

# 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 52 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 and is solely responsible for the development and production of more than 70 new JCW Class cars for the MINI CHALLENGE UK - as well as as additional cars for use in Asia.

Success in the MINI CHALLENGE saw the team elect to move up to the Kwik Fit British Touring Car Championship in 2019 with a pair of ex-works MG6 GT cars, with EXCELR8 then taking on the challenge of building its own cars for 2020.

Introducing the Hyundai i30 Fastback N into the series led to immediate rewards as the team scored a podium finish in the first weekend with the car and went on to score points in each of the 27 races held during the season.



Expanding to run four cars in 2021, the team secured its 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.

That title would be secured twelve months later thanks to Tom Ingram and the team would be firmly in the title fight again in both 2023 and 2024, finishing as runner-up. 2025 saw the EXCELR8 team and Tom Ingram securing a second BTCC Drivers Championship along with a Manufacturers Championship and 2nd in the Teams Championship.

In the MINI CHALLENGE, the team has enjoyed years of success in both the Cooper and JCW categories, scoring countless race wins and multiple championship titles. In 2020, the team enjoyed a near clean sweep in the headline JCW class - winning the Drivers, Teams, Rookie Cup and Graduate Cup titles - and defended the titles twelve months later.

Since then EXCELR8's results speak for themselves. Drivers Champions 2021, 2023, 2024, and 2025. (Vice Champions in 2022)

## DIVERSITY AND 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 best 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 Inclusion UK initiative - launched to inspire young girls and women alike into following a career in motorsport - EXCELR8 Team Owner Justina Williams has been involved in various events to promote how inclusive the sport can be. Several female members of staff hold key positions within the EXCELR8 team, including hands-on roles that have helped the team reach the very top by securing championship success in the BTCC.

EXCELR8's work on diversity and inclusion goes much further, Justina is also an ambassador for Youth Talk, a charity set up to provide counselling for 13-25 year olds. The team are also 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 is the driving force behind EXCELR8, with her business background enabling her to look after the financial and strategic side of the team and manage relationships with drivers, sponsors and commercial partners. Her knowledge and experience has also seen her take on a range of additional roles, including a position as an Inclusion Ambassador for Motorsport UK.



**Connor Morgan**  
Team Principal

Connor has progressed through the team having joined EXCELR8 when he was just 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 as Team Principal for EXCELR8.



**Spencer Aldridge**  
BTCC Chief Race Engineer

Spencer joined the team in 2021 as Chief Race Engineer and is 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. Spencer brings with him a wealth of BTCC experience to elevate the cars to the next level.



**Marvin Humphries**  
BTCC Team Manager

Former Eurotech and West Surrey Racing Team Manager Marvin Humphries first 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 a title at the pinnacle of UK Motorsport.



**David Tredinnick**  
BTCC Team Manager

David first 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 JCW team, culminating in winning the Championship in 2020, David has now stepped up again to Team Manager for our BTCC team.



**Cassie Foster**  
JCW Team Manager + Workshop Manager

Cassie joined the team in 2018 as a technician, progressing to 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 teams, her knowledge and experience within the MINI CHALLENGE is a true asset to the team.



**Sandra Humphries**  
BTCC Assistant Manager

Sandra Humphries joined the EXCELR8 BTCC team in 2019 as Assistant Manager, bringing with her a wealth of knowledge and experience having previously been the Assistant Manager at Eurotech and West Surrey Racing.



**Barry Plowman**  
BTCC Race Engineer

Barry is one of the most successful engineers in BTCC history. Barry joins forces with EXCELR8 to further strengthen the engineering team as a result of the tie-up with Team Dynamics, where he oversaw multiple championship winning programmes with as Technical Director of the works Honda outfit.



**Dom Wheatley**  
Cooper Team Manager

Dom joined the team as a JCW driver, enjoying a successful season in 2024 including multiple podium finishes. After his time behind the wheel, he moved into driver coaching and data engineering, building strong relationships with the team and drivers. His dedication and leadership led to him stepping into the role of Cooper Team Manager for the 2026 season, where he now oversees driver development and team operations on the weekends.

## 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 2025, the team reached in excess of 20 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 team partners.

For over 60 years, 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 battling around Britain's premier motorsport venues with the very best in touring car talent behind the wheel has proven to be irresistible, and is 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, impressive trackside ticket sales, and both online and print media.

With current grids amongst the most competitive ever seen, the BTCC has 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.



## 06 MINI CHALLENGE TROPHY: COOPER CLASS

The Cooper Class is the first step on our championship ladder, but often produces the most exciting racing that the Vertu MINI CHALLENGE can offer

The Cooper Class has made highly successful appearances on the BTCC calendar for a number of seasons, and will return to entertain fans at another three events on the highest stage in UK motorsport during the year ahead.

The entry level Cooper Class car uses a 130bhp 1.6-litre normally aspirated engine, six-speed manual gearbox and Goodyear slick and wet tyres, with the allocation of new tyres controlled throughout the season for cost control and competitive performance purposes.

In the interest of simplicity and keeping control of budgets, the adjustability of the cars is kept to a minimum. Modifications to toe, ride height, the single-way AST control dampers and optional Forge rear camber arms are all that is available, making the Cooper Class the ideal place for drivers to gain experience.

The car is suited to drivers of all ages and experience, whether that be drivers new to car racing, those with some karting experience, or those who simply want to enjoy the close, fair racing of the Vertu MINI CHALLENGE on a high profile stage, but with a tightly controlled budget.





## 07 MINI CHALLENGE: JOHN COOPER WORKS SPORT

The JCW SPORT class will run alongside the headline JCW class at seven British Touring Car Championship rounds, and has been introduced to act as a stepping stone for drivers looking to graduate from the entry-level Cooper grid.

As with the JCW class, JCW Sport cars will be based on the F56 variant of the MINI Hatch and although visually similar, will feature several revisions under the skin designed to reduce costs whilst maintaining the all-action racing for which the MINI CHALLENGE is so well known.

JCW Sport cars will run with slightly lower levels of power from a 2.0-litre turbocharged engine, which is expected to deliver around 225bhp compared to a target of 255bhp for JCW machines.

Designed to be easily upgraded to full JCW spec it is a more cost effective and approachable option to join the Vertu MINI CHALLENGE on the TOCA Package.

Goodyear slick tyres, a 225BHP tuned 2-litre engine, OE 6 speed H pattern gearbox, three-way adjustable Nitron dampers and Alcon brakes ensure the JCW SPORT Class provides the perfect stepping stone from the Cooper Class to the JCW Class.



## 08 MINI CHALLENGE: JOHN COOPER WORKS

The MINI CHALLENGE is the Championship for the Gen 3 F56 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.

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.

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.

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 the 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.

**EXCELR8 MOTORSPORT**

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

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