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ZYTEK LOOK TO FUTURE WITH NEW APPOINTMENT

Zytek Engineering has signalled its intent to capitalise on the success they have shared this year with Greaves Motorsport and Nissan in the LMP2 sports prototype category by appointing former motor sport journalist and marketer Chris Witty to help develop the commercial side of their motor sport operation, including sales and new projects.

"I've known Chris for nearly 30 years, ever since my fledging company designed and developed the first electronic engine management system in Formula 1 for Brian Hart and the Toleman Grand Prix team in 1984," says Zytek Chairman Bill Gibson. "He's very familiar with our Company, our products and what we're trying to achieve. Sales, marketing and developing new projects is something we've lagged behind on over the years, we're just engineers after all, so with sports car racing in the ascendency, we feel there's an opportunity to try and expand into that marketplace."

Witty has been involved in motor sport for over 40 years and has worked in all areas from Formula 1 to World Championship Rallying so has a wide knowledge and understanding of the business. His arrival at Zytek Engineering comes at a key time, as the Company is preparing to invest substantially in further enhancing its product range in the Le Mans Prototype (LMP) categories.

"Zytek has an excellent reputation in the automotive industry, having produced a variety of race engines, chassis and cutting edge hybrid systems that has seen success all over the world." said Witty. "I was impressed by Bill's desire and commitment to push forward and develop the chassis side of the business over the winter and look forward to convincing others to share in the success Greaves Motorsport and Zytek have had in LMP2 this year."



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