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HI-TECH BRAKE SPECIALIST BACKS CARRERA CUP

One of Australia's leading edge automotive technology companies, PBR International, will sponsor the exciting new Carrera Cup at the 2003 Foster's Australian Grand Prix.

PBR International is wholly-owned by an Australian publicly-listed company, Pacifica Group Ltd, and specialises in supplying braking systems to Original Equipment Vehicle Manufacturers (OEMs) in Australia, the Americas and Asia.

The PBR Brakes Carrera Cup at the Grand Prix, to be staged from March 6 to 9, will see 27 \$252,500 Porsche GT3s in action on Melbourne's Albert Park track. It will be the Australian debut for a form of racing that has earned a reputation in Europe as the fastest, most exciting one-make series in the world.

"Our involvement with the Grand Prix is about communicating to the market that PBR is a leader in brake system technology and is moving forward with a product portfolio that will provide further braking solutions for the growing performance and sports markets," said PBR Vice-President Global Engineering, Sales and Marketing, Mike McKinstry.

PBR uses state-of-the-art CAD/CAM/CAE technologies, manufactures in Australia, Thailand, Malaysia and North America, and exports to 45 countries.

Its business is built on technological innovation, intellectual property and manufacturing excellence. It has patented numerous industry-changing products, such as the "Banksia" park brake, and is a specialist in developing groundbreaking lightweight aluminium brake systems.

PBR has developed performance brake systems with companies such as Holden Special Vehicles and Ford Performance Vehicles.

PBR International employs more than 1,600 people and has annual sales approaching A\$1 billion.

Committed to ongoing development of advanced technology, Pacifica, with financial support from the Victorian Government, is to develop a "by-wire" research centre at the PBR East Bentleigh site in Melbourne, the first stage of which is due to be completed late in 2003.

The PBR Brakes Carrera Cup will be on track at the Grand Prix for two 20-minute sessions - practice and qualifying plus a 10-lap





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race on Thursday, March 6, with a second 10-lapper on Saturday, March 8, and a final six-lap race on Sunday, March 9, just hours before the opening F1 race of the world championship season.

Welcoming the new sponsorship, Australian Grand Prix Corporation Chief Executive Officer Steven Wright said: "I think they are a fantastic fit with the high-tech world of motor racing, which also relies on innovation and manufacturing excellence for success."

For any inquiries, telephone the Australian Grand Prix Corporation media department on 03 9258 7125 or Mark Jones from PBR International on 03 9575 2241.

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