

# Global Icons

ELEVATE YOUR BRAND

**LONDON, UK** (February 1<sup>st</sup> 2017) – Industry-leading brand licensing agency, Global Icons LLC, announced today its exclusive worldwide representation agreement with M-Sport, Ford Motor Company's rally partner and winner of multiple rally and FIA WEC championships.

M-Sport has added both the reigning FIA World Rally Champion and WRC Driver of the Year to its roster and is primed to return to the top-step of the podium and re-claim its place as the world's number one WRC team. With the team's all-new EcoBoost Ford Fiesta WRC winning its maiden race at Rallye Monte Carlo, excitement is building. Global Icons will assist M-Sport to expand its presence in many categories, including apparel, toys & games, digital gaming, car accessories, stationery, back-to-school, gifts, footwear, eyewear, bags & luggage, watches, fragrances, and textiles.

*"We at M-Sport are delighted to be joining forces with Global Icons at this important time in the development of the company and the various brands we are promoting. The World Rally Championship is attracting a lot of global motorsport attention and we look forward to working with the team at Global Icons to maximise the opportunity in the future."* said Andrew Wheatley, Business Development Manager at M-Sport.

David Williams, General Manager at Global Icons Europe Ltd. stated, "Our agency is thrilled to partner with this amazing brand and looks forward to introducing new consumer touch points to capitalise upon M-Sport's success. It will be our priority to target prospective licensees who can develop products reflecting M Sport's wining heritage. Key targeted product categories are apparel, car accessories, toys & gifting, leveraging the all new EcoBoost Ford Fiesta WRC".

## **ABOUT M-Sport**

M-Sport has been at the forefront of world rallying since 1997. Growing in size and stature since it was originally formed in 1979, the company now operates a flourishing motorsport business. Working alongside its renowned technical partners, M-Sport manages both thriving rally and circuit-racing programs around the globe.

Signalling the start of a new era for M-Sport, two of the world's top drivers, Sebastien Ogier and Ott Tanak, have joined the team to pilot the brand-new EcoBoost Ford Fiesta WRC in the 2017 FIA World Rally Championship. With 4 World Championships, 38 victories, 56 podiums and 475 stage wins, the duo of Ogier and co-driver Julien Ingrassia is undoubtedly a fantastic addition to the M-Sport WRC team. New team-mate Tanak also comes with some solid wins under his belt, having been crowned WRC driver of the year in 2016, after capturing 2 second-place finishes and 30 stage wins on gravel.

M-Sport is taking a huge step forward with its new-generation team and car, and are already seeing results with a thrilling double podium at Rallye Monte Carlo. The entire team has collaborated closely on this new project, with the drivers being heavily involved with the new car's design – bringing expertise from all sides to create a powerful yet manoeuvrable rally car. M-Sport is undoubtedly one to watch!

<http://www.m-sport.co.uk/>