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Press Release

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Cater Allen and Castrol to Support LBVCR

Additional New Sponsors for World's Longest Running Motoring Event

The London to Brighton Veteran Car Run has attracted two new blue chip sponsors in time for the 2007 event on 2/3/4 November. Cater Allen Private Bank, part of the Santander Group, has become the official banking partner and Castrol has agreed to back the world's longest running motoring event through its Classic Oils range.



Cater Allen is a leading UK specialist bank and is part of the Santander Group, which is one of the ten largest banks in the world. Cater Allen will use the world famous LBVCR to promote its "specialist banking with the personal touch" message and to showcase its two hundred year heritage as a banking provider. Cater Allen clients will enjoy experiencing motoring of 100 years ago with Veteran car rides and take part in the social functions across the event.

Richard Dunn, Managing Director of Cater Allen, said "I am delighted that Cater Allen has been invited to sponsor such a prestigious event as The London to Brighton Veteran Car Run. As the world's longest running motoring event we feel that it shares many of the values that Cater Allen believes so strongly in.

"I am greatly looking forward to the event and wish all those taking part the very best of luck. It stands to be a great day for everybody involved and we at Cater Allen feel very privileged to be a part of it"

Castrol Classic Oils are recommending products and expertise to participants on the 2007

LBVCR. The evocative Wakefield Castrol logo will be seen across the event via branded drip mats used whenever cars are on display and, as a light hearted aspect, participants in the Regent Street Concours will be judged on the cleanest sump – the winner receiving a set of Castrol Classic Imperial Measure Metal Pouring Jugs. Participants are also invited to use the Castrol Classic Oils technical helpline on 01954 231668 to discuss lubricant applications for their unique vehicles.

Martin Bentley, Marketing Director at Castrol Classic Oils said “ We are delighted to be joining the world famous London to Brighton Veteran Car Run, Castrol has been providing lubrication solutions since 1899 and the LBVCR provides an excellent platform to display our Castrol Classic Oils brand and convey our product heritage”

“We are extremely pleased to welcome two new high profile sponsors to the London to Brighton Veteran Car Run,” said LBVCR Event Director Roger Etccl. “Cater Allen is one of the cities most prestigious financial institutions and we are looking forward to enabling the company to promote its 200 year heritage as a banking provider at our event. Castrol Classic Oils is an important and welcome addition to the event and participants will be able to benefit from the Castrol products and expertise on this year’s Run.”

The London to Brighton Veteran Car Run takes place on Sunday 4 November and is preceded by a period related auction at Bonhams London New Bond Street Salerooms on Friday 2 November and an International Concours in London’s Regent Street on Saturday 3 November. 527 pre 1905 veteran vehicles are entered for the 2007 LBVCR, including 101 international entries from the United States, Mexico, Canada, South Africa, China and Europe.

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- For further information visit www.lbvcr.com.
- A full media service is available online, with information and high resolution images.
- Contact the Press & PR Manager on the number or email below for password access to the media area.



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The annual London to Brighton Veteran Car Run is organised by Motion Works UK Limited on behalf of The Royal Automobile Club.

