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JCT600

## Golfs Tee up Tour trip



Yorkshire is preparing to wow the crowds at this year's Tour de France thanks to Bradford-based JCT600.

JCT600 has given Welcome to Yorkshire - the tourism agency which has secured the Grand Départ in 2014 - use of six brand new Golf cabriolets for the Tour de France publicity caravan. The vehicles, which precede the riders, will showcase Yorkshire over the course of the 3,600km route, handing out Yorkshire Grand Départ merchandise to the millions of spectators who will line the roads.

John Tordoff, chief executive of JCT600, said, "Like everyone else, we were delighted when we heard the Tour de France is coming to Yorkshire. We have strong Yorkshire roots stretching back over 60 years and JCT600 has long played a key role in supporting and promoting the region. And so we are more than pleased to team up with Welcome to Yorkshire as it takes the Yorkshire message far and wide."



media relations and profile

Mark Fielding, head of branding at Welcome to Yorkshire, adds: "This fabulous partnership with JCT600 is a great way for us to take Yorkshire to Le Tour a year early and to get people thinking about Yorkshire and 2014 now so the whole county starts to reap the benefits ahead of next year's Grand Départ."

The specially decorated cars will join around 140 others from the Tour's many sponsors to create a spectacular cavalcade which will criss-cross the length and breadth of France. They will also be a feature of the Tour de France during the Grand Depart in Yorkshire in 2014 and the 2015 Tour.

- Ends -

For further press information, please contact:

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**Picture shows:** John Tordoff (left), chief executive of JCT600, and Mark Fielding of Welcome to Yorkshire with one of the JCT600 Golf cabriolets