

MEDIA RELEASE

Lightforce Sponsors Team Triton Racing in the ECB SuperUtes Series with Toby Price at the Wheel.

28 February 2018

Lightforce is proud to be a key sponsor of Team Triton Racing as they debut in the all-new ECB SuperUtes Series at the Adelaide 500 from March 1-4, with Dakar champion Toby Price driving.

In 2018 the ECB SuperUtes Series will feature at eight of Australia's key motorsport events starting in our home town of Adelaide and then at SuperCars Championship events in Winton, Townsville, Ipswich, Sandown, Bathurst, the Gold Coast and finally Newcastle.

Tarnia Conti, Chief Operations Officer at Lightforce said, "Lightforce has a strong association with both high-performance and grass roots motorsport. In 2017, Lightforce lights led the way on two entrants in the Score Baja 1000 in the USA, and we were the named sponsor of Lightforce Rally SA in 2016 and 2017."

The Mitsubishi Triton is one of the most popular dual cab vehicles in Australia, and many are fitted with Lightforce lights and accessories, so it makes sense that Lightforce supports Team Triton Racing and has branding and lights featured on a Mitsubishi Triton.

Lightforce is a high-performance brand, so it goes without saying that we are extremely excited to learn that Toby Price will be driving the #87 Mitsubishi Motors Genuine Accessories SuperUte which features our branding and a Lightforce LED Light Bar. In 2016 Toby became the first Australian to win any category of the legendary Dakar Rally.

Total Tools are the major sponsor for the #50 Triton SuperUte, driven by Team Triton team manager Craig Dontas who has spent the last seven years racing in the V8 Ute series.

Lightforce is offering a chance to hang out with Team Triton Racing at the Adelaide 500 and Lightforce fans should keep an eye out for other promotions to win tickets and experiences at ECB SuperUtes Series events and other and special occasions throughout the year.

Both Lightforce and Mitsubishi Motors have been part of global motorsport for decades, and this latest chapter in our involvement will expose both brands to old and new generations of motorsport enthusiasts.

For more information please contact Mark Gamtcheff, Lightforce Marketing Manager on (08) 8440 0818 or email mark.gamtcheff@lightforce.com





35 years of innovation in high-performance lighting

Designed in Australia, Lightforce products are tested in some of the harshest environments in the world including the USA, Australia, Sweden and Africa; places with extreme terrain and climate differences.

The Lightforce head office is based in Adelaide, South Australia and employs over 70 trained staff. The business has evolved into a sophisticated combination of designers, engineers, quality systems, product management, warehousing, sales, customer service and manufacturing functions across two primary locations in Australia and the USA.

Over 70% of the Lightforce range of driving and handheld lights continue to be manufactured in Australia, including the HTX, Genesis LED and Venom LED driving lights. In fact, we have actively onshored the manufacture of LED lights in the past 18 months to deliver optimum product quality and performance.

Lightforce has a formidable reputation as a global leader in innovative design and excellence in the manufacture of high performance and durable lighting systems. Ongoing development has opened up new markets and our award-winning range of modular accessories has helped increase demand to the point where we now export to over 50 countries worldwide.

With more than 35 years' experience, Lightforce is now a global leader in portable professional lighting systems as well as driving lights, rifle-scope optics and lighting accessories.

Lightforce has always been and will continue to be a pioneering force in the industry.

Lightforce have a team of engineers and R&D managers both in Australia and the USA working with technologies and products to serve the needs of our customers. This not only gives Lightforce a clear competitive advantage but has also earned many prestigious Australian and international design awards.

Lightforce continues to see growth in customer loyalty and confidence right around the world.

Visit lightforce.com for more information.