

**Media contact:**  
Natasha Webster  
336-741-2134



## R.J. REYNOLDS VAPOR COMPANY'S VUSE BRAND TO BE FEATURED ON ARROW MCLAREN SP CAR IN 2020 NTT INDY SERIES

**Winston-Salem (FEBRUARY 11, 2020)** - R.J. Reynolds Vapor Company (RJRVC) celebrates a partnership between its Vuse brand and Arrow McLaren SP for the NTT INDYCAR SERIES. On Friday, February 7, Arrow McLaren SP unveiled its IndyCar contender for the 2020 series – where the Vuse logo is featured on the rear wing, chassis side, and sidepod tops of the cars.

“We’re excited to partner with Arrow McLaren SP. Vuse is committed to bringing world class technology, cutting edge performance & unique style to adult nicotine consumers, through fully customizable vaping options,” says Leila Medeiros, U.S. Head of Vuse, “Arrow McLaren SP is a perfect partner and we are very proud to extend and enhance our relationship over the years to come.”



The Vuse brand promotion is part of a broader enhanced partnership deal between British American Tobacco (BAT), RJRVC’s ultimate parent Group, and McLaren, following a successful first year of global partnership with the McLaren Racing Formula 1 team, of which BAT is a Principal Partner.

“We are pleased to announce Vuse as an Arrow McLaren SP partner. BAT’s transformation agenda remains central to our global partnership, as does a shared focus on technology and innovation and we look forward to continuing our work together from the 2020 NTT INDYCAR SERIES and beyond. As the brand enters a new racing series with the team, we thank BAT and Vuse for its continued support.” Says Zak Brown, Chief Executive Officer, McLaren Racing.

“We’re pleased to welcome Vuse to our growing family of Arrow McLaren SP partners. We look forward to taking to the track together in North America for the 2020 NTT INDYCAR SERIES, and supporting the company’s transformation agenda,” says Sam Schmidt, Co-Owner, Arrow McLaren SP.

The partnership is rooted in a shared passion for excellence in technology, innovation and design. Arrow McLaren and RJRVC also have best practice processes, innovation, and respective industry expertise in common.

“We’re thrilled to extend our transformation journey to the INDYCAR SERIES. Arrow McLaren SP and Vuse are both committed to excellence, and we welcome this partnership as an opportunity to showcase our company’s extensive industry experience, market-leading technology and creative design to deliver vapor products that bring meaningful change to the industry,” says Medeiros.

To further celebrate the partnership, Vuse will host exciting engagement opportunities for select retail customers and adult nicotine consumers throughout the racing season and during key race weekends.

**END**

### **About McLaren Racing:**

McLaren Racing was founded by New Zealand racing driver Bruce McLaren in 1963. The team entered its first Formula 1 race in 1966, since when McLaren has won 20 Formula 1 world championships, more than 180 Formula 1 grands prix, the Le Mans 24 Hours at its first attempt and the Indianapolis 500 three times. McLaren Racing competes in the 2020 FIA Formula 1 World Championship with Carlos Sainz and Lando Norris, and the IndyCar Series in North America with Oliver Askew and Pato O’Ward.

**Media contact:**  
Natasha Webster  
336-741-2134



**About Vuse/R.J. Reynolds Vapor Company:**

The Vuse brand combines tobacco expertise with innovative technology to provide adult nicotine consumers with alternatives to traditional tobacco products. Vuse products are marketed in the United States by R.J. Reynolds Vapor Company ("RJRVC"), an operating company of Reynolds American Inc., a member of the British American Tobacco Group. RJRVC remains committed to responsibly marketing Vuse products.

**About British American Tobacco:**

British American Tobacco Group (BAT) is one of the world's leading, multi-category consumer goods organizations, that provides tobacco and nicotine products to millions of consumers around the world. It employs over 55,000 people, with market leadership in over 55 countries and factories in 48. Its Strategic Portfolio is made up of its global cigarette brands and an increasing range of potentially reduced-risk products, comprising vapour and tobacco heating products, as well as traditional and modern oral products.