

# Leyland® Trade

The Professional's Paint Since 1922

## Leyland makes speedy donation

Leyland Trade has strengthened its adrenaline-fuelled relationship with leading British Touring Car Championship team Motorbase Performance after making a generous paint donation to support essential maintenance in the team's workshop.

**Client:** Motorbase Performance

**Task:** The Kent workshop is where the magic takes place ensuring the cars are in prime condition when they hit the track, but it was in need of a significant makeover before the onset of the 2010 season. Always happy to help, Leyland stepped in with a healthy donation of its ever popular Slate Grey Heavy Duty Floor Paint to ensure the 1500 square metre workshop was fit to host the impressive machines of one of the BTCC's most colourful teams.

**Product:** Providing a hardwearing, protective, satin finish Leyland's Heavy Duty Floor Paint is designed to withstand spillage and repeated cleaning, clearly the ideal solution for an area that is routinely put to the test with the volume of high performance cars coming in and out for repair. Leading painting tools brand Fat Hog also got on board by donating rollers from its impressive Evolution range to ensure application was as swift and smooth as possible.

**Background:** The Johnstone's Leyland Decorating Centre in Maidstone showed the kind of top-level customer service that the Decorating Centre network is renowned for as they ensured the paint and Fat Hog rollers were delivered in time for the workshop to be spruced up ahead of the new season.



Leyland recently renewed its sponsorship of Airwaves BMW for the 2010 season meaning another colourful year in the fast lane for the all-action paint brand. Leyland will once again be exclusively providing the Leyland Lovelies to act as official grid girls for the entire Championship, as well as hosting a string of colourful competitions throughout the year to capture the imagination of the thousands of spectators at each event.

David Bartrum, Team Principal at Airwaves BMW, said:

**"All the staff at the Maidstone branch were a great help to us, they supplied everything we could have possibly needed and were always on hand for advice and support. We've enjoyed a fantastic relationship with Leyland Paints since they came on board with us at the start of the 2009 season and they really are an integral part of the team now!"**

# GET ON WITH IT!



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