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CAMPEONATO DO MUNDO DE FÓRMULA 1

Segunda, 20 Fevereiro 2017 17:01 | Actualizado em Terça, 30 Novembro 1999 01:00 |  |  | 

CAMPEONATO DO MUNDO DE FÓRMULA 1 - 2017

RENAULT COM NOVO SPONSOR

1. MAPFRE será um novo patrocinador da Renault F1. Amanhã logo veremos o tamanho dos autocolantes nas asas e no "nariz" do carro.

MAPFRE has reached an agreement with Renault Sport Formula One Team to become one of the official sponsors of the racing team during the 2017 season.

The MAPFRE brand will appear on the nose and wings of both vehicles, as well as on the uniform and helmet of one of the two drivers, Briton Jolyon Palmer.

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This is a new experience in the automobile world for the Spanish company, which has a long history of sporting sponsorships, such as that enjoyed with the tennis player Rafa Nadal and the recent agreement to renew its role as a main sponsor of a Volvo Ocean Race participating team.

“This agreement with the Renault Group gives us the perfect platform to embark on a Formula 1 adventure,” said Ignacio Baeza, Vice Chairman of MAPFRE. “The team has big growth plans for the coming years, which is a reflection of our strategy as a company. This sponsorship will allow us to further promote the MAPFRE brand and its values worldwide.”

Renault’s new car for the 2017 season will be presented to the public in London tomorrow.

The logo for MAPFRE, featuring a red circular icon with a white cross-like symbol to the left of the word "MAPFRE" in bold, red, uppercase letters.

MAPFRE to sponsor Renault Sport
Formula One Team



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