will use its experience and expertise to provide Fyshe with product and technical feedback, in collaboration with Carlin drivers.

Carlin, the most successful team in British F3, will feature the distinctive adidas three stripes on their F3 cars for the 2007 season. Together with a new Carlin logo and the infamous silver Mercedes badge, the cars most frequenting the top spot in parc ferme, will have a new look this season.

adidas has a rich heritage in motorsport. Adi Dassler, the founder of the company, first began designing race boots in the early 1960's in cooperation with racing drivers including Wolfgang von Trips. From the 1970's up to the early 90's adidas became the most popular footwear brand in motorsport, with the Monza race boot the first choice of champions such as Mario Andretti, Walter Rohrl, Nigel Mansell, Nelson Piquet and Ayrton Senna.

Chris Nurse of Fyshe said "I am delighted Fyshe will have the opportunity to work with Trevor and his colleagues at Carlin Motorsport. Since the team's formation, Carlin has prepared over one hundred race winning cars in numerous motorsport categories and has a proven track record in nurturing and developing some of the world's leading racing drivers".

Team Principal, Trevor Carlin added, "This new partnership with Fyshe and Race-Boots.com is great news. The battle for sponsorship in motorsport is extremely competitive and for the team to be able to secure a deal involving such a renowned sports brand as adidas is testament to the team's reputation. I look forward to a prosperous relationship with both Fyshe and Race-boots.com and to taking our adidas branded cars to many victories this year."

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**RACE-BOOTS.COM**