

GLASFIT MOVES INTO TOP GEAR

31 May 2016

The new season of Top Gear will launch on BBC Two and around the world on the 1st of June 2016. The good news is that Glasfit will be a part of the programme, with advertising aimed at an audience that perfectly matches our target market. We'll be broadcasting our 'Ambassador' TV commercials during the broadcasts. In total, there'll be 30 commercials until the first series ends on the 26th of June.

Over the last 8 months, hosts Chris Evans, Matt LeBlanc, Sabine Schmitz, Chris Harris, Eddie Jordan, Rory Reid and The Stig have driven over 7500 miles, undertaken both on and off road challenges, tested the very latest cars and filmed in nine countries across four continents to create the new series.

And for the first time Top Gear will be accompanied by Extra Gear hosted by Rory Reid. Filmed at the famous Top Gear studio, Extra Gear will bring audiences exclusive new footage, interviews, specially recorded films and behind the scenes access to the world of Top Gear.

The exciting new features will only add to the spectacle which means we'll have more eyes on the Glasfit brand.