

EXCEL R8[®]

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 authentic consumer journey to drive results.

Motorsport has a passionate fan base that recognise 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 13.15 million TV viewers via ITV4 and ITV1.

What would it mean to engage with nearly 400,000 potential customers at 10 events spread across the UK?

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



02 BRITISH TOURING CAR CHAMPIONSHIP IN NUMBERS



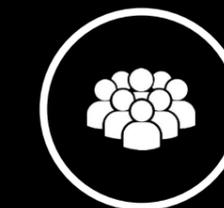
TV COVERAGE

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



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. EXCEL8 works closely with its Team Partners to develop and integrate marketing strategies 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 amongst the 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 allowed 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 gasses when compared to current pump fuel, significantly lowering the fuel's impact on the environment.

The hybrid era provided huge success for EXCELR8, but the system has been removed for 2025 as the BTCC instead introduces a 100% sustainable fuel to further showcase its green potentials.

EXCELR8 is already a market leader in that respect, having been the first team in the British Touring Car Championship to be carbon neutral after joining forces with Racing Carbon Neutral to offset its emissions and reduce its carbon footprint.

06 EXCELR8 MOTORSPORT

Business first, race team second.

EXCELR8 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, EXCELR8 has 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 to provide a highly professional and marketable platform for partners, and on track, a professional and highly skilled technical team has helped to deliver a remarkable 48 Championship titles across multiple race series.

After joining the BTCC grid in 2019, EXCELR8 soon made its mark by introducing the new Hyundai i30 Fastback N a year later. It helped establish the team as a regular front-runner with multiple race wins, and a first championship British Touring Car Championship title with Tom Ingram in 2022.



07 THE EXCELR8 MOTORSPORT TEAM

Team Owner Justina Williams provides financial and strategic oversight for the business and also manages relationships with commercial partners, allowing each member of the team to focus on their role maximise EXCELR8's presence in the paddock and its 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 brought a wealth of experience on elevating cars to the next level, and his input was key to the team taking the overall BTCC crown in 2022.

Race-winning 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 having previously worked with the likes of Eurotech and West Surrey Racing.

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



08 DIVERSITY & INCLUSION

As a team, EXCEL8 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 EXCEL8 - 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 - EXCEL8 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 EXCEL8 team, including hands-on roles that have helped the team reach the very top by securing championship success in the BTCC.

EXCEL8'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 EXCEL8 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 in 2020, after EXCEL8 designed and built two brand new cars based on the striking i30 Fastback Performance.

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.

EXCEL8 is no stranger to developing new cars, having been responsible for the development, build and global distribution of over 70 MINI CHALLENGE cars, and it ensured that the Hyundai made a remarkable impact during its debut season, seeing EXCEL8 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.

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 as Tom Ingram stormed to the championship title.

The Hyundai is now firmly established as one of the most successful cars of the modern era, having picked up 23 wins and more than 60 podium finishes.



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 the copious column inches, regular radio slots and enviable engagement figures across the social media spectrum.

In 2024, the series enjoyed an overall cross-platform news reach in excess of 71 million people across the UK, with 4,100,000 podcast downloads and the official BTCC social media channels reaching more than 1.9 million people per month.

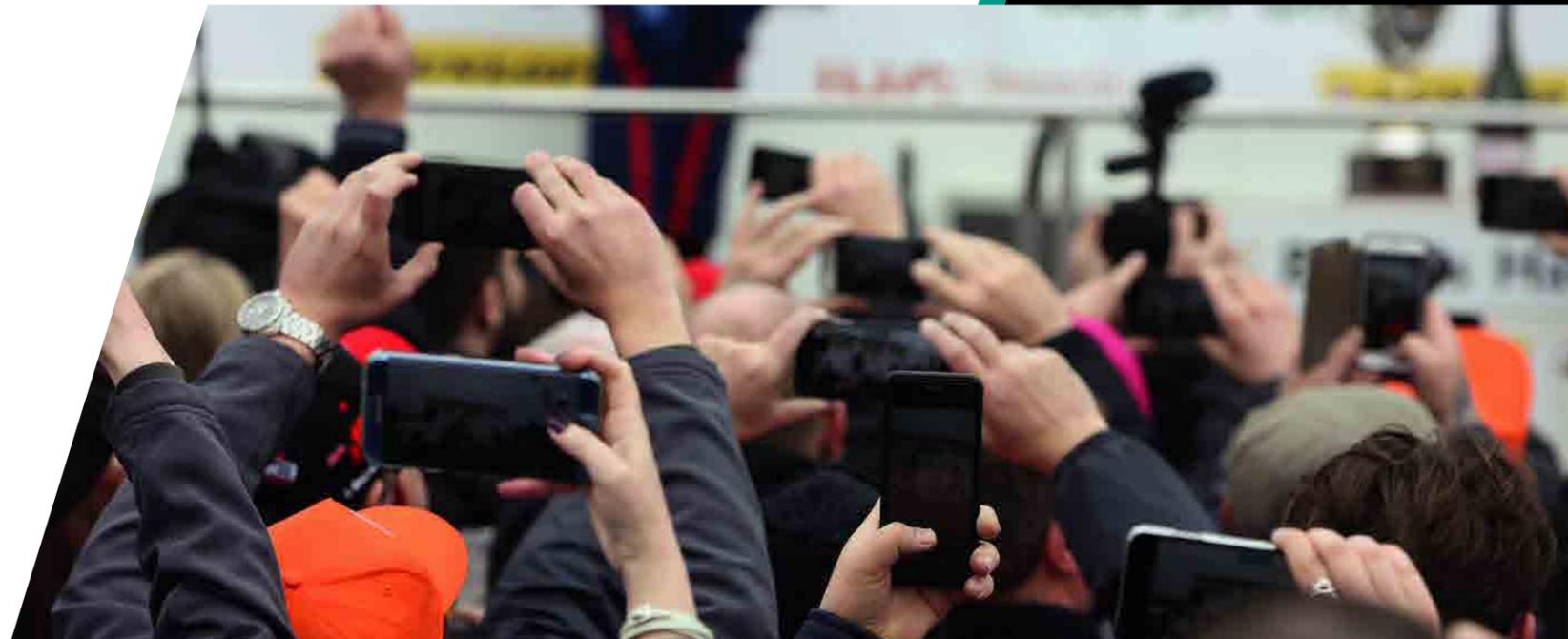
In keeping with its perennial appeal, the BTCC has consistently forged strong creative partnerships with Britain's premier broadcasters, who have made an indelible contribution towards ensuring the series is always fresh and dynamic.

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 numbers/hours show an audience of 13.15 million people with more than 488:15 hours of coverage in 2024

60 minute highlights programmes follow every race weekend and are repeated across the ITV network, complimented by a 2 hour season review.

To reflect the growing trend for streaming and catch-up services, BTCC coverage is also available on-demand via 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 Instagram channels continue to flourish as the cornerstones of the championship's social media offering. Over 209,000 fans follow the championship's Facebook page whilst 113,000 fans enjoy taking 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 X account, as an example, achieves engagement figures some three- and-a-half times greater than the industry standard for sporting brands.

In addition, some 233,000 people visit btcc.net each month, while the BTCC's YouTube channel is the home of a live qualifying stream, and acts as a video archive for the best of the championship action, including race highlights from the ITV broadcast team.

12 SPECTATOR APPEAL

For 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 38,000, 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 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 it's 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 EXCELR8 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.

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

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