Press Release

Infinity Tyres get The Drift!!

As product recommendations go, there is no better - the use of a particular tyre brand in a Drifting Team, speaks volumes for the belief and trust in the quality of the chosen tyre brand.

Drifting is a driving technique and a form of motorsport where the driver intentionally skids the rear tyres through turns, preserving vehicle control and a high exit speed. It became a popular pastime in Japan during the 1990s, and became the basis for a cartoon, Initial D, where the hero was a driver who employed drifting techniques.

It's now becoming very big in Europe and one of the top teams in Europe – Moskou Drift Team – is using Infinity Tyres in several major drifting competitions.

Recently the team competed in Belgium, Portugal and at the famous Nurburgring circuit in Germany.

A clip of the Portuguese event is on YouTube - http://www.youtube.com/watch?v=4dUYImZjN5Y.

There is also a team web site – www.ales-team-drift.com.

The team uses the High Performance Infinity INF-050 tyres, supplied through Eurotyre. The Team Manager, Michael van Seggelen remarked, "We are very grateful for the support of Eurotyre and Infinity Tyres (Europe) – the tyres are very reliable and enhance the drifting effect – we would recommend them for any ultra high performance tyre experience."

The INF-050 is available in 20 sizes with 4 new sizes scheduled for release in 2010. It offers the following features:

- Distinctive high performance pattern offering lateral skid prevention
- Available up to 18 inch size
- Superior wet road handling and resistance from aquaplaning through good drainage
- Tread wear resistance increases overall life of tyre
- Versatile traction for on and off road driving

For further information on Infinity Tyres, please visit www.infinity-tyres.com or call on 0044 208 200 2344.

For further details on Eurotyre, please visit www.euro-tyre.com or call 0031 773 2028 20.