

Touring car racing driver Tiago Monteiro: I want to be world champion in 2014.



Touring car professional Tiago Monteiro took time to explain his latest racing car to Brose employees. Brose has been sponsoring the Portuguese racing driver for 13 years.

Hallstadt/Bamberg (15. May 2013).

Portuguese touring car racing driver Tiago Monteiro visited Brose's Hallstadt site recently to exhibit his current racing car, a Honda Civic, to interested Brose employees. The family-owned company has been sponsoring the former Formula 1 driver for the past 13 years. Monteiro, who competes in the Honda team for the first time this season, is ambitious: "My target is the world championship in 2014."

Brose employees were extremely interested in seeing the vehicle and were there early in the morning to inspect the Japanese racer in which Monteiro has already come second this season in Slovakia. Monteiro explained the technical aspects of the Civic in detail and answered questions from Brose employees. Monteiro also explained the difference between touring and Formula 1 cars: "Touring cars accelerate more slowly, but that makes racing a road vehicle as fast as it will go all the more exciting." This, for Monteiro, is the special challenge of the World Touring Car Championship (WTCC): "It's about stretching and overcoming your own limits and those of the vehicle."

The Honda Racing Team's long-term strategy

The Honda Racing Team is new to the WTCC and is therefore making the most of Monteiro's experience, since he has already shown what he is capable of in the cockpit of a Formula 1 car: "I helped with the development of the Civic from day one, so the car is a bit like my baby." According to Monteiro, the team has a long-term strategy: "This season we

want to get the vehicle perfectly tuned to the demands of the WTCC. Next year our aim is the world championship.” This is an attitude that the Portuguese racing driver admits was inspired by Bavarian businessman Michael Stoschek: “Michael taught me how important it is to set oneself clear, long-term goals and to achieve them one step at a time. I am happy that my tie to Brose is not just a business relationship, but also one of friendship and trust. Over the past 13 years I have seen how the company has held its own on the international market with the help of long-term goals, a will to work and outstanding performance. These are the same characteristics that have brought me success.”

The event was supported by Honda Germany. The local Honda dealership offered test drives in the latest Honda vehicles. Brose and Honda share a long-standing business relationship as well as an interest in motor racing. For instance, the Brose site in Curitiba (Brazil) supplies Honda with window regulators for the South American market.