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RHEEM STAYS STEADY, HOT AND STRONG WITH THE SHELL V-POWER RACING TEAM

Leading hot water manufacturer takes their partnership with Shell V-Power Racing Team into a fourth season

Gold Coast, Australia, September 24, 2019 – The Shell V-Power Racing Team and Rheem, Australia’s leading hot water manufacturer, have agreed to an extension of their partnership for a fourth-consecutive year.

The classic Rheem logo will continue to adorn the Shell V-Power Racing Team Ford Mustang GT Supercars of Scott McLaughlin and Fabian Coulthard for the 2020 Virgin Australia Supercars Championship.

“It has been a fabulous association for us here at Rheem, with an incredible level of success since we first joined the team in 2017,” said Rheem Australia Chief Executive, Chris Taylor.

“The upwards progression since day one of our partnership, with the Team’s title in 2017 and Scott’s sensational Driver’s title last year has been incredible to be a part of

“The introduction of the Mustang in 2019 has continued this success and has been so well received by all of our customers and staff. The behind-the-scenes access and money-can’t-buy opportunities we’ve been provided with the team has driven our overall marketing programs to unprecedented levels. We really enjoy working with the entire organisation, and very much look forward to 2020,” said Taylor.

Shell V-Power Racing Team Managing Director Ryan Story said Rheem’s continued association was a demonstration of the on- and off-track success enjoyed by all of Shell V-Power Racing Team’s partners.

“When you form a partnership with an iconic brand like Rheem, you have to work hard to maintain that relationship,” said Story.

“We have worked incredibly hard to bring our on-track performance up to its current level, whilst also driving our commercial program very hard to ensure the on-track success translates to business opportunity for our partners.

“Rheem choosing to continue with us into a fourth year is fantastic and shows a very flattering level of confidence in our business. We look forward to continued success with Rheem well into the future.”





About Rheem Australia – www.rheem.com.au

Rheem has been manufacturing in Australia since 1937 and is the largest producer of water heaters in Australia. Its brands include Rheem, Solahart, Vulcan, AquaMAX, Raypak and Everhot. It employs people throughout Australia and has manufacturing facilities in NSW and Victoria. It has additional subsidiary organisations in New Zealand, China, Vietnam and Singapore.

About DJR Team Penske – www.djrteampenske.com.au

DJR Team Penske – a partnership between Dick Johnson Racing and Team Penske – is one of the most successful motorsports teams in Australia, with eight Australian Touring Car / Supercars Championships and three Bathurst 1000 victories, including the 2018 Virgin Australia Supercars Championship. With the backing of Viva Energy – Shell’s Australian licensee – DJR Team Penske competes as the Shell V-Power Racing Team.

Team Penske is one of the most successful teams in the history of professional sports. Cars owned and prepared by Team Penske have produced more than 530 major race wins, over 600 pole positions and 34 Championships across open-wheel, stock car and sports car racing competition. Over the course of its 53-year history, the team has also earned 18 Indianapolis 500 victories, two Daytona 500 Championships, a Formula 1 win and overall victories in the 24 Hours of Daytona and the 12 Hours of Sebring. Team Penske currently competes in the NTT IndyCar Series, the Monster Energy NASCAR Cup Series, the NASCAR Xfinity Series and the IMSA WeatherTech SportsCar Championship.

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