

<http://www.pittalkasia.com/2014/08/tc3-asia-series-launched-for-2015/>

TC3™ ASIA SERIES LAUNCHED FOR 2015



Following the recent announcement of the new-for-2015 global Touring Car racing championship – the TC3™ International Series – a sister TC3™ Asia Series has been launched as well.

This exciting new series is the next step in the objective of restoring the Touring Car Pyramid, with cars that can compete at national, regional and international level.

The TC3 Asia Series will be headed up by David Sonenscher, who has a long history in Asian motorsport and successfully ran the Asian Touring Car Series from 1997 up until the end of 2011 through his company Motorsport Asia, which also promotes the very successful GT Asia Series and Porsche Carrera Cup Asia Championship.

Sonenscher said: *"My multi-year experience as promoter of the GT Asia Series makes me believe that this is the right moment to launch this new category. This was actually the opportunity I was waiting for to restore a regional Touring Car championship in Asia that is strong enough to take up the legacy of the Asian Touring Car Series I have promoted for a number of years."*

"Nowadays there are many drivers and teams in the Far East countries that are looking to compete in a series for attractive racing cars that is also affordable for privateers. The TC3 Asia Series may be the answer to their wishes."

Seven events spanning the entire region are planned for the inaugural season of the TC3 Asia Series, with some of these shared with the TC3 International Series and the GT Asia Series.

The popularity of motorsport within the Asian region is growing rapidly and strong media coverage will bring this exciting new brand of racing to a massive audience in its very first season.

Plans for the TC3 Asia Series and its 2015 calendar are well advanced and will be announced in September.