

# PRESS RELEASE



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Motor factors had the chance to experience the thrill of rally driving when they took part in a special ride day organised by NGK Spark Plugs (UK) Ltd.

They were driven on a forest stage by reigning Junior British Rally Champion driver and Fiesta Sport Trophy UK Champion Elfyn Evans (21) in a Ford Fiesta R2 rally car that will be used in next season's WRC Academy, a new feeder series for the FIA World Rally Championship.

NGK is a sponsor of the BP Ford Abu Dhabi World Rally Team, Ford's official entry in WRC, which is run by Cumbria-based M-Sport, who hosted the event.

After a tour of M-Sport's impressive headquarters at Dovenby Hall, near Cockermouth, the factors were treated to an exhilarating ride on the company's testing ground in nearby Greystoke Forest.



After being driven by Evans in the 1.6 rally car – which delivers 170 PS @ 7500 rpm and has a torque figure, of 182 NM @ 5700 rpm – Iain Gamble, of Chester-based CES (UK) Ltd, said: "It was a marvellous experience, really amazing.

"I'm not sure how we managed to get round some of the corners, but you just have to trust the driver and he was fantastic. I've watched the RAC and Lombard rallies in the past, but I've never done anything like this before and it was incredible."

Fellow guest Russell Smith, of Dingbro, Perth, said: "I've done a bit of co-driving in the past, but have never experienced anything like this before. The driver was superb. It was amazing to see him left foot braking as we were tearing along through the forest."

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The Fiesta R2 is M-Sport's first global rally car and is based on the Ford Fiesta 1.6 Zetec S model. From the Fiesta R2 and the award-winning Ford Fiesta Super 2000 to the all-new Fiesta RS WRC debuting in the WRC in 2011, it allows competitors to graduate in Ford cars from national level right through to the WRC.

M-Sport has been Ford's partner in the WRC since 1997 and developed the record-breaking Focus RS WRC that won the World Rally Championship Manufacturers' title for Ford in both 2006 and 2007.

It was formed by legendary rally driver and MSA British Rally Drivers' Champion Malcolm Wilson in 1979 and can supply private individuals with a range of Ford rally cars, plus rally conversion kits.

Gerard Irving, NGK Spark Plus (UK) Ltd marketing manager, said: "The event proved to be very popular with our guests. It is not very often you get the opportunity to be driven by an upcoming rally driver in forest conditions like these and also to look behind the scenes of a renowned company like M-Sport."

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