

## **Aston Martin Racing bags Shock Doctor**

Gaydon, 12 March 2009. Aston Martin Racing is pleased to announce its new Official Technical Luggage Supplier, Shock Doctor.

Shock Doctor will be supporting the team as it competes at Le Mans and in the Le Mans Series with its new LMP1 car.

2009 is an important year for Aston Martin as it will be fifty years since the company won the 24 Hours of Le Mans outright. In 1959, Carroll Shelby and Roy Salvadori won the famous race in a DBR1. This year Aston Martin Racing returns to the race with two cars in the iconic Blue and Orange livery of Gulf Oil International to challenge for an outright victory once again.

"2009 is a hugely significant year for Aston Martin at Le Mans and the challenge of reclaiming victory in this famous race for Aston Martin and Great Britain was simply too great to ignore," said Aston Martin Chairman, David Richards. "However, we do not underestimate the task. While we have won the GT1 class for the last two years, competing against the proven speed and endurance of the diesel-powered cars with all their years of winning the prototype class, will be a massive undertaking. Nonetheless, I see this as a great opportunity to showcase the ingenuity of British engineering talent."

Shock Doctor will be providing the team with a range of custom made bags and power dry products.

Sadie Wigglesworth, Commercial Manager to Aston Martin Racing, explained what the partnership means to Aston Martin Racing. "It is a real challenge to find a luggage partner who understands the very harsh demands of race team travel. Throughout the racing season, luggage is put through a test of endurance akin to that of the cars at the race track. Furthermore, it needs to be capable of coping with certain technical needs, such as drying systems for technical equipment and protection for delicate items of driver and team wear. Shock Doctor provides an impressive range of products and a great understanding of our environment, all presented in fashion that fits well with the Aston Martin Racing brand".

"We are proud to provide the world-class Aston Martin Racing team with our outstanding line of custom bags and Power Dry products," said Patrick Lynch, Motorsport Director for Shock Doctor. "We look forward to a successful relationship with this globally accomplished team whose commitment to exceptional performance matches our own."

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### **For further information please contact:**

#### **Aston Martin**

Sarah Durose  
Motorsport Communications Manager

+44 (0) 7801 265 126  
e-mail: [sdurose@astonmartin.com](mailto:sdurose@astonmartin.com)

Web site:

[www.astonmartinracing.com](http://www.astonmartinracing.com)

#### **Shock Doctor**

Patrick Lynch  
Motorsports Director

+1 (0) 612 810 5330  
e-mail: [lynch@shockdoctor.com](mailto:lynch@shockdoctor.com)

Web site:

[www.shockdoctor.com](http://www.shockdoctor.com)