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pressrelease

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RAC licensees to exhibit at Spring Fair

Eight licensees of the motoring breakdown brand RAC have clubbed together to take a stand at the upcoming Spring Fair.

With a broad range of licensed products already successful at retail, the RAC licensees have taken a stand in the volume hall to show off the breadth and range of RAC's licensed products. "We're delighted to support this activity by our licensees," said Murray Gorman, RAC's product licensing & commercialisation manager, "in these difficult financial times it's important that licensors find innovative ways to get their products into retail."

With RAC being one of the strongest automotive brands in the UK and Spring Fair the ideal showcase for licensed products, the brand's licensing agency is expecting new business: "We took this initiative because the RAC licensees are good at working together and we recognize the importance of presenting a united front to the UK's leading retailers," said Adam Bass, Golden Goose's director adding confidently: "With nearly 34 million drivers in the UK and 28.2 million cars, we expect the retailers attending Spring Fair to be excited by the RAC range of products"

Ends

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Notes:

About RAC

With around seven million customers, RAC is one of the UK's most progressive motoring organisations, providing services for both private and business motorists. Whether it's roadside assistance, insurance, vehicle inspections and checks, legal services or up-to-the-minute traffic and travel information - RAC is able to meet drivers' needs.

RAC is committed to providing the very highest levels of service to its customers and ranked first for customer satisfaction by J.D. Power and Associates' UK Roadside Assistance Study 2006 to 2009. RAC was also the top-named breakdown organisation in the July 2009, January 2010, July 2010 and July 2011 half-yearly UK Customer Satisfaction Index from the Institute of Customer Service.

RAC was awarded a Which? Best Buy for Breakdown Cover in August 2010, and RAC Insurance has also been awarded the Best Overall Vehicle Insurance Provider 2010/11 by themoneypages.com.

RAC's news releases and a selection of images are available from the internet press centre at www.rac.co.uk/press-centre/.

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