

Date: 21 April 2017

JCT600

Mercedes-Benz fleet from JCT600 adds style to this year's Tour de Yorkshire



The north's leading motor retailer, JCT600, will be the official car supplier of the Tour de Yorkshire for the third consecutive year.

Bradford-based JCT600 which supported the Grand Depart in 2014 has gone on to lend its support to the Tour de Yorkshire since its launch two years ago. Once again, JCT600 will partner with Mercedes-Benz to supply every official vehicle for the cycle race, providing a fleet of vehicles from the prestige marque including six red A-Class and six red C-Class in-race cars and ten VIP race cars in various models.

JCT600 will also have a three day display at Harrogate, which is stage 2 of the race, with a Mercedes-Benz pop-up shop featuring a variety of models including a C-Class Cabriolet, a C- Class Coupe, ab SUV and an E-Class Coupe.

At the first stage of the race, JCT600 has also vinyl wrapped a Mercedes-Benz for the riders to sign before they start the race and this will be on show at the finish line at Fox Valley, Sheffield, as part of a Mercedes-Benz display.

JCT600 will also have two VIP in-race guests following the race on the third day, Simon Morton, a technician at JCT600 Mercedes-Benz Chesterfield and a member of the JCT600 cycle club, and his girlfriend, Zoe Morton.

John Tordoff, chief executive of JCT600, said: “As a family business with over 70 years’ heritage in Yorkshire, we are proud that the region now hosts an annual world class cycling event. Every year the Tour de Yorkshire gets bigger and better with more than two million spectators turning out to watch last year, despite some mixed weather!

“Travelling through some of Yorkshire’s most stunning scenery, including two UNESCO World Heritage sites at Fountains Abbey and Saltaire, it is a fantastic way to show people around the world some of the great things that Yorkshire has to offer.”

The Tour de Yorkshire covers 515.5km and will take place from 28th to 30th April. Stage 1 on Friday 28th April starts in Bridlington and loops round to finish in Scarborough. Stage 2 on Saturday 29th April starts in Tadcaster and finishes in Harrogate, with the women’s race taking place on the same day. Stage 3 on Sunday 30th April starts in Bradford and finishes in Fox Valley, Sheffield.

It is a 2.1 European Tour class race being delivered by Amaury Sport Organisation and Welcome to Yorkshire with the backing of British Cycling.

JCT600 was founded in 1946 as Brooklands Garage on Sticker Lane, Bradford, by current chairman Jack Tordoff who subsequently built it from a single dealership into the largest privately owned business in Yorkshire. Jack’s son, John, is chief executive of the £1bn turnover business which now has 50 dealerships representing 18 of the world’s leading car marques; and employs a 2,300-strong team.