

**Alick Kerr**  
**PRESS RELEASE – 8<sup>th</sup> February 2008**  
FOR IMMEDIATE RELEASE

**Sponsorship Announcement**

**Kerr Secures Sponsorship Deal for Fiesta Sporting Trophy**

Lanarkshire teenager Alick Kerr from Bothwell announced today that Leaker Direct (Distribution) Ltd will again assist this up and coming young rally driver over the forthcoming season. The partnership is now in its fourth year and has brought some major successes over that period.

Kerr picked up the Peugeot Ecosse 205 1.9 Challenge title last year and will graduate to the Fiesta Sporting Trophy this year at the helm of a left-hand drive Ford Fiesta ST. The all gravel surface championship takes in 6 rounds across the UK and will be televised throughout the year. Kerr, along with 18-year-old co-driver Drew Sturrock from Marykirk in Aberdeenshire, will also be taking part in the 8 round Scottish Rally Championship with the first round being the Snowman Rally based in forests around Inverness on 16<sup>th</sup> February.

“I’m really looking forward to the Snowman Rally this year,” enthused Kerr, “It will be the first time I’ve driven the left-hand drive Fiesta in a rally and it will also be the first rally I’ve done with Drew on the notes. It will be a bit of a learning curve but I’m sure my pace will increase as the day goes on and I get used to the new car.”



The team are currently in Norway taking part in a week long driver training exercise on the frozen lakes at the John Haugland Winter Rally School. Kerr won the prize trip to the frozen lakes of Norway with four days of tuition as part of the John Easson Scholarship, named after rally driver John Easson who tragically lost his life in an air accident in 1999.

As for the partnership deal, Kerr was equally enthusiastic, “Moving to the Fiestas this year is a big financial commitment but we know we can offer enhanced marketing benefits to Leaker Direct with the increased exposure in this national championship.”

Arthur Leaker, managing director of the specialist kitchen and appliance firm, commented, “As a company, we are delighted to be associated with Alick once again in 2008. I am very keen to support this talented youngster and his achievements and professionalism over the years reflect well on my business.”

Further information on the team can be found at [www.alickkerr.com](http://www.alickkerr.com)

**Ends**

## Notes:

Leaker Direct (Distribution) Ltd was established in the year 2000 by Arthur Leaker to provide a specialised and professional service to the kitchen industry. They are based in Motherwell, at Junction 6 on the M8 between Glasgow and Edinburgh in Scotland. Having expanded year on year, Leaker Direct is now based in a 50,000 sq ft premises incorporating warehouse facilities, sales, marketing and accounts offices and a trade showroom.

Their aim is to be a one-stop-shop for kitchen specialists. They supply built-in and freestanding appliances, range cookers, American refrigeration and appliances, sinks and taps, lighting, flooring, worktops, ducting kits, plinth heaters and waste disposal units. They deliver twice weekly throughout the UK using their own transport and offer a quick stock turnaround and high levels of customer service.

Fiesta Sporting Trophy - [www.fiestasportingtrophy.co.uk](http://www.fiestasportingtrophy.co.uk)  
Scottish Rally Championship - [www.scottishrallychampionship.co.uk](http://www.scottishrallychampionship.co.uk)

Leaker Direct Ltd - [www.leakerdirect.co.uk](http://www.leakerdirect.co.uk)

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