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Plus Fitness teams up for V8 Supercars classic at Phillip Island

Australian success story Plus Fitness has joined V8 Supercars as naming rights sponsors of next week's Phillip Island 400 in Victoria.

The Plus Fitness Phillip Island 400 is the penultimate event of the 2014 V8 Supercars season at arguably Australia's most picturesque tracks, the Phillip Island Grand Prix Circuit.

Plus Fitness will become the Official Fitness Partner of the Phillip Island event and the Sydney NRMA 500 where the Championship fight will be decided.

In addition to a very strong televised branding presence at the Plus Fitness Phillip Island 400, the broadcast will also feature a Plus Fitness Driver Challenge segment which will also be shown across the V8 Supercars' digital channels.

Plus Fitness CEO John Fuller said the synergies between his hugely successful business and V8 Supercars made for an obvious fit.

"This, in addition to our similar brand ethos, make for a great partnership and the exposure this brings to both our brand, Plus Fitness, and the fitness industry as a whole," Fuller said.

The partnership is an extension of Plus Fitness' highly successful partnership with Dunlop Series team Novocastrian Motorsport at the Supercheap Auto Bathurst 1000.

Plus Fitness will continue the Dunlop Series partnership with Aaren Russell and his team at the Sydney NRMA 500.

"The sponsorship and naming rights are also a good fit with Plus Fitness' recent sponsorship of Novocastrian Motorsport for the Supercheap Auto Bathurst 1000 and upcoming Sydney NRMA 500.

"This is in addition to Plus Fitness being named as the Fitness Supplier to the Sydney NRMA 500 this year where the Plus Fitness V8 will be racing in the Dunlop Series."

Plus Fitness has had its recent achievements widely recognised over the past 12 months winning a number of prestigious awards.

This included being named as the Emerging Franchisor of the Year for 2013 by the Franchise Council of Australia.

Plus Fitness was ranked 27th in the BRW Fast Starters for 2013, took out the Smart Company Top Franchise award in both 2013 and 2014 along with also being recognised as the Smart Company 8th Fastest Growing Australian Company for 2013.

With low cost gym memberships, 24/7 access, no lock in contracts, free virtual classes, free fitness programs, great equipment and access to all Plus Fitness gyms across the country, a Plus Fitness membership delivers an ideal solution for fitness seekers.

