



## ***BEDE increases “Horse Power” for 2010***

BEDE Ltd are delighted to announce that CASE IH and Lincolnshire Audi are joining as Associate Partners for the 2010 season. These two highly regarded market leaders make a very welcome addition to BEDE associate sponsors and will prove valuable assets across the season.

With the start of the 2010 British Eventing season only weeks away BEDE are gearing up for it's busiest season to date. Stuart Buntine, Managing Direct of BEDE, acknowledges the support of BEDE's Associate Sponsors *“without the support and assistance of our sponsors, undertaking 8 events would be almost impossible. We all look forward to building on our relationships with CASE IH & Audi throughout 2010 – the addition of all this Horsepower will certainly drive us forward at a pace this year”*

CASE IH joins BEDE this year as our official supplier of ground work vehicles. Taking pride of place will be the CASE IH JXU Tractor providing a welcome addition to our ground works team. *“Case IH is delighted to be supporting BEDE Ltd and we are looking forward to a season of top-class competition,”* said Case IH marketing manager, Charles Blessley. *“Case IH's smaller tractors are ideal for ground preparation, grass management, loader and transport work making them a great asset for the course managers, as well as at equestrian centres and smallholdings.”*

Lincolnshire Audi are the official vehicle supplier for all BEDE events helping the officials and support staff around the picturesque but challenging sites. Adrian Morvinson, Head of Business for the group commented *“Audi have been pleased to be of support to BEDE for the last few events of the 2009 calendar. Working on this mutual success we have agreed to support the full calendar of events for 2010. This will help us display the exciting range of new Audi products throughout 2010. 2010 is as much an exciting calendar for us as BEDE with 3 new Audi models being launched. The all new A8 and R8 spyder are due April time and we plan to show these at Belton International in April.”*

Both CASE IH & Audi join our other associate partners Lycetts, Polly Products and Bridge McFarland for the 2010 season and we look forward to working with them all for a full and successful season.

For further information on our sponsors, BEDE Ltd or any of our events contact Darren Bungay on 01949 829061 or e:darren.bungay@bedeltd.co.uk

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### **Editors Notes:**

BEDE Ltd are the UK's largest event management company specialising in the sport of Equestrian Eventing. In 2009 we had over 3000 competitors and 35000 spectators at our events. Our portfolio consists of 8 events across the season including Belton & Osberton International. For 2010 we are hosting the the UK finals of the 'Lycetts British Eventing Young Horse Championships' which will hold a strong national profile as this is the showcase venue for best of British Breeding with regional events held throughout the UK and culminating at the championships in Osberton.

Our events brochure can be found at [www.bedeltd.co.uk/bede\\_advantage\\_2010](http://www.bedeltd.co.uk/bede_advantage_2010)

For more information please contact: Darren Bungay on [Darren.bungay@bedeltd.co.uk](mailto:Darren.bungay@bedeltd.co.uk) or 01949 829061

[www.bedeltd.co.uk](http://www.bedeltd.co.uk)

### **About CASE IH:**

Case IH is the professionals' choice, drawing on more than 160 years of heritage and experience in the agricultural industry. A powerful range of tractors, combines and balers supported by a global network of highly professional dealers dedicated to providing our customers with the superior support and performance solutions to be productive and effective in the 21st century. More information on Case IH products and services can be found online at [www.caseih.com](http://www.caseih.com)

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### **About Lincolnshire Audi:**

Lincoln Audi is continually striving to deliver an experience that is as prestigious as the vehicles themselves.

This vision was realised with a distinctive new Audi Dealer on Doddington Road, which opened in 1997. The substantial 11 new car showroom coupled with a 40 Audi Approved Used Car offer enables customers to view the extent of the Audi range. Lincoln Audi has the ability to service up to six vehicles at any one time and has combined this with the experience and knowledge of Audi trained technicians to ensure a seamless service for all of its customers. This has been rewarded in recent years with Lincoln Audi receiving recognition as one of the top three dealerships for customer service. [www.lincoln.audi.co.uk](http://www.lincoln.audi.co.uk)

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