



PRESS RELEASE

UFI Filters sponsors online star Archie Hamilton in the Porsche Sprint Challenge GB

Nogarole Rocca, 1 July 2020 – UFI Filters, a leader in filtration and thermal management, is excited to announce social media influencer Archie Hamilton as a new company brand ambassador. After a five-year hiatus from racing, the star of YouTube and Instagram is embarking on a return to the fast lane where he will compete in the 2020 Porsche Sprint Challenge GB for UFI Filters-sponsored race team, 'Redline Racing'.

Having started racing professionally in 2009, Archie enjoyed a successful, race-winning career, competing in Formula Ford, Formula Renault, Porsche Carrera Cup, the GT Open and at Le Mans. In 2015, he took a break from competition to focus on building his online brand, experiencing astounding success in the process. Today, his social media platforms are hugely popular, receiving even more followers and interaction than some Formula 1 drivers.

As new company brand ambassador, Archie will boost UFI Filters' online brand visibility. His far-reaching social media channels have achieved impressive statistics, with over 194 thousand followers on Instagram, over 21 thousand likes on Facebook and over 276 thousand subscribers on YouTube. In fact, many of his YouTube videos receive millions of views, with his channel achieving a reach of over 24 million in the European and UK market in the last 90 days. His ever-expanding online presence makes him the perfect choice for UFI Filters to achieve further market penetration.

Starting at the Snetterton 300 track on the 11th and 12th of July, the six race 2020 Porsche Sprint Challenge GB will be Archie Hamilton's inaugural competition with 'Redline Racing', a successful Porsche racing team. 2019 UFI brand ambassador Dino Zamparelli will be his coach and mentor. The UFI Filters brand logo will feature prominently on the race team car, racing suit, as well as on all other promotional paraphernalia.

As with all other competitors involved, Archie will race an identical Porsche 718 Cayman GT4 Clubsport, meaning that he will have a perfect opportunity to demonstrate his talent as a driver. The car features a 3.8-litre-flat-six engine, delivering 425 hp to the rear wheels with the aid of a six-speed PDK gearbox. UFI Filters expertise developed in the racing sector can be found in the products it supplies for original equipment to major automotive brands. The on-road version of the Porsche 718 Cayman is equipped with an UFI oil filter module on both the 2.0 and 2.5 litre versions, a filter that is also available to the company's aftermarket customers.

UFI Filters boasts a strong reputation and more than 40 years' experience in the supply of filtration technologies to the racing world, having more than 110 filters support each F1 race. UFI Filters

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sees Archie Hamilton as the right ambassador for the brand, reflecting its core values of passion, innovation and excellence.

Archie Hamilton says: "I'm really pleased to be working with UFI Filters in 2020. I look forward to increasing the brand awareness and exposure of the company's excellent products among my fans. Having UFI Filters place their trust in our racing programme is a major bonus for both myself and the team. Our participation in the 2020 Porsche Sprint Challenge GB is the first chapter of an exciting journey, which will hopefully see us compete in the European Porsche Sprint Challenge in the near future."

Karl Ridings, UK & Ireland Sales Manager Aftermarket comments: "Continuing on from last year's successful sponsorship of Dino Zamparelli, we are very enthusiastic about our new partnership with Archie, which will strengthen our brand awareness within a growing segment. We will support Archie in every race and are proud to stand at his side during this championship. We will also be using the motorsports platform for our customers, for all possible events during the Sprint Challenge race weekends this year. This sponsorship will also give a boost to our presence in the UK, where we can already rely on a strengthened sales team as well as on our local warehouse which can provide a next-day delivery service to our customers across the country."

For further information about the Archie Hamilton and UFI Filters, visit: www.archiehamiltonracing.com and www.ufifilters.com.

About Archie Hamilton:

Archie Hamilton is a professional racing driver who has created one of the world's fastest growing YouTube channels. Archie started driving competitively at the age of 11 in karts. From there he progressed to cars, winning his Formula Ford debut at Silverstone in 2007.

Archie has also driven in Formula Renault and the Porsche Carrera Cup series at Le Mans, participating in the 24-hour race. Archie enjoyed a successful season competing in the International GT Open, winning many races and securing several podium positions. Archie has also raced in the American Le Mans series at Laguna Seca.

About Redline Racing:

Redline Racing is a British racing team, currently competing in the Porsche Carrera Cup Great Britain and the new Porsche Cayman GT4 Sprint Championship. The defending team and drivers champions in the Carrera Cup have enjoyed a significant amount of success in the racing of Porsches over the years.

Team Redline Racing has dominated the Carrera Cup GB, becoming champions in the fastest one-make racing series in the United Kingdom in '04, '07, '08, '10, '11, '12, '14, '15, '16 and '17.

About UFI Filters:

Founded in 1971, UFI Filters is a global leader in filtration technology and thermal management. It serves a wide range of sectors – from automotive, aerospace and marine to specialised industrial and customised hydraulic applications. Renowned for its innovation, UFI's products and know-how are to be found in all kinds of vehicles – from Ferrari and other top F1 teams, to the European ExoMars spacecraft.

UFI supplies the full range of air, oil, fuel, cabin, hydraulic and coolant filters as well as thermal management systems to the automotive sector, meeting the needs of nearly all car brands and motorcycles as well as commercial, heavy duty and agricultural vehicles. In the OE market, UFI is a leading filtration provider. Each family of filters within the company's two aftermarket brands, UFI and Sofima, covers 96% of the European car parc.

One of the first Italian companies to identify growth opportunities in the Far East, today UFI has 19 industrial sites and employs over 4,000 people in 18 countries. It employs 168 specialised technicians in its Innovation and Research Centres and holds 233 patents. As a research-driven company, it reinvests over 5% of its revenues in R&D.



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