JCB seeks to accelerate sales through an agreement with Williams Martini Racing

JCB **plans to accelerate its sales pace through its strategic collaboration agreement with** Williams Martini Racing **for the 2017 season. A deal that will offer this company immense opportunities to promote its brand worldwide.**

As part of this agreement, the JCB brand will appear on the Mercedes Williams FW40 chassis and rear wing plate since the start of this season. It will also be present in the costumes and helmets of riders Felipe Massa and Lance Stroll, and from the Grand Prix of Great Britain onwards, in the equipment of the track staff.

> The popularity of Formula One all over the world gives JCB a great opportunity to promote its brand to both new and existing customers and to boost its sales worldwide

As JCB President Lord Bamford has pointed out, "I am an engineer and a manufacturer. The design and development of innovative products is the core of JCB. We often combine our engineering expertise with some of the best automotive technologies, *which means our machines are very fuel efficient and intuitive to handle. Our partnership with Williams Martini Racing is based on that innovative and technological link, and our long relationship with motorsport".*

Claire Williams, deputy director of the William Martini Racing Team, said: "we are delighted to welcome JCB to our family of partners. Engineering and innovation are also at the heart of everything we do in Williams, which makes this partnership the union of those shared values, and as two great British brands, we share a similar vision to push for new boundaries and not sleep on the laurels in our desire to be the best. I know this will be a successful partnership for both companies and I look forward to starting this journey with a brand as prestigious as JCB. "

Source: JCB

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