Broadcast sponsor guarantees Formula 1 fans access to 2013 action

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Tiger Wheel & Tyre has announced that it will continue its long association with Formula 1 motor racing, via its broadcast sponsorship of the 2013 F1 season on DSTV's SuperSport channels.

Says Joe du Plooy, Tiger Wheel & Tyre Marketing Executive, "It's no secret that Tiger Wheel & Tyre is a huge fan of Formula 1 racing and it is once again our great pleasure to play a role in bringing the F1 racing action to South African viewers, via this sponsorship. Our company was founded by a Formula 1 race driver, so you might say that F1 is in our very DNA."

Local F1 fans will get more value from the retail wheel and tyre company's involvement than the sponsorship alone. Tiger Wheel & Tyre's website, www.twt.to, will also feature an "F1 ticker" giving the countdown to each future race, as well as post-race announcements of the winners.

After a spectacular 2012 season that saw the championship go down to the wire, F1 fans are looking forward to another year of nail biting action. Will the young Sebastian Vettel continue his dominance and take his fourth championship or will Kimi Räikkönen cement the astonishing comeback that placed him third in 2012 and prove that the old guard still have it? Whatever the outcome, enthusiasts are assured of another season of heart stopping racing by the world's driving elite.

The 2013 F1 season kicks off in Melbourne, Australia on 17 March and will have fans glued to their TVs until the 19th and final race of the season on 24 November in São Paulo, Brazil. All the high stakes, high drama and high-performance action will be brought to viewers by DSTV and broadcast sponsor Tiger Wheel & Tyre.

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