

EXCELR8

MOTORSPORT



**DRIVE YOUR BUSINESS FORWARD WITH
MARKETING YOU MAY NEVER HAVE IMAGINED POSSIBLE**

01 MARKETING BEYOND YOUR WILDEST EXPECTATION

Given the current climate, it is more important than ever for any marketing activity to deliver a return on investment in the most cost-effective manner possible.

Marketing through motorsport offers a unique platform which is as powerful and exciting as it is varied, and one which has seen significant changes in recent years.

It is now far more than the placement of a logo, and more a way in which brands can strategically connect with their audiences through an authentic consumer journey to drive results.

Motorsport has a passionate fan base that recognises the value that sponsors provide, making them some of the most brand-loyal fans there are when compared to any other form of sport or entertainment.

Imagine getting your brand image in front of 17 million TV viewers via ITV4 and ITV1.

What would it mean to engage with nearly 400,000 potential customers at ten events spread across the country?

How much could a unique networking environment help to grow and strengthen your relationships?



02 BRITISH TOURING CAR CHAMPIONSHIP IN NUMBERS

17.4 million
total UK TV viewers

329 hours
of BTCC TV broadcast

27.4%
female TV audience

400,000
ticket sales during 2022 season

£30,000
annual salary for over 85% of fans

10 million reach
BTCC social media each month

> 40%
of fans buy team merch

76.8 million
total audience across all mediums



03 PARTNERSHIP BENEFITS

Motorsport drives more than just awareness and impressions, and brands that outshine their competitors are creating campaigns that enhance fan experiences. With a proper strategy in place, those campaigns can make a real mark with fans to provide an opportunity to maximise ROI.

Motorsport can provide business-to-business opportunities, employee engagement opportunities, customer hosting platforms, unique content for marketing campaigns and once-in-a-lifetime experiences that you won't see anywhere else.

Unique to motorsport is the flexibility for sponsorship investments. EXCEL88 works closely with its Team Partners to develop an integrated marketing strategy and deliver a return on investment via:

- Exposure and identification through team branding, generating visibility to an audience of millions via TV and trackside audiences
- Supporting, endorsing and enhancing the credentials of the brand or product via the excitement and pedigree of the BTCC
- Corporate hospitality, providing networking and business-to-business opportunities to develop new and existing relationships
- Brand activation via exciting marketing material and social media content. Unique photography and videography opportunities
- Access to car and drivers for corporate events, shows and exhibitions, product launches and track days

04 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.

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, reaching a huge audience through ITV's unprecedented live TV coverage, trackside ticket sales, and online and print media.

With current grids the largest and most competitive ever seen, the BTCC has undoubtedly shown its ability to adapt and evolve, ensuring its place as the most attractive, relevant, popular and commercially successful championship in the country.

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



05 BTCC SUSTAINABILITY

The BTCC has always strived to be at the forefront of technology, sporting competition and sustainability.

The Championship was the first to introduce compulsory catalytic converters and unleaded fuel in 1992, as well as introducing CO2 testing in 2009.

For 2022, the BTCC became the first touring car series in the world to introduce hybrid technology into all of its cars. The BTCC Hybrid technology will allow drivers to deploy additional power for attacking and defending, heralding new competitive strategies and opportunities during each race.

Alongside this, the BTCC replaced its fuel for 2022 with a more sustainable formula containing 20% renewable components. The new fuel provided approximately an 18% reduction in greenhouse gases when compared to current pump fuel, significantly lowering the fuel's impact on the environment.

The series also committed to banning single-use plastics from the paddock from 2022 onwards, reducing unnecessary plastic waste.

To further show its green credentials, EXCELR8 became the first team in the British Touring Car Championship to be carbon neutral, having joined forces with Racing Carbon Neutral to offset its emissions and reduce its carbon footprint.

06 EXCEL8 MOTORSPORT

Business first, race team second.

EXCEL8 is led by Justina Williams, who founded the team on the back of a successful career in business - giving the championship-winning outfit a strong appreciation of the needs of our commercial partners.

From the moment the team was founded, EXCEL8 had been as committed to delivering a return on marketing investment for its partners as it has been 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 on-track, a professional and highly skilled technical team has helped to deliver 41 Championship titles in 11 years of competition.

After joining the BTCC grid in 2019, EXCEL8 soon made its mark by introducing the new Hyundai i30 Fastback N for 2020 and secured a first championship title with Tom Ingram in 2022.

07 THE EXCEL8 MOTORSPORT TEAM

Team Owner, Justina Williams provides financial and strategic oversight for the business and also manages relationships with commercial partners, allowing the members of the team to focus on their roles in order to maximise their presence in the paddock and performance on track.

Spencer Aldridge joined the team as Chief Race Engineer in 2021 and played an integral role in the design and development of the Hyundai. Having previously designed and engineered cars that have won the BTCC's Independent Drivers and Teams Championships on two occasions, and also worked on the hybrid test car, Spencer has a wealth of experience on elevating cars to the next level, with his sights firmly set on the overall BTCC crown, which he and the team achieved in 2022!

Race winning Eurotech and West Surrey Racing Team Manager Marvin Humphries joined the team for 2019, bringing with him a vast amount of experience and knowledge of what it takes to fight for the BTCC title.

In addition, the team is able to rely on strength in depth thanks to passionate, experienced and highly skilled Race Engineers, Performance Engineers and Technicians who ensure that both cars and drivers fulfil their potential.



08 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 Owner - 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 Team Owner, 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.



09 HYUNDAI i30 FASTBACK N PERFORMANCE

The Hyundai marque made a highly successful first appearance in the British Touring Car Championship 2020, after EXCELR8 designed and built two brand new cars based on the striking i30 Fastback NPerformance.

The team had made no secret of its intention to develop new machinery and evaluated models from a range of manufacturers before settling on the Hyundai due to its favourable wheelbase, track width, drag coefficient, weight distribution and torsional stiffness values.

EXCELR8 is no stranger to developing new cars, having been responsible for the development, build and global distribution of over 70 MINI CHALLENGE cars, which compete in the headline John Cooper Works class in the UK, as well as Japan and China.

That experience ensured that the Hyundai made a remarkable impact during its debut season, seeing EXCELR8 score seven times more points in one weekend than it achieved throughout 2019 and scoring a podium finish on its debut weekend.

The car would go on to score points in each of the 27 races during the 2020 season, before a fine 2021 campaign saw the Hyundai break onto the top step of the podium for the first time with a first victory coming on home soil at Snetterton before further wins at both Brands Hatch and Knockhill.

Having worked with Swindon Powertrain to develop a bespoke engine for the car, hopes were high going into 2022, and from the outset, the Hyundai was at the front - scoring the first win of the hybrid era at Donington Park.

In total, seven wins and 15 podiums were scored during the season, which ended with EXCELR8 winning the Drivers' title for the first time thanks to Tom Ingram.



10 TELEVISION COVERAGE

As the UK's biggest and most famous motorsport series, the Kwik Fit British Touring Car Championship attracts world-class media coverage, from its unrivalled race day television exposure to copious column inches, regular radio slots and enviable engagement figures across the social media spectrum.

In 2022, the series enjoyed an overall cross-platform news reach of in excess of 76 million people across the UK, with over 1800 podcasts and the official BTCC social media channels reaching 10 million people per month.

In keeping with its perennial appeal, the BTCC has consistently forged strong creative partnerships with Britain's premier broadcasters, who have made an indelible contribution towards ensuring the series is always fresh and dynamic.

The current multi-year relationship with ITV stretches back to 2002, and in 2020 an agreement was reached for ITV to continue screening the BTCC until at least 2026.

Cumulative viewer number/hours measure around the 17 million mark, with more than 329 hours of coverage in 2022.

Sixty-minute highlights programmes follow every race weekend and are repeated across the ITV network, complemented by a two-hour season review.

To reflect the growing trend for streaming and catch-up services, BTCC coverage is also available on demand via the ITVX and itv.com/btcc.



11 MEDIA COVERAGE

Social media presence is central to the BTCC's broader media package, and mirrors the championship's core values by offering fans the opportunity to get as close to the sport and their heroes as possible.

A proactive strategy focuses on building engagement through captivating, shareable content.

The official BTCC Facebook and Twitter channels continue to flourish as the cornerstones of the championship's social media offering. Over 182,000 fans like the championship's Facebook page - an increase of 270 percent over the last five years - while almost 90,000 follow on Twitter.

Additionally, more than 61,000 fans now take a look behind-the-scenes' via Instagram to watch BTCC stories unfold, and enjoy the best photography of the season.

Follower figures, however, are only a small part of the picture. The BTCC regularly reaches up to ten million people per month across social media - a highly engaged audience that competes with and indeed outnumbers comparable series worldwide.

The BTCC Twitter account, as an example, achieves engagement figures some three-and-a-half times greater than the industry standard for sporting brands.

In addition, some 235,000 people visit btcc.net each month, while the BTCC's YouTube channel acts as a video archive for the best of the championship action, including race highlights from the ITV broadcast team.

12 SPECTATOR APPEAL

Over 60 years the BTCC has firmly established itself as a British sporting institution, with a dedicated and loyal fanbase that has followed the championship through its eras; enticed by the fundamental promises of action-packed racing, excellent entertainment value and unrivalled access to some of the UK's foremost racing drivers.

During a typical season, each of the ten BTCC events attracts a physical audience of around 40,000, greater than those seen at many Premier League football matches.

With this in mind, the commercial opportunities in the BTCC are huge in terms of visibility alone thanks to ITV's unprecedented free-to-air coverage, but there are also a plethora of off-track activities and initiatives that put fans front and centre of the championship and fully immerse them in the sport.

It's an ideal way for teams and sponsors to engage directly with an audience that is broad and diverse.

This is demonstrated by figures revealing an evenly-weighted demographic spread across the socio-economic groups (AB, C1, C2 and DE), making the BTCC commercially attractive in the way it can bring a brand to life and appeal to people across the board.



13 VIP CORPORATE HOSPITALITY

Hospitality is a cornerstone of the BTCC's marketing and sponsorship offering, and the series offers the perfect backdrop for teams, sponsors and partners to entertain guests, with a wealth of corporate activities on offer at any given race weekend to meet all requirements.

The paddock is a hive of networking and business-to-business opportunities, with many key figures from various industries in attendance throughout the season.

Watching first-rate racing in fully branded hospitality surroundings is the perfect environment for companies to strengthen business ties and reward its staff with a unique weekend experience.

Hosts are able to deliver experiences to VIP guests that rise above the offerings available elsewhere.

The best food, entertainment, insight and direct face-time with drivers and key team personnel, live television feeds, timing and commentary ensure the experience at the circuit with a BTCC team is without parallel.

That's not all however, as VIP guests get treated to unique insight from EXCELR8's four drivers during a special Q&A session hosted on race day and can see the inner workings of the team at close quarters with a special tour of the garage.

Topping things off is the chance to head out onto the grid ahead of a race to soak up the atmosphere before the lights go out and the on-track action begins.

When motorsport gets it right - as the BTCC has done consistently over its enduring history, with record viewing figures and trackside attendances alongside edge-of-the-seat action - it is hard to dethrone as a marketing prospect.




EXCELR8 MOTORSPORT


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


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