

**RODAC**<sup>®</sup>  
International bv



**OFFICIAL  
SUPPLIER**

## **P R E S S   R E L E A S E**

Sittard, The Netherlands, 21 April 2011

### **Rodac concludes sponsor deal with Team Lotus Formula 1**

**Rodac International, worldwide supplier of pneumatic equipment to the automotive industry, has concluded a sponsor agreement with Team Lotus Formula 1. For the next three years Rodac provides Team Lotus with tools and garage equipment which makes Rodac official supplier of the F1-team. The partnership with Team Lotus starts as from today and the Rodac company logo will be displayed by Team Lotus on press communications, the website, all the race and test trucks and in the sponsor area of the Team Lotus Garage.**

Rodac International is a Dutch company that supplies pneumatic tools and garage equipment to the automotive and industrial sector. Previously Rodac has been the sponsor of the Super Aguri F1 Team and the company is pleased to commit their name to the Formula 1 again. Leon J.W. Melchior, CEO of Rodac International: *"We are very proud that Rodac becomes the official supplier of this promising Formula 1 Team Lotus and that our company name can be added to the list of well known Team Lotus partners like Renault, Air Asia, CNN and Pirelli. With our equipment we hope we can contribute to the success of the team."*

#### **About Rodac International**

Rodac International is originally an American company that has been founded by Mr. Rodstein 50 years ago. From a location in the Netherlands that opened afterwards, Rodac became active in the European market. After the closing down the American site, Rodac continued as an independent entity in Europe. In the mean time, Rodac has grown significantly and the company has become an authority on the field of pneumatic equipment for the automotive and industrial sector. Rodac has dealers in 22 countries, but focuses mainly on the Benelux countries, Germany, Italy and Denmark. In the Benelux countries Rodac is market leader in the automotive industry and the company is rapidly increasing its market share in other countries as well.

#### **About Team Lotus F1**

Team Lotus is originally a Malaysian formula one-team that has been established in September 2009 as Lotus Racing by Tony Fernandes, Kamarudin Meranun, SM Nasarudin and Mike Gascoyne. The team has its home base in Hingham, Norfolk (UK), near the original home of the legendary Team Lotus. In 2010 Lotus Racing made its entrance in the Formula One World Championship and achieved

their 2010 goal of finishing tenth in the championship as the best new team. In the beginning of 2011 Lotus Racing officially changed its name to Team Lotus by successfully concluding the purchase of the full rights of the Team Lotus brand. The Team Lotus drivers are Jarno Trulli and Heikki Kovalainen and the team principal is Tony Fernandes.

**For further information please contact:**

**Rodac International bv**

Leon Melchior (CEO)

T. +31 (0) 46 – 458 2299

E. [lmelchior@rodac.com](mailto:lmelchior@rodac.com)

[www.rodac.com](http://www.rodac.com)

**END OF PRESS RELEASE**