

EXCEL R8[®]
MOTORSPORT

COMMERCIAL
PARTNERSHIP
OPPORTUNITIES



KwikFit **BTCC**
BRITISH TOURING CAR CHAMPIONSHIP

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

01 **MARKETING YOU NEVER THOUGHT POSSIBLE**

Motorsport provides a unique platform which is as powerful and exciting as it is varied.

Imagine getting your brand image in front of 13.15 million TV viewers via ITV and ITV4.

What would it mean to engage with 383,900 potential customers at 10 events spread across the country?

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



02 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.

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.



03 EXCELR8 MOTORSPORT

Business First, Race Team second.

EXCELR8 Motorsport are as committed to delivering a return on your marketing investment as we are to achieving success on the track.

04 PARTNERSHIP BENEFITS

We work closely alongside our partners to develop a tailored marketing strategy which delivers the maximum possible return on investment via;

- Marketing exposure
- Brand enhancement
- Lucrative networking
- Audience engagement



Vertu[®]

2025 Performance*

Reach achieved on our platforms: **5,152,022**

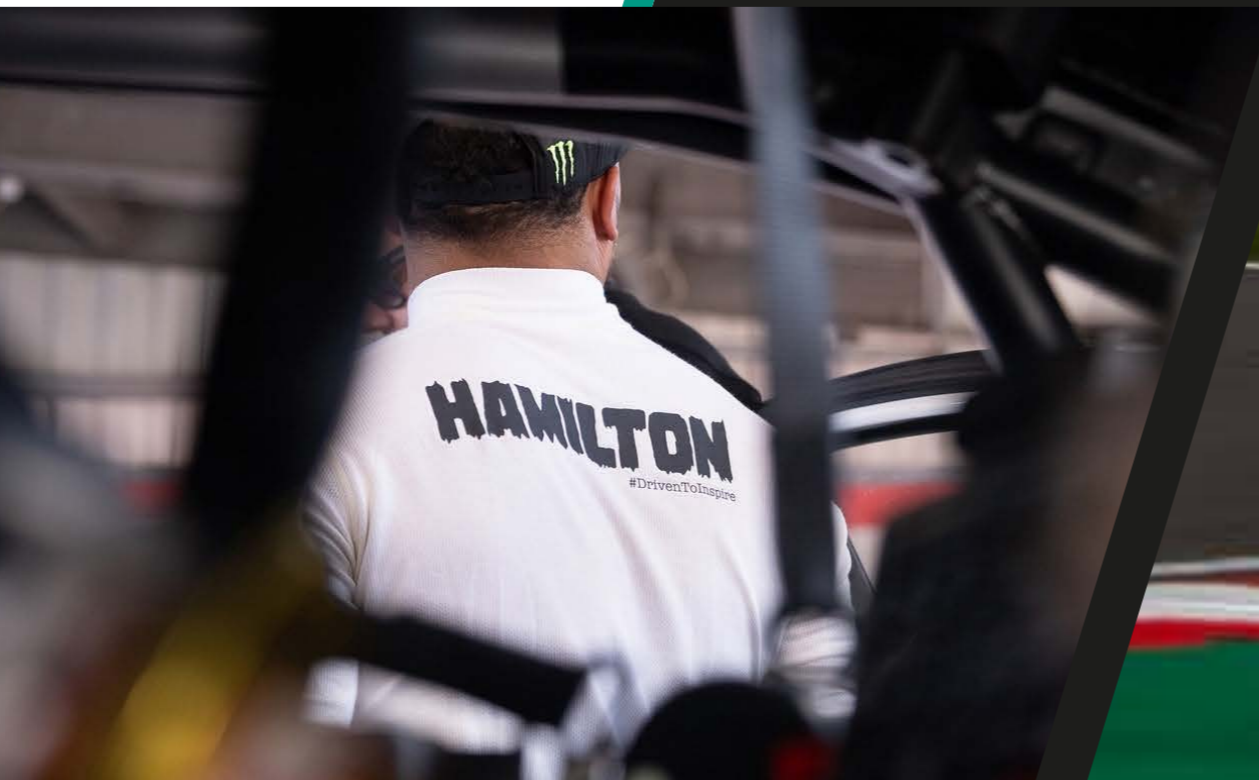
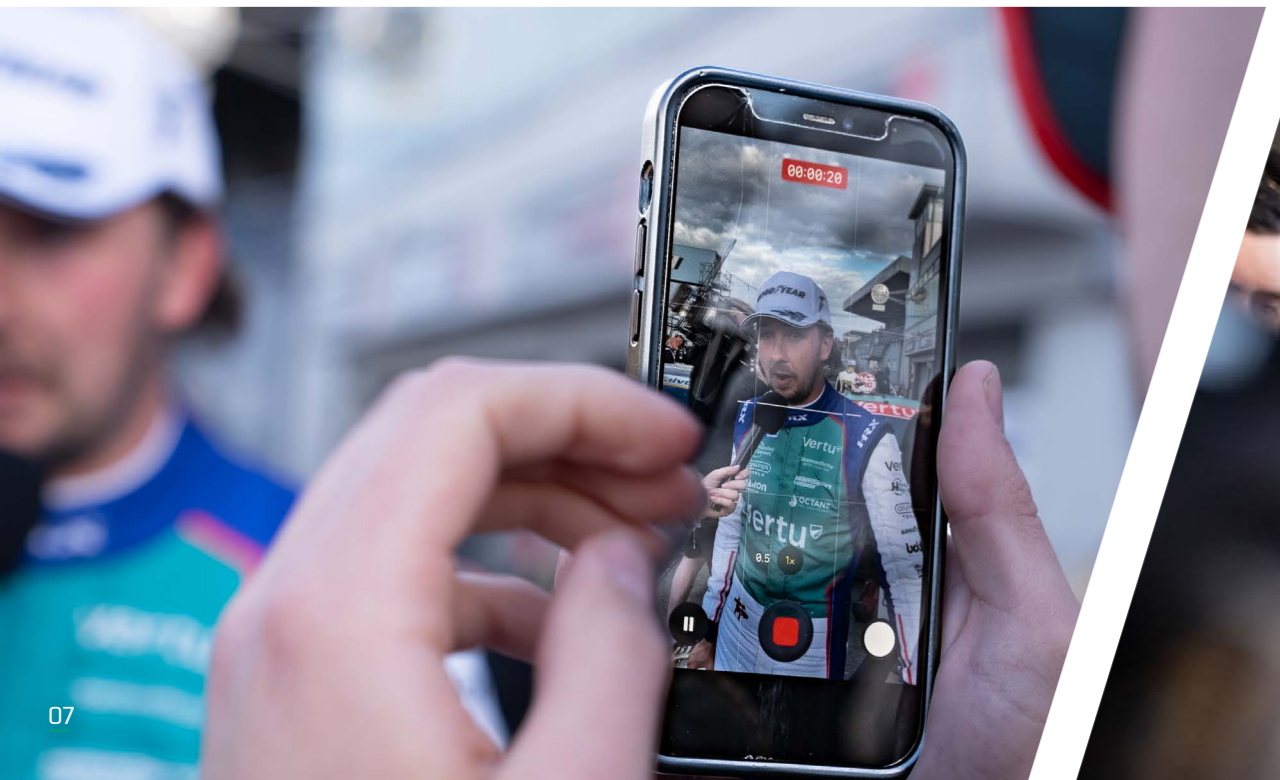
Reach achieved across third parties: **23,000,857**

Average Engagement Rates: **8.5%**

141% of total Reach target for this season

TOTAL BTCC ONLINE REACH: 28,152,879

*STATS SUPPLIED BY VERTU MARKETING



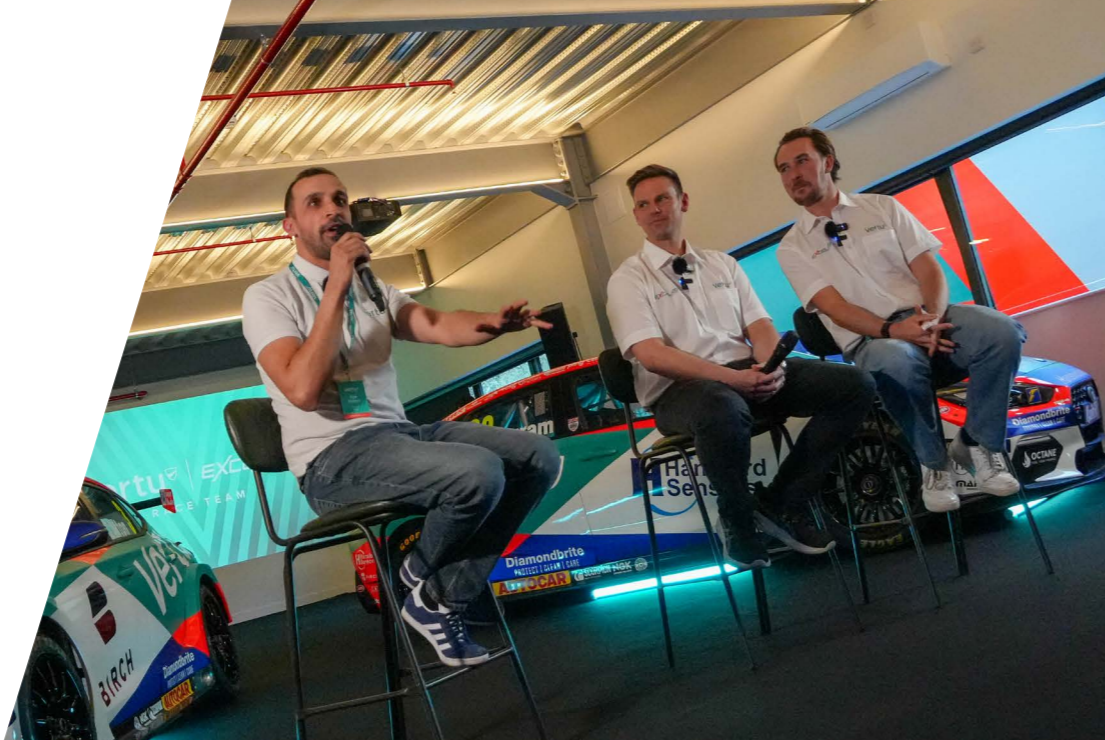
05 BRAND EXPOSURE



Get seen by 13.15 million people via the only free-to-air live motorsport on UK TV and engage with 38,390 potential customers at each event on the calendar.

06 BRAND ENHANCEMENT

Utilise the excitement, drama and pedigree of the BTCC to enhance the credentials of your brand or product and gain an edge on the competition.



07 VIP CORPORATE HOSPITALITY

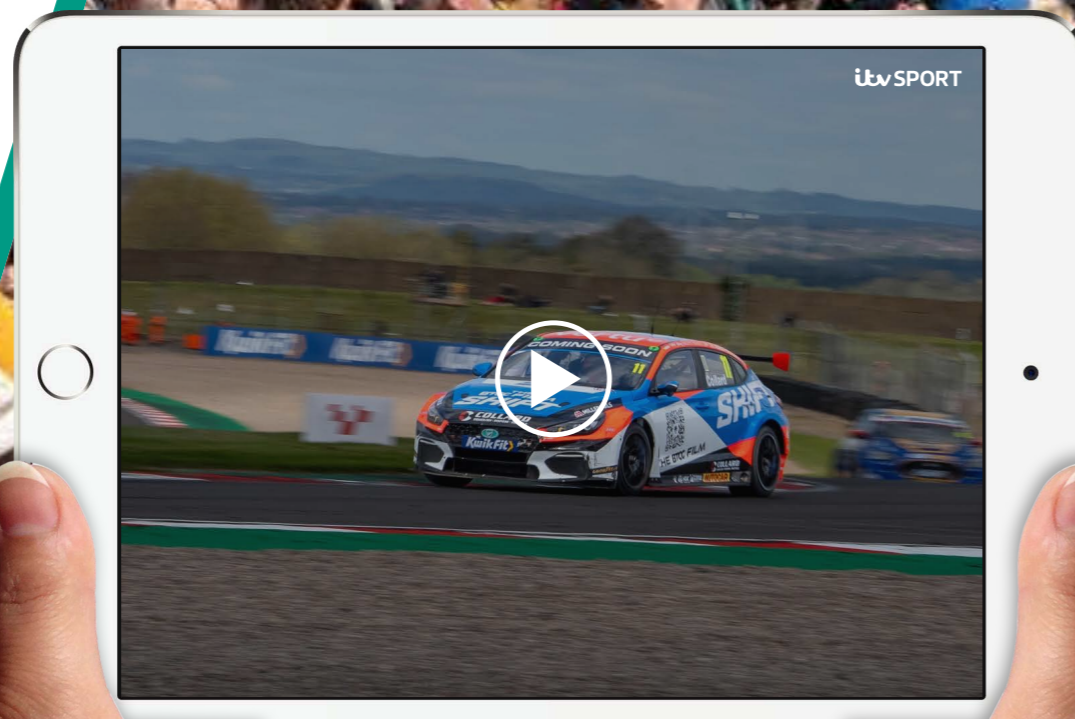
Benefit from invaluable face time with members of your business network against the action packed backdrop of the BTCC.

VIP, behind-the-scenes access to the team provides a money-can't-buy incentive for your customers, suppliers and staff.



08 AUDIENCE ENGAGEMENT

Bring your brand to life for both existing and potential customers via dynamic marketing and social media content unique to the BTCC.



09 STATS & FIGURES



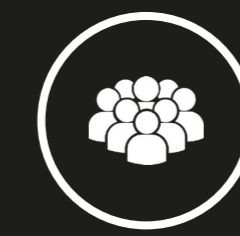
TV COVERAGE

13,150,000 Total UK TV audience
348:30 Hours of TV broadcast time
£23,800,000 Total UK TV value
150+ countries Show BTCC highlights



CROWD STATS

383,900 tickets sold during 2024
40% Female fan base (up 5% on 2023)
53.76% Purchased team merchandise
85% Earn over £30,000 per annum



IN THE MEDIA

55,000,000 Projected Driver and Team social views
490,000 Total social media followers
780,000 'Likes' across all social content
22,600,000 Total website and social media reach

10 TEAM PARTNER TESTIMONIALS

“We have found working with EXCELR8 both enjoyable and rewarding. Their approach to business is aligned with ours: professional, honest, integrity and respect are key values. The team and drivers are welcoming and ensure that whoever we bring to the race days is embraced. We all feel like part of the family. The performance of the team both on and off the track has been first class”

LIZ COPE - CHIEF MARKETING OFFICER - VERTU MOTORS

“Draper Tools are proud to have been supporting EXCELR8 since they entered British touring cars and winning the title in such a short time is a testament to the team. We have been so impressed with their professionalism and enthusiasm, and they really go the extra mile for their sponsors to ensure they get maximum exposure. We've been able to interact with huge numbers of fans, who've all come away with a positive association with the Draper brand. We've also been able to gather valuable market research and increase our digital audience through the activation with EXCELR8. Connecting and collaborating with other EXCELR8 team partners along the way has been an added bonus of working with the team too. We are delighted to have agreed a further three year deal with Justina and the team, and cannot wait for the 2025 season!”

FRAN WEEKS - PR & PARTNERSHIPS MANAGER - DRAPER TOOLS

“Hansford Sensors are delighted to be working with EXCELR8 for a second consecutive campaign together in the BTCC. The progress made over the last three years has been outstanding and the support they have given us, and Tom has been incredible. This has proved a big success with Tom being crowned BTCC champion in 2023 and 2025. It's an enjoyable and rewarding partnership, and we look forward to the continued relationships we have built both on and off the track.”

CHRIS HANFORD - MANAGING DIRECTOR - HANSFORD SENSORS

“EXCELR8 have acted as a true partner from Day 1 - immersing CSG in the team and constantly looking at ways we can get value from our investment. This proactive approach has enabled CSG to nail all our targets and have received nothing but positive comments from our guests who have attended the races or the events we've done with EXCELR8”

SIMON GLEAVE - VICE PRESIDENT FOR UK and IRELAND - CSG

“We have been delighted with our partnership with EXCELR8 in 2024 and look forward to continuing that success. This partnership has and will represent an exciting opportunity for us to connect with a passionate and dedicated fan base while supporting a team that embodies the spirit of performance and resilience. The collaboration has extended beyond branding and financial support, to working closely with the team, providing them with access to automotive care products and expertise. Diamondbrite's partnership with EXCELR8 represents an exciting chapter in both companies and promises to be a thrilling journey, filled with exhilarating moments, remarkable achievements, marketing initiatives, social media campaigns, joint events, and exclusive offers to engage fans and customers. We look forward to supporting EXCELR8 and witnessing their exceptional performance on the racing circuit in 2025.”

LANCE BOSELEY - MANAGER - DIAMONDBRITE

“Bobbie Digital are proud to be a Sponsor and Team Partner of EXCELR8 as their Digital Marketing Agency. At Bobbie Digital, we pride ourselves on building strong, collaborative relationships and that's exactly what we've found with the EXCELR8 team. Their passion for motorsport, professionalism, and openness to new ideas makes them a fantastic team to work with. As a company we like to partner with businesses that share the same desire for success in all aspects of life, meeting Justina Williams was a life changing moment for our CEO Manpreet Singh, her story and journey to take EXCELR8 Motorsport to the top of the BTCC which we have helped achieve in 2025, our first year of partnerships has been inspiring. Working with Justina and the team has been a delight. It was the match made in heaven we never knew we needed. Together, we've driven real growth across digital channels, and we're excited to keep pushing boundaries with them for years to come. The support Justina has provided to us as a business has really cemented our partnership. Our support to EXCELR8 in the digital marketing capacity has really helped them achieve success off the track and build the brand. A personal note from our CEO Manpreet Singh who is a big motorsport fan “until you experience the paddock hospitality, being one to one with drivers, mechanics, the team, the cars is a whole different enjoyable experience that can't be experienced any other way. We've shared this experience with our clients, our employees, friends, and family”. Here's to more wins on and off the track!”

MANPREET SINGH - CEO - BOBBLE DIGITAL

“EXCELR8 has been an outstanding partner for Perfect Cellar. Their commitment goes far beyond what we expected. Every member of the team, right down to the drivers, has been fully invested in helping us succeed. The level of energy, care, and dedication they bring is genuinely impressive. They operate not just as a service provider, but as a true extension of our own team, consistently going the extra mile to support every partner. I really value the relationship, and I have been really impressed by the continuous effort and passion EXCELR8 puts into everything they do. And they keep winning everything which makes the experience even better.”

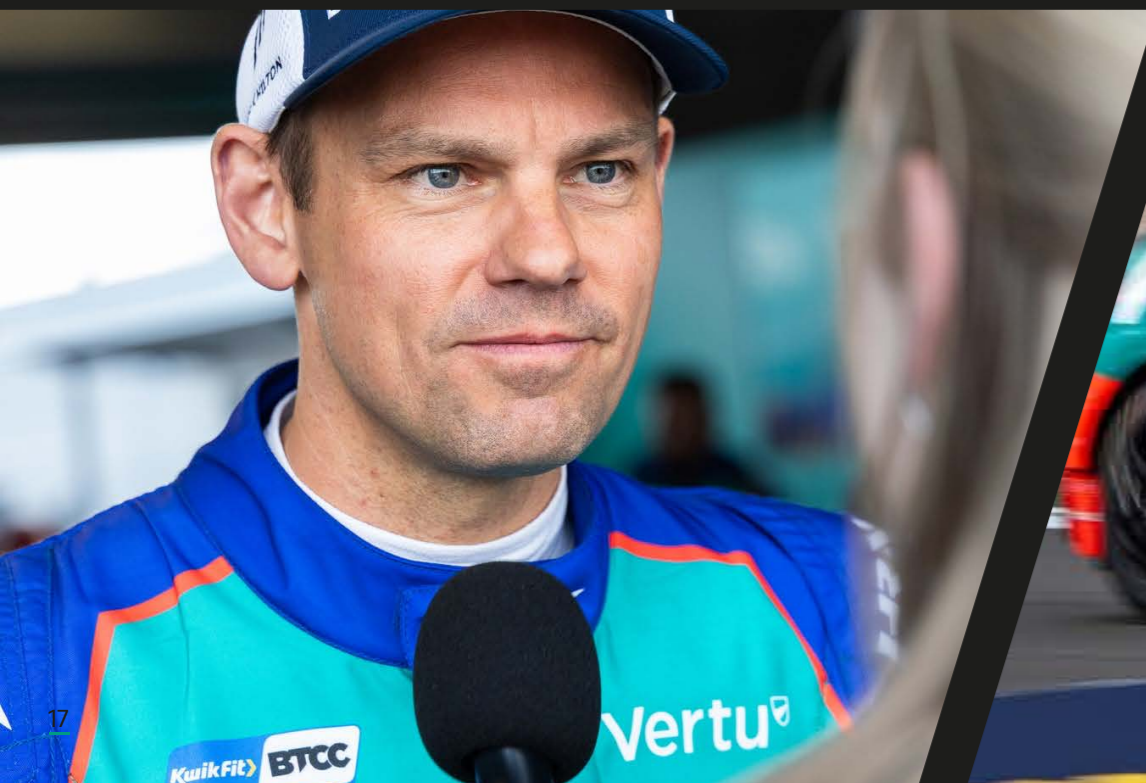
Moez Seraly - CEO & Founder, Perfect Cellar

“HRX has been a team partner of EXCELR8 for a number of years. Their engaged and proactive approach to our partnership is refreshing and sees the delivery of results both on and off the grid. The EXCELR8 team is a delight to work with from the office to the pitlane and everyone at HRX Racewear is excited for another season of shared successes.”

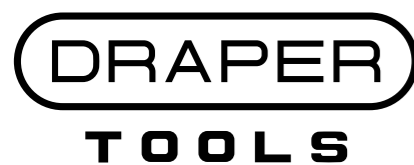
ELISA FRANICINI - HRX UK REPRESENTATIVE - HRX



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TO FIND OUT MORE ABOUT OUR PARTNERS VISIT WWW.EXCEL8MOTORSPORT.COM OR


[CLICK HERE](#)

TO GET INVOLVED AND BOOST YOUR MARKETING BEYOND YOUR WILDEST EXPECTATIONS, CALL US NOW;

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