



## **Press Release**

**5 April 2024** - Sport77 has officially launched its 2024 Honda TCR livery at the Autobrite Direct headquarters in Staffordshire. The renowned detailing company was announced as the race team's Official Car Care Partner as part of a multi-year marketing plan.

Autobrite Direct is a professional valet and car cleaning company whose UK-developed products are distributed around the world. Its directors, Mark and Jill Moss, are performance car enthusiasts and long-standing supporters of British motorsport particularly touring car and sports car racing.

The new partnership will see the Autobrite brand feature prominently across all Sport77 racing programmes. This will include the recently announced Honda TCR and GT3 programmes, where Autobrite will be exclusively used at all events and race weekends seeing the product tested in the most demanding conditions by the race crew.

Renowned Autobrite lines such as Purple Rain, Parma Violet Super Foam and Quickshine Detailer will be used liberally to keep the Sport77 race cars, team vehicles and road cars in top condition.

The deal will bring motorsport and performance car social media content, hospitality and bespoke on-track opportunities to Autobrite's legions of followers and customers. In addition, Sport77 will become stockist and retailers of Autobrite Direct products fully cementing the relationship.

**Will Powell, Chief Executive Officer, Sport77** said:

"I was proud to carry the Autobrite Direct brand as a driver in BTCC in previous seasons and am delighted this has evolved into a broader partnership between AD and our upstart team Sport77. Mark and Jill Moss are genuine racing enthusiasts who understand how motorsport can build their impressive brand and develop their products for car enthusiasts. We're looking forward to delivering genuine value and exciting opportunities to Autobrite, along with all our partners, in the coming months."

**Mark Moss, Managing Director and Jill Moss, CFO, Autobrite Direct** said:

"We're incredibly proud to announce Autobrite Direct's sponsorship of Sport77 in Touring Car Racing, a thrilling opportunity to immerse ourselves once again in the heart of British motorsport. We're both deeply passionate about the rich heritage and adrenaline-fueled excitement of racing, supporting Will Powell and the Sport77 team feels like a natural continuation of our commitment to the sport. Our history together dates back to Will's time in BTCC, where our partnership flourished, and now, as we embark on this new journey, we couldn't be more enthusiastic about what lies ahead. With Autobrite Direct's unwavering dedication to innovation and performance, it's a natural fit with Sport77's commitment to developing a winning team."

## **Images**

<https://www.dropbox.com/scl/fo/d232argzh1lssr88esam1/h?rlkey=jivkbqut30cp55gta9fs58878&dl=0>