

News release
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Full Circle K backing for Oliver's rallycross programme

- Oliver Solberg's RallyX Nordic bid to be backed by Circle K
- Fun, experience and the title the target for the 16-year-old

Oliver Solberg's entry on this year's RallyX Nordic will be backed by fuel and retail giant Circle K.

The 16-year-old will drive a DS 3 Supercar developed and run by his family's PSRX team in Torsby. But Oliver's entry to the hugely popular series has been made all the easier with his Circle K alliance.

"It's the first time I've had a really big sponsor like this," said Oliver, son of triple FIA World Champion Petter Solberg. "It's fantastic to have them backing me, they have made everything possible this year and I have to say a very big thank you to them.

"Having the funding is obviously the priority, but I've really enjoyed looking at the whole marketing side of things: designing the new livery, working on the colour scheme, making sure everything works for Circle K. It's really good."

The Circle K agreement runs for three years, by which time Oliver hopes to have moved from rallycross into rallying.

"This is one of the reasons why the Circle K partnership is so important to me. Rallycross is fantastic and I love it, but it's about getting me to where I really want to be and where I see my future – and that's rallying.

"The RX car is so much fun, but more importantly than that it is teaching me a lot about driving. When I come from this 600bhp car and go to any rally car in the world, it's not going to feel quite so quick and that gives really good experience. I am so fortunate to have Circle K alongside me to help me develop.

"For now, the focus is on having fun and developing. Every time I get in the car I am smiling so much, I just love it and don't ever want to get out! Like I said, I have to thank Circle K for that and for joining me for my future."

"To have success and be the customer's first choice, we need to start early with selecting and training our talent. Our partnership with Oliver Solberg goes hand-in-hand with this ambition. Having the youngest competitor and one of the favorites racing for us in RallyX Nordic is very exciting," said Johan Kraft-Johansen, Circle K's senior marketing manager in Norway.

“In addition, our sister company in Sweden is the main partner for both STCC (Swedish Touring Car Championship) and RallyX Nordic. With his dual citizenship, Oliver is a great match for us.”

Oliver’s first RallyX Nordic outing starts at Höljes in Sweden this weekend (May 5/6).

2018 RallyX Nordic Calendar

May 5/6	Höljes, Sweden
June 2/3	Arvika, Sweden
June 23/24	Grenland, Norway
August 11/12	Nysum, Denmark
August 25/26	Kouvola, Finland
October 6/7	Tierp, Sweden

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About Circle K Norway:

Circle K is the dominant operator within retail and convenience in Norway with nearly 300 full service outlets. Circle K offers a range of services for the car, its owner and its passengers. Quality fuel and quality carwash is offered throughout. Offering great food and variety to the driving public is also high on the agenda. The retail customer is expecting great service and knowledge, both when it comes to car care and the food offer along the road. We want to cater for both.

Circle K Norway AS is a subsidiary and fully owned by Canadian convenience retailer Alimentation Couche Tard, operating more than 15000 stores World Wide.