

MICHELIN ON BOARD FOR ARMOY ROAD RACES

MICHELIN is an official sponsor of the Senior Support Race 2 at the legendary Armoyn Road Races next month. With a longstanding commitment to supporting racers, Michelin has already established a place at the centre of racing and now with a selection of superior products designed to produce the ultimate racing performance, Armoyn will provide the perfect showcase of that expertise.



James Dimmock, Marketing Manager Motorcycle Europe North said: **“The team here at Michelin are proud to support the Armoyn Road Races in 2017.**

Having visited the event last year, we were impressed with the exhilarating action and highly professional organisation – a credit to the club behind it.

“Partnering with the races is a perfect fit for our brand, as we look to further increase our visibility among the road racing fraternity and to the Northern Irish market in general. Working alongside our dealers in the area we have already helped to nurture some exciting new racing talent and now sponsoring the race itself we continue to support the development of the sport and the passionate racers that take part in it.”

Bill Kennedy MBE, Chairman and Clerk of the Course, said: **“It is really good to have Michelin on board for 2017. We are delighted to have such a highly recognisable brand involved with our races and look forward to a successful partnership this July.”**

This year, Bike Week runs from Sunday 23rd July until Saturday 29th July with the races taking place on Friday 28th July and Saturday 29th July 2017 culminating in the Roadside Kia ‘Race of Legends’. The Armoyn Road Races are part funded by Tourism Northern Ireland and the Causeway Coast and Glens Borough Council.

For more information on Armoyn Road Races, visit www.amrrc.com or search for ‘AMRRC’ on Facebook or follow on twitter @ArmoynRoadRaces.

To find out more about the Michelin Motorcycle range visit moto.michelin.co.uk or for trade enquiries please contact 2wheelinfo@michelin.com

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