

Panasonic Racing website launches free new competition

Build your own Panasonic Toyota racing car to win exclusive F1 prizes at Panasonic Toyota Racing.

(PRWEB) March 26, 2003 -- Panasonic, title partner of the Toyota Formula 1 team has launched an exciting new microsite for the 2003 season at <http://www.panasoniceurope.com/racing> dedicated to the Panasonic Toyota Racing team. The central component to the online campaign is their new 'Build a car' competition, which brings the Formula 1 experience to life in a fun and interactive way. The object of the competition is to build your own Panasonic Toyota racing car by collecting key parts of the car.

The car parts are collected by completing shockwave challenges, such as - 'The Pit stop Challenge' and 'The Aerodynamic Challenge.'

The grand prize is a drive in a Formula 1 car for the person who builds their car with the highest overall score. Other main prizes are a signed driver's helmet, VIP tickets to an F1 event, signed steering wheel and Panasonic products. In addition there are various monthly prizes to be won. The site will also feature a photo and video diary by team members including this season's new drivers, Frenchman Olivier Panis and F1 newcomer, Brazilian Christiano da Matta, as the team embarks upon its second season in the pinnacle of motorsport.

Significant progress has been made and our team is ready to begin its first quest for top ten grid positions and regular points finish in 2003.

Press release ends:

If you need any more information please email me at jeffc@summitmedia.co.uk



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<http://www.panasoniceurope.com/racing>

Online Web 2.0 Version

You can read the online version of this press release [here](#).