

29/06/2010

## Valvoline Announced As Major Sponsor for The 2010 King of Nepean

Evolution Sports Group is pleased to announce Valvoline as this year's naming rights sponsor and premier partner for the 2010 King of Nepean. The announcement extends Valvoline's support of motorcycle racing beyond its involvement with the Evolution Sports Group operated Valvoline Superbike Team and into the heart of Dirt Track racing.

The 2010 Valvoline King of Nepean is a two day, sixteen event program that will showcase Australia's leading solo and sidecar Dirt Track stars battling for over three thousand dollars in prize money.

Nepean Motor Sports Club Ltd representative, Christine Tickner said "We are delighted to have Valvoline as our premier partner for 2010 as it teams the Valvoline brand with the return to the calendar of one of Australia's premier and most iconic Dirt Track racing events.

"Historically, Nepean Raceway and Dirt Track events such as the King of Nepean have been a breeding ground for Australia's elite racers. International stars such as Wayne Gardner, Casey Stoner, Troy Corser and Shawn Giles to name but a few, have honed their racing skills in the rough and tumble world of Dirt Track. We welcome Valvoline as our naming rights partner and are very grateful for the support offered." Said Mrs. Tickner

Valvoline (Australia) Marketing Manager, Tony Mc Dermott said "Valvoline is pleased to be a part of the 2010 Valvoline King of Nepean, Valvoline's association with motor sport is part of its high performance heritage. It's on the race track where Valvoline fulfils its promise of performance. Valvoline has a long and proud association with motor sport in Australia, being a sponsor and technical partner with teams competing in V8 Supercars, Speedway, Top Fuel Drag Racing, Superbikes and now the breeding ground of future motorcycle stars, Dirt Track."

The 2010 Valvoline King of Nepean will be held on the 17th and 18th of July at Nepean Raceway.

For media information please contact [brett@evolutionsportsgroup.com.au](mailto:brett@evolutionsportsgroup.com.au), for event information please see [www.nepeanraceway.com.au](http://www.nepeanraceway.com.au)

The promotional poster features the Valvoline logo at the top, followed by the event title 'KING OF NEPEAN' in large, bold, blue and red letters. Below the title, the dates 'Sat & Sun 17-18 July 2010' are displayed. Two action shots of dirt track racing are shown side-by-side. The bottom section of the poster contains event details: 'DIRT TRACK THRILLS & SPILLS', 'AUSTRALIA'S BEST SOLO AND SIDECAR ACTION', 'OVER \$3000 IN PRIZE MONEY', 'ADULT 2 DAY PASS \$15 - UNDER 16'S FREE', 'GATES OPEN AT 9 AM - RACING FROM 10AM', and '7 MINUTES FROM PENRITH'. The slogan 'WHO WILL BE KING' is written in large, red, stylized letters. At the bottom, the location 'Rickards Rd Castlereagh' and the website 'www.nepeanraceway.com.au' are listed.

**Valvoline.**

# KING OF NEPEAN

Sat & Sun 17-18 July 2010



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## "WHO WILL BE KING"

**Rickards Rd Castlereagh**  
[www.nepeanraceway.com.au](http://www.nepeanraceway.com.au)