

Press Release

SKF

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For Immediate Publication

SKF – In Pole Position with Local Motor Sport Sponsorships

SKF, a knowledge engineering company with class leading bearing technology, is perfectly equipped to participate in the challenging motor racing and off road environment.

“Internationally, the SKF group has been sponsoring motor sports for many years and has built relationships with quite a number of companies involved in motor racing,” says SKF Automotive manager, Marchant Taylor.

“One of the longest and probably the most rewarding relationships being the more than six decades of supplying SKF automotive products to Scuderia Ferrari in Formula 1. We can proudly lay claim to the fact that this is one the most enduring and longest technical partnerships in the history of motor racing,” states Taylor and adds that NASCAR in the USA is another of SKF’s long term technical sponsorship deals.

Locally, SKF South Africa has also formed lasting technical sponsorship deals and relationships in motor racing. “SKF designs and manufactures strength and durability optimised products that are ultimately suited to meet the tough demands of the racing fraternity,” explains Taylor. “We understand that this grueling, sometimes cruel and very expensive sport demands vehicles that are as near perfect as is humanly possible, to ensure driver as well as spectator safety. SKF has always had a passion for motor racing and we bring much more than technology to the table – we bring an impeccable service ethic, more than a century of experience in bearings and related products, engineering knowledge, advice, enthusiasm and dedication to the racing teams. The SKF brand is renowned for all round excellence worldwide, and when a product carries the SKF brand, its integrity, reliability and endurance is beyond dispute. Circuit as well as off road racing drivers and their engineers, have full appreciation for these values as they spell safety, trust and durability,” continues Taylor.

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SKF South Africa has been sponsoring a number of South Africa's popular brands and teams through the years and extends congratulations for the trophies lifted in 2009 by the Nissan Motorsport Team, The ELT/ Auby Boyz Race Team, Forza Racing and to Jade Kruger who won the Formula VW National championship. SKF had been a technical sponsor for Nissan Motor Sport for quite some time and the Nissan Hardbody vehicles were fitted with SKF bearings as well as other SKF products including wheel bearings (hub), Rod ends and Needle bearings. The Nissan team has recorded major successes in both off-road and circuit racing locally and internationally, and SKF South Africa is proud to have been associated with this team.

The ELT / Auby Boyz Race Team, was a winning team in the V8 Super Car series in 2009, and SKF South Africa was part of this triumph as a technical partner. Deon Auby and sons Marc, Jimmy and Brandon, have shared a motor sport passion for many years. The boys participated in go carting from an early age and this enthusiasm evolved into the Auby Boyz Race Team. Seventeen year old Marc, progressed to SASCAR in the 350 HP category (U18), followed by SASCAR 500HP and to the A3 series single seater. Brother Jimmy was the second driver for A1 team Lebanon. The formidable Auby Boyz Race Team competes in the Wesbank V8s, and currently holds many awards, including Deon's WesBank V8 Super Series 2007, Marc's 2nd Place in WesBank Super Series Championships 2008 and Brandon's Star of Tomorrow as the youngest competitor in the WesBank V8 Super Series in 2008. In the 2009 championships they finished 2nd, 3rd and 4th.

Both ELT and SKF are determined to be, and more importantly, to remain the best," explains Taylor and adds that the two companies also share a culture of searching for and applying the latest technology for optimum solutions and faultless service. "With so much synergy between the two companies, we are proud to continue our sponsorship in 2010 and to continue assisting the ELT/Auby Boyz team with engineering knowledge and quality branded SKF products."

SKF's sponsorship of Forza Racing is another example of a perfect synergy between two companies sharing the same values and goals – dedication to deliver products of class leading excellence, exemplary service, and a passion for motor sport.

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Forza Racing is South Africa's premier independent Ferrari specialist and known as the 'Go To' company for Ferrari owners and enthusiasts. Managing Director, Oscar de Oliveira, who founded Forza Racing (Forza meaning Force), in February 2008, has always had an abiding love of cars and he stayed close to the racing scene, by working for Andrea Taurino, owner of Taurino Racing.

When Taurino emigrated to the USA, de Oliveira and his partners bought Taurino Racing, and Forza Racing rapidly became a "Force" to be reckoned with in the world of circuit racing. Forza is the only and largest Ferrari racing team in South Africa. The Race Team includes de Oliveira, 2008 GT Challenge Champion as well as regular drivers Sharl Parsad, Franco Scribante, Andrew Miller, Jeremy Pougnet, Christo Lindeque and The Chapman and Neill families. Forza's Ferraris raced to 1st, 2nd and 3rd places in the 2008 GT Challenge and in the 2009 Class B Championship they finished in the top 5 positions."Stay in that pole position! We look forward to continuing a winning sponsorship with a winning team," says Taylor.

Taylor believes that the secret to successful sponsoring lies in functionally and actively participating rather than merely throwing money at the sport "There must be dedicated technological involvement and this, coupled to our zero defect tolerance philosophy and commitment, give us the ability to boost overall team and confidence. These are reasons for Taylor describing SKF's motor sport sponsorships as more than 'just sponsorships'. "We deliver reliability and we provide superior quality products by utilising all five SKF's engineering technologies - bearings and units, seals, lubrication solutions, mechatronics and mechanical and reliability engineering services. Our team focuses on delivering solutions to improve performance and reliability and we are with the racing teams, every kilometer of the way," concludes Taylor.

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About SKF

SKF is a leading global supplier in the areas of bearings, seals, mechatronics, services and lubrication systems. The Group's service offer includes technical support, maintenance services, engineering consultancy and training. SKF is represented in more than 130 countries and has 15,000 distributor locations worldwide. The Group's annual sales 2009 were SEK 56,227 million. The number of employees was 41,172. www.skf.com.

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