

IN POLE POSITION – GT PERFORMANCE FROM PALLETLINE

Customer: Pirelli Tyre with Bute Motorsport

One of the world's leading tyre producers, Pirelli Tyre's passion for high performance is legendary, with over one hundred years' experience of tyre technology giving maximum levels of security, longevity, comfort and attention to the environment. Pirelli products are the tyres of choice for a range of motorsport events, including the Dulux Trade MSA British Rally.

Requirement:

Since 2009, Pirelli has been the official tyre supplier for and sponsor of the sprint racing-based Bute Motorsport GT Cup and also the latest GT Trophy Endurance Series, both of which offer the thrill and adrenaline rush of GT racing for drivers who want competition, a great atmosphere and lots of track time. Following a highly successful 2010 season, Pirelli is sponsoring again for 2011, requiring a reliable logistics partner to provide tyres to circuits around the UK for testing and racing.

The total package through Palletline

Calling on the expertise and skills of Member Company ATL, Palletline offers a unique and comprehensive package for Pirelli and Bute Motorsport. Derby-based ATL's logistics division is managing the distribution of tyres to some of motor racing's most evocative locations, including Silverstone and Brands Hatch. Alongside the distribution function, ATL subsidiary company Wheeltech is fitting the tyres trackside, providing a total solution.

"Achieving total reliability of supply is particularly critical for time-sensitive motorsport applications, where the thrills and spills can lead to sudden requirements for additional tyres and associated services," commented Carl Naylor, Motorsport Manager for Pirelli. "We've tried a number of different solutions, but this combination is definitely the best, giving us a tyre distribution and fitting service rolled into one, backed up by some of the most sophisticated IT in terms of track and trace capabilities so we always know exactly where things are."

Palletline's European service has further expanded the geographical spread of the contract, supplying all tyres to Jerez in Spain for the 2011 season testing as well as covering one of Bute Motorsport's most prestigious events at Spa Longchamps in Belgium.

Palletline – first on the grid for quality and reliability
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