

# Tiger Wheel & Tyre to sponsor broadcast of 2015 Formula 1 season

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South African Formula One™ (F1™) fans once again have Tiger Wheel & Tyre to thank for sponsoring the broadcast of their favourite motor racing sport on DStv's SuperSport channels. The company announced that it would sponsor the broadcast of the 2015 season which it has a long association and history.



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Indeed, Eddie Keizan who ran the group for many years, himself competed in several F1™ races back in the day, while the company has a long history of sponsoring F1™ television broadcasts.

It's anybody's guess as to who will claim this year's championship when all 20 races are done and dusted. As always, the performance and reliability of their cars will play a major role in deciding whose star will rise and whose will burn out among the back markers. Unlike last year, however, there have been very minimal technical changes imposed upon this season's racecars.

"Most notable and noticeable are the new regulations regarding nose designs. Aerodynamics is key for superior performance so it will be interesting to see how this change in design impacts results," explained Group Marketing Executive Joe du Plooy.

Regardless of how controversial they may be at the time, historically all new technical changes in this sport have the ripple effect of advancing new technologies and most assuredly new tyre designs that eventually come to benefit consumers when they filter through to the mainstream.

"It will be fascinating to see how 2015 pans out and whether Mercedes and Lewis Hamilton can hold onto their championship titles or if other teams and drivers will rise to the occasion and challenge them for their share of the glory," commented du Plooy.

To secure a front row seat of the action, visit Tiger Wheel & Tyre's website at [www.twt.to](http://www.twt.to) for the complete 2015 F1™ race calendar, a countdown clock to the next race and for winner announcements.

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