

## PRESS RELEASE



08/02/2024

### **WOLF LUBRICANTS AND WRC ENTER MULTI-YEAR PARTNERSHIP EXTENSION**

**Wolf Lubricants has signed a multi-year extension with WRC Promoter to continue as the Official Lubricant Partner of the FIA World Rally Championship and FIA Junior WRC.**

The extension of this longstanding partnership reinforces the lubricant brand's vision to continue to be a driving force in motorsport. Through strong strategic partnerships, Wolf aims to foster talent and develop cutting-edge lubrication solutions that set new standards in performance and sustainability for the motorsport industry.

The Belgian lubricants producer first joined the FIA World Rally Championship (WRC) as Official Lubricant Partner in 2019, introducing its cutting-edge lubricants to the world's most prestigious offroad motorsport series for production-based cars. Since then, Wolf has worked closely with the Junior WRC to create bespoke-blended products that keep the meticulously built competition cars performing at their absolute maximum in some of the most challenging off-road conditions. The successful application in rally conditions has enabled Wolf to make its 'Racing Line' product available to the public, so that vehicles across the globe can benefit from its carefully blended components.

WRC and Wolf Lubricants are delighted with the extension of the successful collaboration, which will also see the latter continue to support the sport's young hot-shots through the JWRC programme over the coming years.

*"Wolf has been a dedicated partner to the WRC and Junior WRC over the past five years, supporting us not only with product but also close collaboration in development of our drivers and vehicles,"* states **Christian Teroerde, Senior Director Marketing & Sales.**

*"WRC and the Junior WRC provide the perfect platform for Wolf to develop and test products in some of the most demanding conditions road vehicles are likely to encounter. With the ultimate goal of creating evermore sustainable products and technical solutions, Wolf works with some of our most knowledgeable and experienced experts in off-road racing. We are excited that Wolf's commitment to our championship remains and the Wolf name will continue to be associated with the pinnacle of a WRC weekend: the Wolf Power Stage."*

The Belgium-based company was founded in 1955 and has become a leading name in the industry. It specialises in tailored, technology-enhanced lubricants, meeting and often exceeding latest industry standards and specifications, which are approved by the world's leading car manufacturers.

Wolf produces oils and fluids for engines, transmissions, brakes and steering. It has a wide product range, offering solutions for cars, heavy duty vehicles, motorcycles, marine and agricultural machinery.

**Yves Decat, Head of Global Marketing at Wolf Lubricants,** added:

*"After five successful seasons, we cannot be more excited to start the next phase of our collaboration. We now look forward to building on Wolf's continuous drive for precision and excellence to continue to innovate and nurture young talent in motorsport. We aim to be a driving force that enhances the motorsport experience for fans and competitors alike, and we're excited to be part of the future of this thrilling sport. Wolf Lubricants is not just a partner; we are a dedicated brand in the pursuit of progress,"* Decat said.

*"WRC is the pinnacle of the world of rallying and is the best place to test and develop our products by pushing the boundaries of what we can achieve in these tough conditions. WRC provides us with a performance platform in some of the most intense environments, meaning if our products work here, they will work in any vehicle, in any location, in any condition."*

For more information on Wolf Lubricant products, visit [our website](#).

To get the very latest on Wolf Lubricants' innovations and events, follow us on social media:

Instagram: [@wolflubes\\_official](#) / Facebook: [Wolf Lubes](#) /