

## LKQ Europe partners with WRC star, Thierry Neuville

March 11, 2024

**Zug, Switzerland.** LKQ Europe, the subsidiary of LKQ Corporation, has announced its official partnership with World Rally Championship driver, Thierry Neuville, and his Art Helmet charitable project.

As part of the project, Belgian-driver Neuville, who drives for Hyundai Motorsport, carries individually created artwork on his helmet for each race. The helmet is then auctioned off post-race to raise money for a local cause.

Frédéric Plateus, a Belgian artist, designed the artwork for the helmet Neuville wore on his championship opening weekend win at Rally Monte-Carlo. It subsequently raised 20,000 EURO at auction for Association Antoine Alléno, a charity dedicated to supporting bereaved parents.

Neuville, currently leading the WRC driver's table heading into the Safari Kenya Rally in March, will wear a helmet featuring a design from Kenyan artist Thandiwe Muriu. Proceeds from the eventual auction for this helmet will go to local educational support charity, the Logos Scholarship Fund.

LKQ Europe's logo will be carried on Neuville's helmet and overalls as part of their sponsorship.

Commenting on LKQ Europe's support, Andy Hamilton President and Executive Managing Director, LKQ Europe, said: "It's hard to think of two causes closer to our organization than charity and motoring, so the tie-up with Thierry's brilliant project and the WRC has felt natural for us.

"We've been thrilled to his winning start to the championship season and the phenomenal impact Art Helmet has made after just one race. It's going to be a brilliant year and we're proud to be partnering with Thierry."

**ENDS**

## About LKQ Europe

LKQ Europe, a subsidiary of LKQ Corporation ([www.lkqcorp.com](http://www.lkqcorp.com)), headquartered in Zug, Switzerland, is the leading distributor of automotive aftermarket parts for cars, commercial vans, and industrial vehicles in Europe. It currently employs approximately 27,500 people with a network of more than 1,000 branches and approximately \$6.3 billion in revenue in 2023. The organization supplies more than 100,000 workshops in over 20 European countries in the following regions: Benelux-France, Central Eastern Europe, DACH, Italy, Scandinavia and UK & Ireland.

## Media Contact LKQ Europe

Ricky Ambury  
Citypress

**T** +44 (0) 7540 047833

**E** [lkqeuropa@citypress.co.uk](mailto:lkqeuropa@citypress.co.uk)