



## A strong co-branding operation :

Launching of two new Bardahl products ranges: lubricants and additives co-signed by **Sébastien Loeb Racing**.



These new product lines marked under the brand **Sébastien Loeb Racing By Bardahl** and **Bardahl Racing** will increase Bardahl's market share in France and internationally.

## Ils ont dit : they said :

**Sonia Callens, Vice présidente Bardahl :**

« Since its creation, Bardahl has developed a huge policy towards innovation, performance and excellence. Innovation is the major asset of the company and our laboratory has been

developing solutions which meet the ever more strict technological, environmental and regulations requirements.

About sponsorship of automobile racing, Bardahl has always been involved. This partnership with Sébastien Loeb Racing allows our group to reconnect with the racing world and to find new growth areas. “

**Sébastien Loeb, propriétaire de Sébastien Loeb Racing :**

« With our spirit of competition, we cannot have any other goals in mind than wining. We are passionate, Bardahl will help us to develop our values of excellency and performance in order to achieve our ambitious goals for this year. “

**Dominique Heintz, Team Manager de Sébastien Loeb Racing :**

« Bardahl, leader in its field, is a well-known trademark guaranteed by many automotive manufacturers, with a strong positive image among consumers. Sébastien Loeb Racing will use its know-how to keep on improving his performances with products allowing a decrease of the frictions and a limit of loss of power engine and power transmissions.

This technical collaboration on circuit and workshops will lead us to more efficiency in the respect of the environment. “

## **About Sébastien Loeb Racing (SLR)**

Since its creation in 2012, Sébastien Loeb Racing team has quickly become a major actor on most FFSA racing circuits with titles like French pilot and team Champion. After a remarkable contribution to the 24 hours of Le Mans, Sébastien Loeb Racing will make his first season of WTTC as a private team with pilot Mehdi Bennani.

2016 will be full of new challenge :

The team will defend its title of French Champion category A and B of the Porsche Carrera Cup and will engage 3 new C-Elysées in WTTC with Mehdi Bennani, Tom Chilton and Grégoire Demoustier.

2016 will also be the return to the roots for the nine-time World Champion with his team at the WRC Junior with Terry Folb and at the WRC-2 with Quentin Giordano.