

EXCEL R8

MOTORSPORT



MINI
CHALLENGE

TEAM INFORMATION PACK



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02 EXCELR8 MOTORSPORT

Business first, race team second.

EXCELR8 is practically unique among race teams in that its founder, Justina Williams, has a highly successful background in business, rather than coming from a career solely in motorsport.

This means the team has a far greater appreciation for the needs of its commercial partners than its competitors, and is as committed to delivering a return on your marketing investment as it is to achieving results on track.

The team devotes an enormous amount of effort to optimising its operations and presentation in order to provide a highly professional and marketable platform, and were recognised with a 'Spirit of the Championship' Award for the best dressed and most innovative garage during the teams maiden season in the BTCC.

Founded in 2010, a determination to succeed combined with high levels of professionalism meant that success was never far away and the team was rewarded with its first MINI CHALLENGE championship in 2010. Another 41 titles have followed, along with numerous championship runner-up trophies.

Since 2014, the team has shown its ability as a constructor of expertly engineered, high performance race cars. EXCELR8 is solely responsible for the development and production of more than 70 new JCW Class cars for the MINI CHALLENGE UK, which has seen the championship go from strength-to-strength and secure its status as the UK's finest one make saloon racing championship.

The quality of the cars has also gained international recognition for the team, leading to the formation of MINI CHALLENGE series in both Japan and China for 2019. EXCELR8 has since delivered another 30 cars, and have provided technical support at several exhibition races.



Following a successful debut in the Kwik Fit British Touring Car Championship in 2019, the team designed and built a pair of cars based on the Hyundai i30 Fastback N Performance for 2020. This huge undertaking reaped exceptional rewards, seeing the team score points in each of the 27 races across the season, including a pair of outstanding podium finishes.

Expanding to run four cars in 2021, the team secured a first BTCC victory on home soil at Snetterton, with two further wins seeing it remain in contention for the title through to the final meeting of the year.

In 2022, the team won the BTCC Championship with Tom Ingram, along with numerous other achievements for the team.

In the MINI CHALLENGE, the team had great success after coming agonisingly close in the previous five seasons, in 2020, the team finally sealed the JCW Class championship - winning the Drivers, Teams, Rookie Cup and Graduate Cup titles and cementing its reputation as one of the most successful teams in UK motorsport. Both the Drivers and Teams titles were successfully defended in 2021.

DIVERSITY & INCLUSION

As a team, EXCELR8 prides itself on being one of the most inclusive race teams in UK motorsport, with a diverse workforce all focused on the same end goal - doing the job possible both on and off track.

Motorsport has historically been a male-dominated arena but EXCELR8 - as the only team in the BTCC with a female team principal - aims to help lead the way when it comes to increasing the number of women involved in the sport at the highest level.

As an ambassador for the FIA's Girls on Track UK initiative - launched to inspire young girls and women alike into following a career in motorsport - EXCELR8 boss Justina Williams has been involved in various events to promote how inclusive the sport can be.

A number of female members of staff now hold key positions within the EXCELR8 team, including hands-on roles that have helped the team to reach the very top by securing championship success in the BTCC.

EXCELR8's work on diversity and inclusion goes much further, with the team proud to have been awarded the Silver Award by the Armed Forces Employer Recognition Scheme.

Having also signed the Armed Forces Covenant, it showcases EXCELR8 as a Forces-friendly employer that is keen to provide opportunities for those who have served our country.

03 THE EXCELR8 MOTORSPORT TEAM



Justina Williams
Team Owner

Justina provides financial and strategic oversight for the business and relationships with drivers, sponsors and commercial partners. This allows the team to focus on their roles in order to maximise their presence in the paddock and performance on track.



Marvin Humphries
BTCC Team Manager

Former Eurotech and West Surrey Racing Team Manager Marvin Humphries joined EXCELR8's BTCC team for 2019, bringing with him a vast amount of experience and knowledge of what it takes for a team to fight for title at the pinnacle of UK motorsport.



Adam Berrisford
BTCC Race Engineer

Adam has worked in BTCC since 2015 as both a mechanic and Data Engineer, before joining the EXCELR8 team in 2019 as a Data Performance Engineer. Since then, he has worked his way up to the role of Race Engineer. Outside of the BTCC, Adam can be found working as a Mechanical Engineer in the clean energy sector or helping at his wife's therapy farm.



Spencer Aldridge
BTCC Chief Race Engineer

Spencer joined the team in 2021 as Chief Race Engineer and integral to the race car design and development. Having previously designed and engineered cars that have won the BTCC Independents Drivers and Teams Championships twice, along with the hybrid test car, Spencer brings with him a wealth of BTCC experience to elevate the cars to the next level with his sights



Daniel Bishop
Partner, BTCC Race Engineer

Daniel has been part of the team for more than a decade, working his way up from Assistant Technician to BTCC Race Engineer. He is also responsible for the day to day operation of the BTCC team and ensuring that the team and cars get to where they need to be at the right time.



David Tredinnick
Partner, BTCC Team Manager

David joined the team as a Technician, progressing to Team Principal for the Cooper operation, managing the team to a Championship win before stepping up to run the JCWs team, culminating in winning the Championship in 2020. David has now stepped up again to Team Manager for our BTCC team.



Sandra Humphries
BTCC Assistant Manager

Former Eurotech and West Surrey Racing Assistant Manager Sandra Humphries joined EXCELR8's BTCC team for 2019, bringing with her a vast amount of experience and knowledge of what it takes for a team to fight for title at the pinnacle of UK motorsport.



Laura Drysdale
Head of Guest Experience

Laura joined the team along with her partner Tom Ingram at the start of 2021 and plays a key role in the smooth operation of the team off track on a race weekend. The link between what goes on behind the scenes and EXCELR8's amazing fans and partners, Laura is responsible for facilitating the team's off-track activities - which includes fan engagement and helping with the activation of commercial partnerships.



Connor Morgan
Senior Partner and Team Principal

Connor has progressed through the team, joining at the age of 14 to train as a Technician for the Cooper and JCW teams, before moving into a business management orientated role as Team Manager, before being appointed Team Principal for the Cooper and JCW operations.



Will Daniels
BTCC Race Engineer

Will joined the team as a Data Engineer in 2019 with the JCW MINIs, winning the Championship with Dan Zelos. He went on to work in F1, GTWC, British GT and WEC with multiple race and championship wins and joined the BTCC team in 2023 as Ronan Pearson's Race Engineer, eager to build on the young Scotts promising career.



Andrew Menzies
Partner, JCW, Cooper, Porsche Head Engineer & Team Manager

Andy joined the team in 2017 as a Technician. Over the seasons Andy has progressed into a role of JCW and Cooper Head Engineer and Team Manager. Outside of EXCELR8 Andy works as a Technical Instructor at Derby University teaching Motorsport Engineering.



MOTORS Cassie Robbins
JCW Team Manager

Cassie joined the team in 2018 as a JCW Technician, progressing to a Head Technician in 2019. Cassie has now stepped up into a Team Manager role. Responsible for the day to day operations of the EXCELR8 JCW and Cooper team. Her knowledge and experience within the MINI CHALLENGE is a true asset to the team.

04 MARKETING & PROMOTION

As well as focusing on delivering exceptional performance on track, EXCELR8 also has an in depth understanding of the business aspects of motorsport. Therefore, every effort is made to ensure the team provides the best possible marketing platform for its partners.

This starts with the way the team is promoted in the paddock, providing the best possible first impression for any external observer. The team's transporter and pit garages are presented to the highest possible standard, allowing drivers to invite their guests for a 'behind the scenes' tour with the knowledge that they will be blown away by the professionalism that greets them.

In fact, the team regularly entertain large numbers of guests for garage tours and a rare glimpse at the inner workings of a race team, making use of large screens to show onboard footage and the all-important telemetry data.

The focus on high quality presentation is also carried over to the team members themselves, who are all provided with branded team wear that they wear throughout the weekend, increasing the reach of the EXCELR8 name at each event.

Thanks to a long-standing relationship with a local graphics business, EXCELR8's cars are amongst the most eye-catching on the grid due to vibrant and exciting livery designs.



This means that the team's marketing partners are able to stand out from the crowd, increasing the opportunity for brand exposure and retention with audiences both at the circuit, and watching the television coverage at home.

The work continues away from the track too via the team's increasing online presence. With a high quality website and active social media accounts allowing direct engagement with fans, the team ensures that its partners receive constant exposure between events in order to maximise the effectiveness of their marketing programmes. During 2022, the team reached in excess of 2 million people across its social media platforms.

EXCELR8 are also regularly seen in attendance at a number of exhibitions and events, with experience in offering both static and dynamic displays at events such as the Autosport International Show and Goodwood Festival of Speed.

It's guaranteed that, whatever your aspirations, a partnership with EXCELR8 in any of its programmes will meet your promotion targets in the most exciting and engaging way imaginable, endorsing and enhancing the credentials of any brand or product and in turn guaranteeing the maximum possible return on investment.

05 BRITISH TOURING CAR CHAMPIONSHIP

The British Touring Car Championship is the UK's most prestigious and popular motorsport series, and provides an irresistible marketing platform for any partner.

Over the course of the last six decades, the BTCC has seen some of the most recognisable road cars go up against each other in the battle for on-track supremacy.

The combination of popular, relatable cars racing around Britain's premier motorsport venues with the very best in touring car talent behind the wheel has proven to be irresistible, and is undoubtedly key to the championship's ongoing success.

The bumper-to-bumper, thrill-a-minute racing is a real crowd pleaser, and reaches a huge audience through an unprecedented live free-to-air TV deal with ITV, trackside ticket sales, and extensive online and print media coverage.

With current grids some of the largest and most competitive ever seen, the BTCC has shown its ability to adapt and evolve, as seen by the introduction of hybrid technology in 2022. That ensures its place as the most attractive, relevant, popular and commercially successful championship in the country.

Imagine the leverage delivered for your brand thanks to the high-drama on-track action, capacity crowds and unparalleled live ITV television coverage of this iconic championship.





06 MINI CHALLENGE: JOHN COOPER WORKS

The MINI CHALLENGE is the Championship for the new MINI in the UK, with large grids, colourful cars and close racing. Over the years, the MINI CHALLENGE has built a reputation for affordability, fairness and fun, and benefits from being the only Championship to enjoy the support of MINI UK.

In 2020, the headline JCW Class joined the BTCC support package, cementing its status as the natural stepping-stone for drivers with their sights set on touring cars.

The JCW Class sits at the pinnacle of the MINI CHALLENGE, offering a specification closer to that of the BTCC than any other single make championship in the UK, but at a fraction of the budget.

As a true single make championship, scrutineering controls mean that fairness is maintained so that drivers and teams can be sure that only skill and legitimate knowledge will have a bearing on race results. Budgets are also kept under control through restrictions on testing, tyre use and then widespread use of control parts in areas where any performance advantage could be gained.

The MINI CHALLENGE has enjoyed a new level of exposure and engagement since joining the BTCC Support package, making the championship a powerful marketing platform for teams, drivers and sponsors alike - who will now benefit from the deal to race alongside the touring cars being extended until at least the end of 2026.

07 MINI CHALLENGE TROPHY: COOPER CLASS

It might be the first rung on the ladder, but the Cooper Class often produces the most exciting racing the MINI CHALLENGE can offer. As a result the Cooper Class made three highly successful guest appearances events on the BTCC support calendar since 2020, with more to come during the 2023 campaign.

The entry level Cooper Class car uses a 130bhp 1.6 litre normally aspirated engine, 6 speed manual gearbox and Goodyear slick and wet tyres, limited to two new tyres per race meeting.

In the interest of simplicity and to keep control of budgets, the adjustability of the cars is kept to a minimum. Adjustments to toe, ride height and the single-way AST control dampers are the only modifications available, making the Cooper Class the ideal place for drivers to gain experience.

The car is best suited to drivers new to car racing, those with some karting experience, or those who want to experience the close, fair racing of the MINI CHALLENGE on a high profile stage, but with tightly controlled budget.



EXCELR8 MOTORSPORT

TO SEE HOW WE CAN BOOST YOUR PERFORMANCE
BOTH ON AND OFF TRACK, CALL US NOW:

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