

TW Steel Joins JWA for Le Mans Series Finale

Silverstone, England (September 12, 2008) – James Watt Automotive (JWA) is pleased to announce the addition of TW Steel as an official event partner as it prepares to field the #93 Aston Martin Vantage GT2 for the first time this weekend in the 2008 Le Mans Series finale, the six-hour '*Autosport 1000km of Silverstone*', Friday 12th – Sunday 14th September.

TW Steel has rapidly emerged as a leader in the field of oversized watches. The Dutch company, its name meaning 'The Watch in Steel', has tapped into a burgeoning market for unique-looking time pieces and with a growing worldwide appeal, TW Steel now, after just three years in operation, has a global network of distributors to ensure continued growth in a market hungry for large, distinctive watches.

With quality, precision and design key foundations of each TW Steel watch, the similarities are many with JWA's ambition to lead Aston Martin to victory in the GT2 class of the Le Mans Series. Both companies embrace the challenge of taking on established opposition with JWA's Aston Martin entry competing against the class-leading Ferraris and Porsches for the first time at Silverstone.

"I'm excited by our partnership with TW Steel this weekend," said James Watt, JWA Team Principal. "We're naturally very pleased to have an emerging global brand associate themselves with us as we look to our own progression as a company with the start of our Aston Martin programme at Silverstone. Our timing is crucial as we want to use our 'home' event as a launch pad for a full-time Le Mans Series campaign in 2009 and to have the support of TW Steel is a welcome boost to our efforts. We share the desire to be the best and we've chosen competitive avenues to express our ambitions. It's the challenge that drives us and while we're the new boys with the Vantage we still aim to succeed."

"Motorsport and in particular the Le Mans Series is extremely appealing as a promotional platform for TW Steel," commented Jordy Cobelens, Managing Director of TW Steel. "Sports car racing enjoys a significant following throughout Europe and we see our involvement with JWA at Silverstone as an exciting way to engage potential consumers and showcase our brand. While Sunday's race is an endurance event, we know that it's the attention to detail, and the timing and precision before, during and after each race that sets apart the competition. We look forward to partnering with JWA this weekend and sharing in the Aston Martin's class debut."

JWA's #93 Aston Martin Vantage GT2 will sport TW Steel branding at Silverstone, the fifth and final round of the 2008 Le Mans Series. Tim Sugden (UK), Alan van der Merwe (SA) and Michael Outzen (DK) will share driving duties when Sunday's '*Autosport 1000km of Silverstone*' gets underway at 11:20am GMT – www.lemans-series.com

For further information on TW Steel please log on to – www.twsteel.com

ENDS – www.jwaracing.com

Photo Credit – Jakob Ebrey Photography

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