



Stone Brothers Racing partners with Citizen Watches

Citizen Watches Australia has partnered with V8 Supercar team Stone Brothers Racing signing a multi-year sponsorship deal with the three-time championship winning team.

Citizen made its first appearance on SBR's BF Falcons at the recent Supercheap Auto Bathurst 1000, with Citizen Chief Executive Officer Naoto Hosogaya making his first visit to a V8 Supercar event to meet the SBR team and SP Tools Racing driver Shane van Gisbergen.

The deal is part of a joint marketing initiative between Citizen Watches Australia and Citizen Watches New Zealand to promote the Citizen Promaster 'Super Chronograph' watch with Eco-Drive technology.

The Australasian marketing program will be similar to the 'Unstoppable' media campaign run in the United States with Nascar star Michael Waltrip.

Making the SBR-Citizen partnership an even better fit is the recent news that Citizen will sponsor next year's Hamilton 400 in New Zealand; the birthplace of team owners Ross and Jimmy Stone and current V8 Supercar young-gun Shane van Gisbergen.

"This is a great opportunity for Citizen Watches to partner with Stone Brothers Racing. It was exciting to be at Bathurst and spend time with the drivers and the team," said Rod Willment, Sales and Marketing Manager of Citizen Watches Australia.

"The SBR team will showcase our new Citizen Promaster 'Super Chronograph' watch, which is available from October 2008 - a watch that every car enthusiast would want to own.

"We are very excited about the remainder of the 2008 series and being part of the team for 2009."

Team Principal Ross Stone said that SBR is thrilled to have Citizen Australia on board.

"We have seen watch companies sign up with Formula 1 and other high profile sports so it is great that Citizen has identified V8 Supercars and Stone Brothers Racing as a suitable vehicle to promote their brand.

"As an internationally recognized brand, Citizen is a great fit with V8 Supercars as the sport branches out with overseas rounds and greater international coverage.

"SBR is looking forward to working together with Citizen to achieve their desired goals and outcomes."

Citizen signage will remain on the JELD-WEN Motorsport Falcon at the Nikon Indy 300 at the Surfers Paradise Street Circuit this weekend and for the rest of 2008 before the partnership steps up a notch in 2009.