



2021



BRITISH TOURING CAR CHAMPIONSHIP



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WELCOME

Welcome to the 2021 British Touring Car Championship marketing brochure, a document that we firmly believe highlights why the BTCC is the UK's only recognised elite motorsport series.

For obvious reasons, 2020 proved to be the most challenging and unprecedented campaign in the championship's illustrious 62-year history and the only season in which we were unable to welcome our significant and loyal fanbase trackside. Despite the challenges faced, we truly felt the public's enthusiasm and support in so many other ways, in what proved to be a remarkable and rewarding achievement in completing 100% of our revised calendar.

Thanks to the extensive and unrivalled live television coverage from our friends at ITV, and indeed the power of social media, we were proud to have still provided the same superb action and entertainment that fans have come to expect, as the huge levels of support inspired our teams and drivers to put on the best show possible under very different and difficult circumstances.

I congratulate Ash Sutton and Laser Tools Racing on their impressive haul of overall and independent honours. Ash

is now the youngest competitor ever to win multiple BTCC Drivers' titles – at just 26-years-old – and his exciting driving style is what keeps fans on the edge of their seats. Laser Tools Racing has expertly risen through the ranks in recent years and impressively became the first Independent outfit to win the overall championship since 2014.

It was still a hugely valiant title defence from Colin Turkington, as he narrowly missed out on winning Britain's most coveted motorsport crown for a record fifth time, but BMW nonetheless walked away with both the Manufacturers' and Teams' championships.

As mentioned, we simply could not have put on this remarkable show without our long-term broadcast partner ITV, attracting impressive TV audiences once more despite the delay to proceedings. In fact, such is the ongoing success of the series and its prosperous relationship with one of the UK's network giants that a new five-year term was recently agreed, ensuring that the BTCC will remain live and free-to-air until at least the end of the 2026 season.

“ Thanks to the extensive and unrivalled live television coverage from our friends at ITV, and indeed the power of social media, we were proud to have still provided the same superb action and entertainment that fans have come to expect, as the huge levels of support inspired our teams and drivers to put on the best show possible under very different and difficult circumstances. ”



One of the final statistics in this brochure highlights the relentless growth of the BTCC in recent years, with more than 1,000 independent outlets having covered the championship in 2020 – both nationally and globally – producing an incredible 20.3% increase on the previous season.

In addition, the ever-growing fanbase continues to enjoy more video and social content than ever before, with a reach of around 15 million people across the BTCC's official social media channels every month.

Looking ahead, we are already busy preparing for another record-breaking campaign in 2021. First and foremost, we are looking forward to welcoming our hugely loyal fanbase back to the circuits, with around 380,000 spectators regularly attending events each season over the last five years.

The calendar will once again be bookended at Brands Hatch – the season getting underway on the Indy circuit and concluding on the world-famous Grand Prix circuit – whilst Thruxton will also host two race meetings during the year. Further trips to Donington Park, Oulton Park, Croft, Snetterton, Knockhill and Silverstone ensure that the UK's most competitive championship will visit every corner of the country.

Our thanks go to Title Sponsor Kwik Fit and Official Tyre Supplier Goodyear for their continued support, along with our other commercial and technical partners, all burgeoning relationships of which we are extremely proud.

The BTCC continues to go from strength-to-strength, but we couldn't bring this magnificent sporting spectacle to life without our loyal teams, drivers,

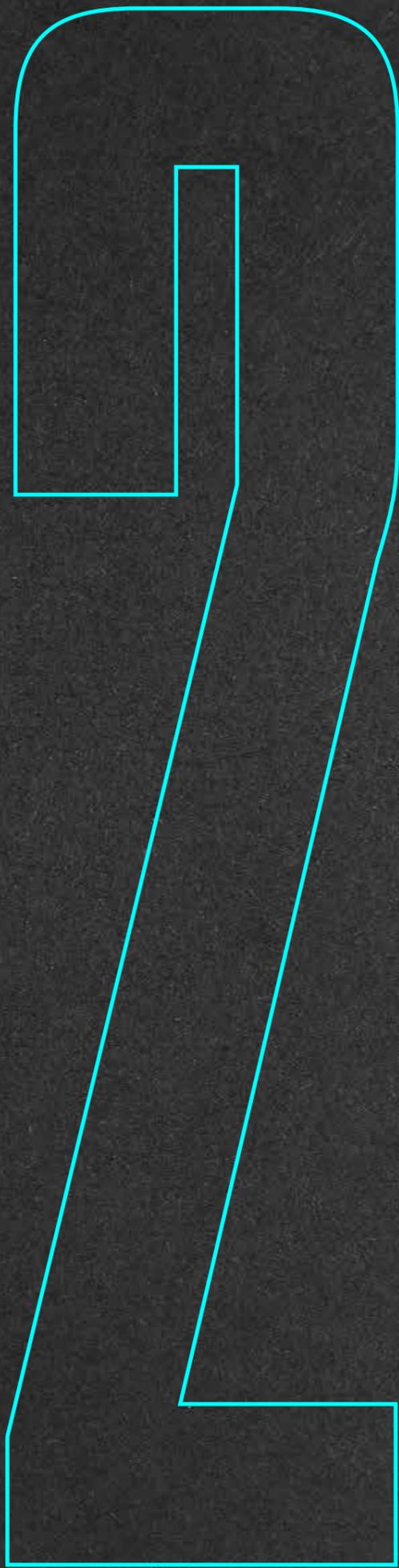
venues, officials, sponsors, partners, marshals and of course our fans. All are crucial to this unique championship's achievements.

Within this brochure, you will find key statistics as well as quotes from senior directors of a number of leading brands, outlining the extensive benefits they have enjoyed through their involvement and association with this famous staple in British motorsport.

I hope you share the passion conveyed in this brochure and we look forward to welcoming you to the best show in town in 2021.

With best regards,

Alan J Gow
BTCC Chief Executive



THE CHAMPIONSHIP

The British Touring Car Championship is one of the world's pre-eminent motor racing competitions and boasts a heritage stretching back more than 60 years. Only NASCAR and Formula 1 have longer continuous histories than the BTCC, giving a clear indication of the series' enduring appeal.

THE HOME OF LEGENDS

Established in 1958, the BTCC has continually attracted legendary names and iconic marques which relish the opportunity to go doorhandle-to-doorhandle for one of the most prestigious trophies in racing. Over the course of the last six decades, race-tuned versions of easily recognisable road cars have battled for superiority around the UK's premier motorsport venues to create a spectacle like no other. With the very best touring car talents behind the wheel and industry-leading engineers in the garage, it is easy to see why the BTCC continues to be the country's biggest and best motorsport success story.

A key element of the BTCC's attraction to fans is the opportunity to see their own car - or one they aspire to buy - competing with and beating rival makes and models out on the circuit. This is as prevalent today as during the

championship's inaugural campaign, with the old marketing mantra of 'win on Sunday, sell on Monday' ringing true for all brands and manufacturers involved.

Cars of all shapes and sizes have traditionally made up the BTCC grid, with the diverse scope of entries a key selling point for the series. British-built household names such as Austin, Mini, Lotus, Jaguar, Sunbeam and Triumph fought for titles in the early years of competition, with the major homegrown marques of the '50s, '60s and '70s embracing a range of different body styles and philosophies with surprising results.

The success of these formative seasons led to the world's most prominent automotive giants pulling out all the stops to secure success in the '80s, with Mazda and Toyota leading the way before the

arrival of Alfa Romeo. The legendary Italian outfit was the third manufacturer of the decade to take home the overall title before Ford and its flagship RS500 entered the fray. BMW also pitched up with its iconic M3 saloon and the pair proceeded to battle it out at the head of the championship well into the '90s.





1958 15

THE UK'S ELITE MOTORSPORT SERIES WAS LAUNCHED MORE THAN SIX DECADES AGO

DIFFERENT DRIVERS REACHED THE PODIUM IN 2020 – MORE THAN HALF OF THE ORIGINAL ENTRY LIST

“ For us, bringing the Hyundai i30 into the BTCC in 2020 was both a tremendous challenge and a tremendous honour. To take on the task of introducing a brand new car in only our second season in what we consider to be the world’s toughest touring car championship demanded incredible commitment from the whole team, but each and every member stepped up to the plate magnificently. To score a podium finish in the car’s first race weekend – making history in the process – was a superb achievement, and demonstrated how the BTCC’s regulations offer all teams fielding all shapes and sizes of car the opportunity to compete on equal terms. Unlike in some other series where it comes down to having the biggest budget, in the BTCC, it is all about skill and ingenuity. As a small Independent team, being able to genuinely take the fight to the Manufacturer outfits is not only hugely motivating but also key to keeping our loyal sponsors happy. ”



JUSTINA WILLIAMS
TEAM PRINCIPAL, EXCELR8 MOTORSPORT

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DIFFERENT TEAMS WON RACES IN THE 2020 SEASON

“2020 was certainly an interesting season for various reasons, and congratulations must go to the whole team at TOCA for pulling it together and delivering virtually a full campaign with some fantastic racing right the way through – it was a remarkable effort by all involved in very difficult circumstances. The BTCC is just such an exciting and enjoyable spectacle, and such a competitive series in which the level seems to go up each year and the margins are always so small. We saw so many different winners in 2020 and so many different drivers on the podium, and that’s probably the thing about the BTCC that’s most engaging for spectators – it’s always incredibly close.”



GRAEME GRIEVE
CHIEF EXECUTIVE OFFICER, BMW UK



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CONSECUTIVE BTCC SEASONS

THE MODERN ERA

The 1990s heralded a rich period in the BTCC’s history as its legacy was cemented both nationally and around the world. Manufacturers made the most of favourable economic conditions and booming automotive interest by spending huge amounts of money in a bid to become the authority on the biggest domestic sporting platform available. This Super Touring era was characterised by Alfa Romeo, BMW, Ford, Honda, Mazda, Nissan, Peugeot, Renault, Toyota, Vauxhall and Volvo all proffering their full backing to teams and forming works’ outfits. This investment created a fearsome technological arms race that produced spectacular racing on massive budgets. The level of expenditure was ultimately unsustainable and the bubble burst at the turn of the Millennium, but the varied, high level of competition remains to this day.

The BTCC in its present form is home to renowned teams, unrivalled engineers and world-class drivers as well as first-rate officials, experienced management and leading sponsors - all of whom combine to ensure the championship continues to thrive.

Having been an integral part of the championship in the ‘80s and ‘90s, BMW officially rejoined the BTCC fold in 2017 and enjoyed stunning success alongside West Surrey Racing, again winning both the Teams’ and Manufacturers’ titles in 2020. Meanwhile, Toyota - a stalwart of the series in years gone by - made waves with its return in 2019 and combined with Speedworks Motorsport to launch consecutive championship challenges in an all-new Corolla. Finally, multiple title-winning manufacturer Honda - in conjunction with long-term partner Team Dynamics - completes the modern-day factory-backed entries, while Audi, Ford,

Hyundai, Infiniti, Mercedes, Vauxhall and VW cars were also present on the grid in 2020. For 2021, there will be yet another different model on show, with Team HARD running at least two brand new Cupra Leons.

Key to the BTCC’s enduring success has been the potential for independently-run teams to face off against major manufacturers on a level playing field without the need for factory support, as proven by Ash Sutton’s title triumph with Laser Tools Racing in 2020. The consistently close competition is testament to carefully formulated sporting and technical regulations, allowing any number of entrants on the capacity grid to experience success - regardless of car body styles or engineering philosophy. This mantra encourages ultra-competitive racing between a host of recognisable makes and models, with single-car teams able



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DIFFERENT DRIVERS WON RACES IN 2020



“ Working across many sports over the years, the BTCC was a very pleasant surprise. It isn’t often you find a competitive elite sport that welcomes people into the ‘inner circle’ like the BTCC does. The talent that takes part in this sport is unprecedented and in my humble opinion not recognised enough – from the skills of the drivers and the dedication of the teams to the loyalty of the fans. I have never witnessed a sport so passionate about its fans and a sport with such loyal and fanatical fans. The BTCC epitomises what sport should be about – it’s competitive, driven, fun and exhilarating but most of all supportive, a community that thrives on success and achievement. ”



SUSANNAH SCHOFIELD OBE
CEO, PITCH SPORT BTCC APP

15.8

MILLION*
TOTAL UK TV AUDIENCE

* All UK TV data supplied by Nielsen/BARB
– one fewer event in 2020 due to delayed season



“The BTCC is one of the best-loved, most famous motor racing championships in the world and provides a great opportunity for Goodyear to get close to the hearts and minds of motorsport enthusiasts.”

GOODYEAR

BEN CRAWLEY
MOTORSPORT DIRECTOR,
GOODYEAR

to regularly take on larger manufacturer-backed outfits – whatever their budget. A prize fund in excess of £250,000 – including Goodyear’s rewarding tyre bonuses – ensures there is plenty to play for across the ten race weekends.

The battle for the overall Drivers’, Manufacturers’ and Teams’ titles in 2020 went right down to the wire in a dramatic finale at Brands Hatch. As in 2019, five drivers entered the weekend with a mathematical chance of claiming the crown and a spectacular showdown ensued around the historic Indy circuit.

Defending champion Colin Turkington, hunting a record-breaking fifth BTCC title, was the man to catch with the Northern Irishman holding a slim nine-point advantage over the chasing pack prior to the action getting underway. However, wet weather left the Team BMW star struggling for grip in his 330i M Sport and opened the door for his rivals. Dan Cammish won the opening race of the

day as the Halfords Yuasa Racing star looked to banish memories of his 2019 heartache, but it was 2017 champion Ash Sutton who kept his cool around the 1.2-mile circuit, winning race two before coming home sixth in the final race of the season to claim his second overall title in the series and a first for Laser Tools Racing at the wheel of the new Infiniti Q50. Turkington finished 14 points behind, while Cammish was a further two back in his Honda Civic Type R (FK8).

As well as overall Drivers’ honours, Sutton and Laser Tools Racing claimed both Independents’ titles while Team BMW took Manufacturers’ and Teams’ honours. Turkington was presented with the Goodyear Wingfoot Award for best qualifier across the campaign and Michael Crees won the Jack Sears Trophy – for competitors yet to score a podium finish before the start of the season – driving for The Clever Baggers with BTC Racing outfit.

“It’s an absolute dream to win this title,” said Sutton. “The BTCC is one of the toughest and most competitive series in the world, so to come out on top is hard to put into words. This one feels even sweeter than back in 2017. It has been a long time since an Independent team won the overall championship, so I have to thank Laser Tools Racing, BMR Engineering and everyone involved.

“We all really missed the huge crowds in 2020, but hopefully we’ve been able to put on a show for everyone during what has been a difficult year and fingers crossed we will be able to welcome them back trackside in 2021. It’s been absolutely mega to even be racing after everything that’s happened, and without the fans’ support at home that wouldn’t have been possible.”



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DIFFERENT MARQUES ON THE 2020 BTCC GRID

All drivers and teams are encouraged to collaborate with the BTCC in engaging promotional activations, from ITV television features and Pit Lane Walkabout autograph sessions to PR stunts. The championship is continually striving to innovate and entertain, demonstrated by the willingness of series organiser TOCA to experiment with the format of race weekends. The influx of entries over the past five years, as well as the expansion of existing outfits, is evidence that this approach is paying dividends.

The hugely successful NGTC regulations are well into the second half of their extended 15-year term and are due to be in place up until the end of 2026. With the short to mid-term future of the BTCC on a stable footing, TOCA has taken the opportunity to announce a pathway for the introduction of hybrid technology into the series. The BTCC therefore became the first major touring car championship in the world to announce a transition to hybrid power when plans were outlined in August

2018, and the new system is due to come into effect in 2022. This hybrid solution, which will sit within the current technical regulations, is set to replace the current success ballast system and will allow drivers to use additional power for passing and defending while heralding new competitive strategies and opportunities during each race.

BTCC organiser TOCA awarded an exclusive contract to Cosworth Electronics for the design, supply and servicing of this system, and Speedworks Motorsport successfully integrated and validated the solution into its new Toyota Corolla during a promising maiden test run at Snetterton in July. All major TOCA technical partners worked in tandem to define the specification, technical integration and performance parameters of the power unit, ensuring its packaging and cost were most suited to the series.

"The first track test was an extremely proud moment for everyone involved in

the BTCC and the TOCA Hybrid project itself," said BTCC Chief Executive, Alan Gow.

"The BTCC was the first major touring car series to confirm its intentions and pathway for introducing hybrid technology and this is clearly another hugely significant milestone as part of that.

"This is obviously just the start of the extensive programme ahead, prior to the full introduction of hybrid technology into the BTCC in 2022, but Cosworth, Speedworks and all of the technical partners involved should be congratulated for the professionalism, expertise and efficiency shown.

"Despite these challenging times, the BTCC and its partners have worked extremely hard to ensure that the TOCA Hybrid car made its track debut as originally planned and it was an extremely positive and successful test."

Twitter BTCC



1070  LIKES

BREAKING NEWS: Motorsport Games signs long-term agreement with the British Touring Car Championship to create video game and esports series

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DIFFERENT MAKES OF CAR HAVE ENTERED UNDER NGTC REGULATIONS, 11 OF WHICH HAVE WON RACES

“ We are delighted to be bringing in a new marque to the BTCC. The Volkswagen CC has enjoyed a great deal of success over its life, but it’s time for change as we look to the new hybrid era of touring cars.

We have done a lot of research and we believe that the dimensions and overall shape of the Cupra Leon will work perfectly with the current BTCC regulations. A lot of hard work and countless hours lie ahead, but we are confident that we can turn this new car into a competitive beast that will be mixing it at the front from the get-go next season. ”

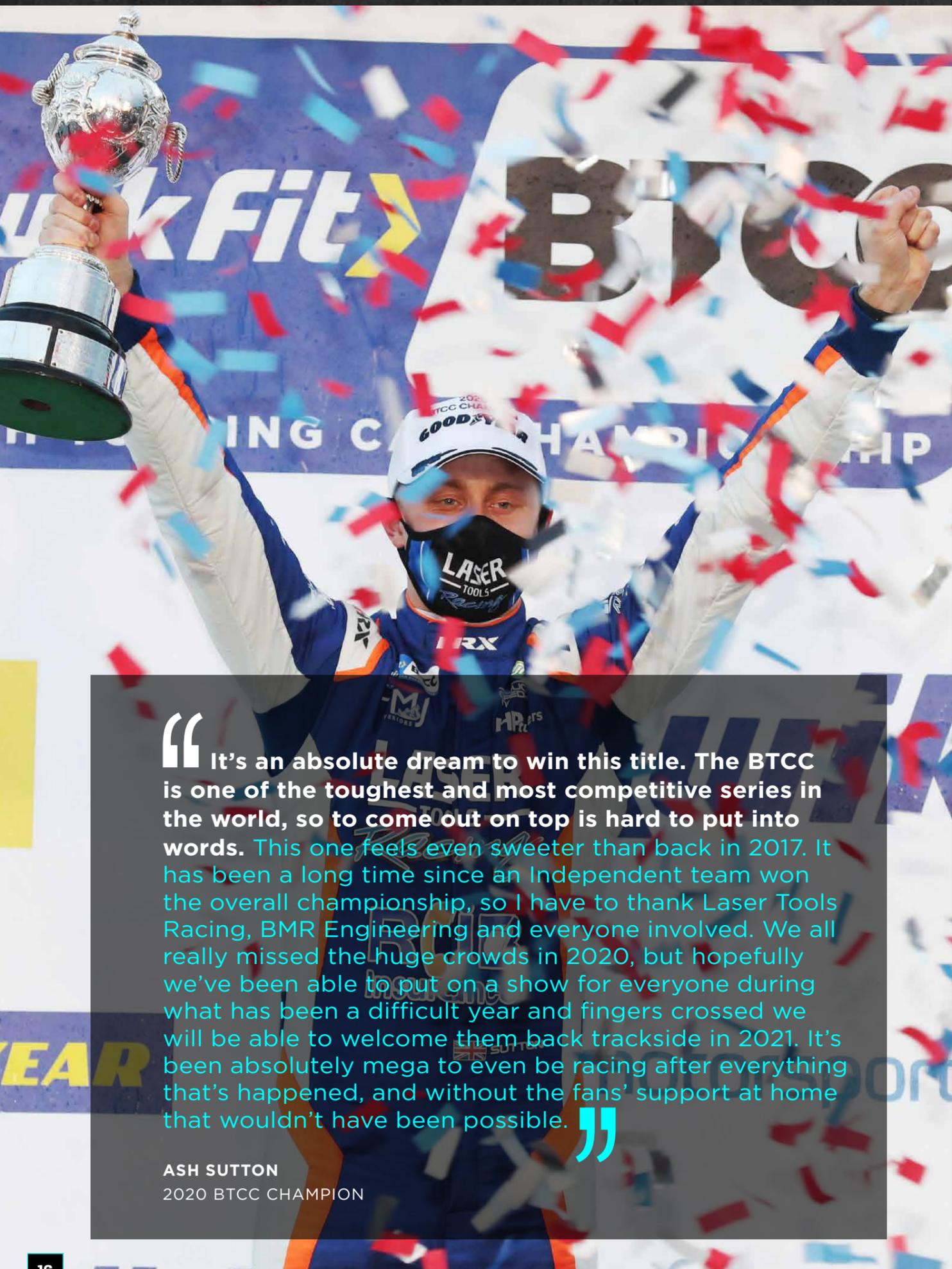
TEAM-HARD.COM

TONY GILHAM
MANAGING DIRECTOR,
TEAM HARD

6

RACE-WINNING MARQUES IN 2020





“ It’s an absolute dream to win this title. The BTCC is one of the toughest and most competitive series in the world, so to come out on top is hard to put into words. This one feels even sweeter than back in 2017. It has been a long time since an Independent team won the overall championship, so I have to thank Laser Tools Racing, BMR Engineering and everyone involved. We all really missed the huge crowds in 2020, but hopefully we’ve been able to put on a show for everyone during what has been a difficult year and fingers crossed we will be able to welcome them back trackside in 2021. It’s been absolutely mega to even be racing after everything that’s happened, and without the fans’ support at home that wouldn’t have been possible. ”

ASH SUTTON
2020 BTCC CHAMPION

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TITLE
CONTENDERS
ON FINAL DAY
OF SEASON

STAR ATTRACTION

The BTCC is committed to continuing to engage with and appeal to a growing and knowledgeable fanbase, meaning the trackside experience - making sure the sport is easily accessible to all supporters - is of utmost importance. Admission is free for children at each event and the majority of circuits extend that benefit to those up to the age of 16, highlighting how the next generation of fans is firmly at the forefront of the championship's focus.

The high level of interactivity between drivers and supporters is a standout attribute of the BTCC, with every event adopting an 'open paddock' policy that allows spectators to get up close to the stars of the show. TOCA has also taken steps to ensure that this relationship is just as strong away from the track, working with ITV to produce in-depth features and interviews that are then pushed out on social media by teams, drivers, the championship and its long-standing broadcast partner. Regular

podcasts 'Tin Top Tuesday', 'Lamb & Flag' and 'Never Mind The Ballast' give fans even greater insight behind the scenes of the series while the BTCC app is a growing platform that showcases the industry-leading work done by the championship's media team.

This impressive social media footprint complements ITV's unparalleled eight-hour live race day broadcasts, which give the BTCC the honour of being the only significant motorsport series to be shown live and free-to-air on a major British television network. Comprehensive highlights programmes, streaming options via the ITV Hub and bespoke packages for global audiences ensure fans around the world can keep right up-to-date with one of the most high-profile championships around.

A bumper support package accompanies the championship at each of the ten race weekends on the calendar, with

fiercely-contested single-make series featuring Porsche, Ford, Ginetta and MINI machinery all on show. However, the BTCC remains the headline act, with qualifying on Saturday setting the grid for the first of three action-packed races on Sunday. The finishing order of race one decides how the field will line up for race two, while race three's starting positions are determined by a partially reversed grid. The top 12 are mixed up via a random draw, making for an unpredictable, crowd-pleasing finale.

Championship positions then race results determine the level of success ballast carried by each car, with the leader harbouring the full complement. This forces drivers and teams to adapt their strategies, demonstrating their sporting and technical prowess, while generating some truly breathtaking entertainment for the watching crowds - making the BTCC an irresistible win-win proposition for competitions, partners and fans alike.

Instagram BTCC



2235  LIKES

btcc
Contenders...
READY!?
#BTCC

Instagram BTCC



1624  LIKES

btcc
Oh what a feeling...
#BTCC

BACK TO THE TRACK

DEDICATED FANS

ON AVERAGE OVER THE LAST FOUR YEARS, THE BTCC HAS ATTRACTED 384,000 SPECTATORS PER SEASON. WITH TRACKSIDE ATTENDANCE EXPECTED TO RETURN IN 2021, THE BTCC LOOKS FORWARD TO WELCOMING COMPARABLE NUMBERS NEXT SEASON.

2016

384,500

TRACKSIDE ATTENDANCE



2017

385,100

TRACKSIDE ATTENDANCE



“

One thing the BTCC has always had is accessibility. There are few other major series – in any sport – where you can get up in the morning, go to the event, buy a ticket on the gate and go in and meet the participants. As a sporting day out – planned or unplanned – it is quite unique.”

itv SPORT

TIM HARVEY

1992 BTCC CHAMPION AND CURRENT ITV4 COMMENTATOR

2018

381,600

TRACKSIDE ATTENDANCE



2019

384,800

TRACKSIDE ATTENDANCE

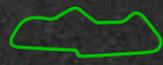




ICONIC VENUES
THE LENGTH AND
BREADTH OF THE
UK FORM THE 2021
CALENDAR



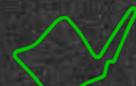
Rounds
01 / 02 / 03
3rd / 4th
April
Brands Hatch
(Indy)



Rounds
04 / 05 / 06
17th / 18th
April
Donington Park
(National)



Rounds
07 / 08 / 09
8th / 9th
May
Thruxton



Rounds
10 / 11 / 12
15th / 16th
May
Oulton Park
(Island)



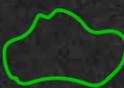
Rounds
13 / 14 / 15
12th / 13th
June
Croft



Rounds
16 / 17 / 18
31st July /
1st August
Snetterton
(300)



Rounds
19 / 20 / 21
14th / 15th
August
Knockhill



Rounds
22 / 23 / 24
28th / 29th
August
Thruxton



Rounds
25 / 26 / 27
25th / 26th
September
Silverstone
(National)



Rounds
28 / 29 / 30
9th / 10th
October
Brands Hatch
(Grand Prix)

2021 CALENDAR

ON THE ROAD AGAIN

Once again, the 2021 BTCC calendar comprises an extensive assortment of the UK's premier motor racing circuits, each providing a unique layout with distinct features. The demands and range of technical requirements at the various circuits push the teams, drivers and engineers to the maximum in their quest to thrive at each event.

The current calendar returns to the 30-round format traditionally used by the series, with eight different venues on the roster. As always, the circuits that make up the schedule are selected for their outstanding combination of high-quality trackside experiences and excellent facilities, as well as their range of locations – ensuring accessibility for BTCC fans all over the UK.

In addition to this, sponsors, teams, drivers and partners benefit from myriad opportunities for regional marketing activations, while the series' global broadcast partners offer international reach throughout each and every campaign.

While the 2020 season had to take place behind closed doors, with an annual average of 383,600 spectators attending the live events over the past five seasons, 2021 is expected to once again see a strong presence from the loyal ABC1 audience, following continued levels of engagement during the period.



“ The BTCC is unquestionably one of the highlights on Thruxton’s annual calendar, and when we were offered the opportunity to ‘double up’ again in 2021, we didn’t need asking twice. Thruxton could almost have been tailor-made for thrilling touring car action, with the circuit’s flowing nature favouring tight slipstreaming battles – at speeds of up to 170mph – that never fail to entertain.

The championship’s close racing, big personalities and unrivalled accessibility make it a fantastic family day out for all ages. Having sadly not been able to welcome spectators in 2020 due to the global pandemic, rest assured we will be pulling out all the stops to ensure fans enjoy the best BTCC experience to-date at Britain’s fastest circuit in 2021. ”



PAT BLAKENEY
OPERATIONS MANAGER,
THRUXTON MOTORSPORT CENTRE

Instagram BTCC



3484 ❤️
LIKES

btcc
And here he is, your 2020
Kwik Fit British Touring Car
Champion... Ash Sutton



384,000

FANS ON AVERAGE
HAVE ANNUALLY
VIEWED THE ACTION
TRACKSIDE AT BRITAIN'S
MOST PROMINENT
MOTORSPORT VENUES
OVER THE PAST
FOUR YEARS

Rounds 19 / 20 / 21

KNOCKHILL

Rounds 13 / 14 / 15

CROFT

Rounds 10 / 11 / 12

OULTON PARK

Rounds 04 / 05 / 06

DONINGTON PARK

Rounds 25 / 26 / 27

SILVERSTONE

Rounds 16 / 17 / 18

SNETTERTON

Rounds 07 / 08 / 09 / 22 / 23 / 24

THRUXTON

Rounds 01 / 02 / 03 / 28 / 29 / 30

BRANDS HATCH

“We are delighted to extend our contract with the British Touring Car Championship.

Fans throughout the UK can watch free-to-air some of the best racing in European motorsport through to the end of the 2026 season and we look forward to developing the

itvSPORT

NIALL SLOANE

DIRECTOR OF SPORT, ITV



TV & MEDIA

As the UK's leading motorsport series, the British Touring Car Championship boasts world-class media figures - from its range of burgeoning social media channels to its unrivalled race day television coverage, not forgetting regular appearances on radio broadcasts and in the printed press.

Between the conclusion of the 2019 and 2020 campaigns, a total news reach across all platforms of over 93.5 million people was recorded from more than 1,100 different broadcast, print and online sources globally.

A BROADER PERSPECTIVE

The BTCC's lasting appeal has enabled the series to shape long-standing creative relationships with Britain's top broadcasters, who have helped to ensure the series remains original and dynamic. The current multi-year partnership with ITV began in 2002, with the channel now scheduling an immense eight hours of primetime programming for high-definition free-to-air motorsport each race day.

A new five-year agreement was reached in 2020 for ITV to continue broadcasting all of the BTCC action until at least 2026 on Britain's leading commercial network, extending an unprecedented coverage package for a UK-based motor racing series. This comprises a high-quality

television product during primetime on ITV4, live streaming, ITV highlights packages and a presence on the ITV Hub. The broadcast arrangement is set to provide at least 340 hours of coverage each season - 180 hours of broadcast time across the ITV channels (live and highlights), plus another 160 hours of online streaming and highlights. More than 215 hours of coverage during the truncated 2020 season yielded cumulative viewer numbers of nearly 16 million.

In addition to the live coverage, 60 and 90-minute highlight programmes follow the race day show and are broadcast across the ITV network. A two-hour end-of-season review then draws the

year to a close, reminding fans of the season's best moments. BTCC coverage is available on-demand via the ITV Hub and at itv.com/btcc for 30 days after the chequered flag falls, helping to continually meet the growing demand for streaming and catch-up services.

Qualifying sessions are streamed live via itv.com/btcc and are accessible across mobile devices, while highlights as well as expert analysis can also be located through ITV Motorsport's dedicated BTCC website.

Putting the fans at the centre of the action is paramount to the BTCC, and the series is continuously exploring new and exciting methods to achieve this. With



19+

MILLION*

TOTAL UK TV AUDIENCE DURING A REGULAR BTCC SEASON

* All UK TV data supplied by Nielsen/BARB

LIVE & FREE

IN 2021, THE BTCC WILL BE THE ONLY MAJOR MOTORSPORT SERIES SCREENED LIVE AND FREE-TO-AIR ON A MAJOR UK TELEVISION NETWORK.

[AT TIME OF BROCHURE PUBLICATION]

“**Motorsport fans want speed, wheel-to-wheel racing, world-class teams and characterful drivers. The British Touring Car Championship continues to deliver all of that better than almost any other discipline. There is invariably excitement and drama right to the chequered flag in the final race of the final weekend, which means unparalleled entertainment for fans and value for sponsors throughout the season. That was especially important in 2020, as the Coronavirus pandemic caused so much uncertainty, but the BTCC navigated its way through with supreme confidence and professionalism. For journalists, the BTCC is the most accessible top-flight racing series around, with opportunities to interview teams, drivers and management thanks to a PR team that understands what makes a story, and the series’ success is driven by one of the largest and most loyal fan bases in the sport – full live coverage on ITV is testament to its enduring appeal.**”

THE SUNDAY TIMES
DRIVING

WILL DRON
EDITOR, DRIVING.CO.UK AT THE SUNDAY TIMES

that in mind, the championship strives to produce accessible and engaging social media posts, with innovative video content produced by ITV. This yields an impressive 500 bespoke features per year, some of which are posted ‘as-live’ during on-track sessions.

A new addition for 2020 was the introduction of social media graphics, whilst title partner Kwik Fit has also produced a number of video features and documentaries. These have received overwhelmingly positive feedback from fans, partners and industry professionals and have the potential to go viral, with a total reach of five million people.

In addition, frequent special features enable viewers to go behind-the-scenes, as key team personnel and drivers provide in-depth session analysis, bolstering the BTCC’s status as a fan-friendly and engaging motorsport championship providing the most comprehensive view possible into the series and all of its stars. The BTCC and ITV are constantly communicating to ensure cutting-edge programming, with partners and supporters unfailingly

supplied with the best possible product. Not only that, but the BTCC’s global appeal extends to all four corners of the globe, with races aired across six continents – Europe, North America, South America, Asia, Africa and Oceania – by key broadcasters including ESPN, Sky Sports, Star Sports, TV3 and MotorTrend channel.

“I’m immensely proud of the great and close partnership that we have with ITV,” said BTCC Chief Executive, Alan Gow. “Their commitment and enthusiasm to bringing the BTCC to as wide an audience as possible is absolutely unrivalled. It was vital to me that the BTCC maintained its vast live free-to-air coverage. Simply, we want the maximum amount of people to be able to watch our great racing – it’s the bedrock of our enormous popularity. So hiding our championship away behind a paywall would only have the exact opposite effect. With the new hybrid regulations and our fantastic broadcasting coverage now locked into place right through to the end of 2026, it provides the solid foundation on which all our teams and partners can base, and build, their involvement. I’m not sure how

many major motorsport championships in the world have an unbroken - and in fact increasing - free-to-air broadcasting relationship spanning a quarter of a century with the same broadcaster, but by my reckoning it’s probably only one... the iconic British Touring Car Championship.”

On a regional scale, local ITV and BBC broadcasters supply invaluable promotion, with dedicated coverage for drivers and teams whenever the BTCC paddock rolls into town. Sports desks often focus on the local competitors, adding to the series’ airtime with exposure in the build-up to, during and after race weekends while offering them a chance to revel in the spotlight in front of millions of viewers across the different regions.

Appearances on some of the UK’s most popular lifestyle shows, meanwhile, are similarly a staple, from Top Gear and Good Morning Britain to Loose Women, The One Show, This Morning and Ant and Dec’s Saturday Night Takeaway.



242,000

BTCC.NET UNIQUE VISITORS PER MONTH

BTCC MEDIA PARTNERS

Media partnerships are another crucial aspect of the BTCC's media activity, further expanding the series' reach across the board. The 2020 season saw the launch of a dedicated channel on Motorsport.tv, the 'Over-The-Top' platform from Motorsport Network. The BTCC utilises Motorsport Network's global production and distribution service Motorsport Studios to create engaging new content and tap into a 56 million-strong monthly audience.

Haymarket Consumer Media – one of the world's most renowned and largest publishing houses – has been the official media partner to the championship since 2014 with Autocar, the company's flagship motoring magazine, supplying regular features and promotional advertising to a dedicated and engaged audience, both in print and online.

Partnerships such as this enable the BTCC to remain firmly on the radar of the UK's most prominent automotive publications. Coverage includes special features, test drives of manufacturers' road and competition cars as well as previews, race reports and reaction, accompanied by myriad online articles. For example, Autocar's content is tailored specifically to the championship and its audience, reaching over half-a-million YouTube subscribers. The series reciprocates these benefits by emblazoning the publication's logo in conspicuous locations throughout the weekend, from ITV's interview backdrop to the podium and on the side of every car on the grid.

MEDIA OFFICE AND THE OFFICIAL WEBSITE

The championship's Media Office maintains close communication with national and global media to generate comprehensive, high-quality coverage across a wide range of leading outlets, while simultaneously keeping fans up-to-date throughout the season via the official btcc.net website. This showcases each aspect of the series' extensive media output – from breaking news stories covering the entire field to race results, video content, interview audio clips, exclusive features and competitions offering money-can't-buy prizes. In addition, circuit commentary, car tracking and live timing ensure fans can be up-close to the action from anywhere in the world.

“ The BTCC has gone from strength-to-strength in recent years and we are delighted to be continuing our association with such a prominent and popular race series. Through our recently-introduced dedicated motorsport section of Autocar and expanded online coverage, we're looking forward to producing more exciting BTCC features, news and videos for our audience of car enthusiasts and buyers alike to enjoy, as this partnership edges ever nearer to a decade of success. ”

AUTOCAR

MARK TISSHAW
EDITOR, AUTOCAR

179,000

FANS LIKE THE FACEBOOK PAGE – A 2.3% INCREASE FROM 2019 TO 2020

52,500

INSTAGRAM HAS WITNESSED THE BIGGEST INCREASE IN RECENT YEARS, YIELDING A 22.1% RISE FROM 2019 TO 2020

Btcc.net attracts over five million visitors each season, while the championship's official YouTube channel houses the series' broadcast-quality pieces – produced by ITV for Facebook, Instagram and Twitter – and serves as an archive for all of the best in historic clips and current championship action.

The BTCC's digital video output reach reflects the success and continued demand for ITV-produced, social media-oriented video content. A viewership of five million was recorded throughout the 2020 season. Audience figures are sustained during the off-season as well, with fans exploring the range of highlights footage and recalling standout, iconic moments from years gone by.

The annual Season Launch also falls under the media team's remit, offering key print, radio, TV and online media the opportunity to preview the upcoming season. In recent years this event has

grown in significance for drivers, teams and sponsors due to ever-increasing media attention and is now established as an important date in the motorsport calendar. In 2019, the launch took place in the form of an exclusive curtain-raiser at the historic Hever Castle with all of the leading contenders in attendance, followed by a day of testing at Brands Hatch with free entry for fans meaning they could enjoy the pre-season buzz. A similar format was planned for the 2020 launch, with an evening event in Henley-on-Thames preceding testing at Silverstone, but the Coronavirus outbreak necessitated a rethink.

SOCIAL STATUS

Yet another key pillar of the BTCC's wider overall media package is social media, reflecting the series' main values and enabling fans to get ever-closer to their racing heroes and the sport itself. Social media channels provide a unique platform, allowing the championship to strengthen its connection with BTCC supporters as it continues to deliver exceptional behind-the-scenes access to the teams, paddock and star drivers.

The series' proactive strategy centres on captivating, shareable content which subsequently increases engagement with its fans. The official BTCC Facebook and Twitter channels continue to flourish, taking the lead on the championship's social media offering. Around 180,000 fans have liked the Facebook page – a 2.3% increase year-on-year – while Twitter saw a follower gain of 6.1% to 84,900 in 2020. However, the biggest increase in followers came from Instagram, which has witnessed the greatest growth in recent years, with a fantastic variety of first-rate photographic and video content yielding a 22.1% rise to 52,500 followers.

Page likes and follower figures, however, only tell a small part of the story. Across all of its social channels, BTCC content regularly reaches 15 million people each month – a highly dedicated audience that can easily rival those from similar series around the globe. For example, the BTCC Twitter account routinely achieves engagement figures that are three-and-a-half times greater than the industry standard for sporting brands.



The combination of all of these aspects means the BTCC reaches its global fanbase instantaneously, with high-quality content being seen by more viewers than ever before. The series makes a conscious effort to always be innovating and pushing forward, which helps to ensure the BTCC remains a topic of conversation in the off-season as well as between races.

Working closely with drivers, teams, sponsors and partners year-long, the BTCC Media Office delivers competitions offering phenomenal prizes, from meet-the-team experiences to grid walks and VIP hospitality. These competitions are seen frequently by hundreds of thousands of fans across the BTCC's channels, generating publicity, invaluable insights and spreading the message far and wide.

15m

THE BTCC REACHES UP TO 15 MILLION PEOPLE PER MONTH ACROSS ITS SOCIAL MEDIA PLATFORMS

3.2m

BTCC ITUNES
PODCAST
DOWNLOADS

(JANUARY - SEPTEMBER, 2020)

ONLINE, PRINT & RADIO

The national press cover race weekends from start to finish on a regular basis, consisting of event previews, qualifying reviews and race reports both in print and online. The Daily Express and Daily Star feature the BTCC alongside their other motorsport content such as Formula 1 and MotoGP. The Daily Telegraph, Financial Times, Independent and Daily Mail have similarly covered the series in news pieces, while articles in the likes of GQ, Square Mile and Top Gear Magazine outline the championship's link to lifestyle and specialist publications, further highlighting the BTCC's diverse appeal.

The UK's leading motorsport news outlets – Autosport and Motorsport News – produce extensive multi-page spreads with regular features from the paddock. Popular weekly motoring

magazine Auto Express is another loyal supporter of the BTCC, while the world's longest-running and premier racing publication, Motor Sport, hosts a variety of series-specific content both in its print editions and across its online channels.

The BTCC spends its season traversing the length and breadth of the country and therefore takes great care to nurture relationships with regional media. With local drivers and teams frequently producing the headlines, a plethora of prominent news outlets report on the high-octane action as it unfolds.

The championship also provides radio stations up and down the UK with perfect broadcast material. BBC Radio 2's Chris Evans and Simon Mayo shows have both featured championship material, as have BBC 5Live, talkSPORT and sister station talkRADIO. The series'

appointed radio agency, Matt Jones Cre8media Ltd, coordinates interviews and reports, generating 85 hours of airtime on 218 regional and local BBC and independent radio stations in 2020, with a potential audience reach of 74.8 million listeners across the country.

The Official BTCC podcast page on iTunes features news and interviews throughout the season. A total of 2,473 interviews were produced for radio broadcast in 2020, whilst the BTCC iTunes page was updated with almost 1,500 podcasts, yielding 3.2 million downloads (January – November) – testament to the series' enduring popularity.

74.8m

BBC & INDEPENDENT
RADIO LISTENERS
ACROSS THE COUNTRY

“ We are delighted to be working with the BTCC to expand the digital reach of the race series and its behind-the-scenes content to brand new audiences. And with our extensive archive of historic BTCC content over three decades in Duke Video, the possibilities for delivering interesting, exclusive content for BTCC fans on this channel are endless. The channel will be a destination for fans of the BTCC and a great place for others to discover the race series. ”

motorsport
NETWORK

JAMES ALLEN
PRESIDENT, MOTORSPORT NETWORK



SPONSORSHIP & MARKETING

The BTCC provides unrivalled publicity opportunities, making the series an extremely desirable marketing platform for a wide range of brands. The championship is built upon an historic legacy and has developed an impeccable reputation for generating enthralling on-track action, drawing capacity crowds and offering unparalleled free-to-air television coverage.

The BTCC's appeal from a sporting perspective is enhanced by the fact that the country's best drivers are competing wheel-to-wheel in well-known cars produced by major manufacturers. Businesses looking to boost their brand awareness therefore have a unique opportunity to be part of one of the most respected motorsport series in the world, with the championship boasting hundreds of thousands of highly-engaged fans, impressive TV viewership figures and an ever-expanding social media reach.

Activations of varying size and scope are continually implemented throughout the season, with creativity and imagination at the forefront of the BTCC's specialised marketing and PR programme. Sponsors widely adopt a similar approach. As a case in point, to celebrate joint title

partner Yuasa's tenth anniversary in the championship in 2020, a throwback livery was applied to the bonnet of both Halfords Yuasa Racing Honda Civic Type R FK8s for the Thruxton weekend.

THE WEEKEND EXPERIENCE

The BTCC sets itself apart from other national motorsport series by being the only major championship with extensive, day-long free-to-air coverage on a prime UK network courtesy of its long-standing and hugely successful partnership with ITV. The past 63 years have seen the BTCC refine its winning combination of star drivers, recognisable cars and first-rate circuits to create an extraordinary spectacle that generates thrilling on-track action and attracts record viewing figures.

Hospitality is the cornerstone of the BTCC's marketing and sponsorship offering, with the series providing a perfect backdrop for teams, sponsors and partners to entertain guests at any given race weekend. In a regular season, the paddock is a hive of motorsport networking and business-to-business opportunities, with many of the industry's key personnel in attendance throughout the year. The potential for corporate activities while watching top-drawer racing in an exemplary setting positions the championship as an ideal vehicle for facilitating new business ties and strengthening existing ones.

1,113 16

TRACKED OUTLETS COVERED THE BTCC BETWEEN THE END OF THE 2019 AND 2020 SEASONS ACROSS GLOBAL, NATIONAL AND REGIONAL MEDIA

(SOURCE: KANTAR MEDIA)

TEAMS FOUGHT IT OUT FOR GLORY IN 2020

“ Kwik Fit’s second year as title sponsor was obviously a completely different experience from our first in 2019. However, in some ways the challenges brought by the pandemic served to highlight the strength of the partnerships that the BTCC has built. Working together, TOCA, the teams, the circuits, ITV and all the other stakeholders delivered a season that was not just about operating under COVID-19 restrictions, but also memorable for many positive reasons.

While it was hugely disappointing not to be able to be at the tracks, we have engaged with fans through social media and the support from ITV has been extensive, delivering strong awareness for the Kwik Fit brand with a nationwide audience. We are delighted to be continuing our partnership and are looking forward to the new season, whatever 2021 may bring. ”

KwikFit

ANDY LANE

MARKETING DIRECTOR, KWIK FIT (GB) LTD



36

“We are incredibly proud to celebrate ten years in the British Touring Car Championship with Honda and Team Dynamics. Since our partnership began in 2010, we have enjoyed phenomenal success and many fantastic memories, both on and off the track. The Yuasa brand has become synonymous with BTCC racing and the works Honda team – it’s been such a big part of our business culture over the last ten years.”

THIRTY-SIX DRIVERS
HAVE BEEN CROWNED
CHAMPION IN THE
STORIED HISTORY OF
BRITAIN’S PREMIER
MOTORSPORT SERIES



JAMES HYLTON
MANAGING DIRECTOR,
GS YUASA BATTERY SALES UK LTD

Instagram BTCC



3434  **LIKES**

btcc
Nic Hamilton & ROKIT
join Team HARD.
Racing for 2020
#BTCC challenge

“ 2020 marked our second year in the BTCC, and whilst it was clearly a very different season to our first due to the pandemic, it nonetheless delivered real return on investment – not to mention some sensational racing and amazing results with EXCELR8 Motorsport’s brand new Hyundais. It was exciting to be part of that journey as the team developed the i30, and to see the Draper Tools logo emblazoned across the side of what we think was the best-looking car on the grid. After following ‘from the sidelines’ in 2020, we are all hugely looking forward to even greater activation of our partnership and returning to the track so we can support the team in person. ”



KEVIN SMITH
HEAD OF MARKETING,
DRAPER TOOLS

The calendar’s broad geographical spread allows teams and commercial partners to host clients from across the United Kingdom, with each track boasting its own character, history and iconic layout. The circuits provide a full range of top-class facilities to cater for all fans and guests – including permanent hospitality suites – while teams are constantly competing with each other to offer the best state-of-the-art bespoke hospitality units and premium experience packages in the paddock.

Manufacturer-backed outfits and Independent entrants alike now possess guest hospitality areas that rival those seen in Formula 1 and MotoGP, with many benefitting from raised viewing decks that offer the best seats in the house with all the advantages of peerless VIP service. This luxury experience is thoroughly incorporated into the fabric of the race meeting, with guests enjoying superb food and drink while gaining unparalleled insight from direct face-to-face time with drivers and key team personnel. Q&As, garage tours and grid walks all help

to immerse guests in the action while circuit commentary, live television feeds and timing screens keep everybody up-to-speed when out and about in the paddock. These highly professional hospitality operations frequently extend beyond race weekends, with guests and business partners often invited to take part in track day experiences and other activations.

AN IDEAL SHOP WINDOW

The BTCC presents exceptional corporate opportunities for companies from all manner of industries and backgrounds, with countless businesses calling the championship home. Recognisable brands from Ginsters and Halfords to Goodyear, Intel and HP are involved in productive partnerships up and down the paddock, while the series’ appeal to both consumer and business-to-business applications is reinforced by primetime television coverage, large crowds on race weekends and a wide-ranging demographic.

As well as industry-leading coverage on ITV, the BTCC boasts strong relationships with a number of high-profile television programmes which help to keep the championship in the spotlight away from the racetrack. Teams, drivers and brands are given exposure in front of fresh audiences thanks to features on the likes of The One Show, Top Gear, Saturday Morning with James Martin, The Grand Tour and Ant and Dec’s Saturday Night Takeaway, pushing the BTCC’s reach beyond its core fanbase.

Both on-site and away from the circuit, the BTCC has continually demonstrated that its wide range of marketing opportunities and impressive scope of hospitality packages are highly successful at attracting long-lasting sponsorship agreements that yield proven results. The championship’s top-tier standing ensures that it remains an ideal shop window for blue-chip brands across the business sphere looking to increase their visibility and brand appeal on the domestic stage.



“ Becoming a team title sponsor in the BTCC and seeing our brands across the two cars, team clothing, on the hospitality suite, on ITV and across social media has been incredible – it’s really helped to increase awareness. Obviously 2020 was a tough year for everyone involved, and although the opportunity to have a full complement of VIP guests was hindered, the team at Ciceley Motorsport supported us commercially in many other ways. We really look forward to the 2021 season when – fingers crossed – our guests can enjoy the full experience. ”



CHRIS CHAPLIN
INTERNATIONAL & TRADE MARKETING DIRECTOR,
TETROSYL AND CARLUBE TRIPLE R

£24.89m

THE TOTAL NEWS VALUE
GENERATED BY THE BTCC
THROUGHOUT THE
2020 SEASON

(SOURCE: KANTAR MEDIA)

“I made no secret of how impressed I was with the British Touring Car Championship as a platform. As I found out quite clearly, it is fiercely competitive, and if you ask anyone involved, it’s that unpredictable race result that is a huge attraction. Together with my team at our sports management and marketing agency, MB Partners, we proved the value that the series can have for a number of major global brands.”



MARK BLUNDELL
CEO, MB PARTNERS

215:40

HOURS OF UK AIRTIME

TOTAL NUMBER OF HOURS OF
ITV COVERAGE IN 2020

Facebook BTCC



6900
LIKES

BREAKING NEWS:
Jade Edwards to Race
PMR Astra at Silverstone
First female driver to race
in the BTCC since 2007...

Facebook BTCC



1300
LIKES

BREAKING NEWS:
TOCA issues revised 2020
BTCC calendar. #BTCC

Instagram BTCC



3481
LIKES

BREAKING NEWS:
Team HARD to bring
Cupra name to the
#BTCC in 2021.

“ As the official UK importer and distributor of Motul Lubricants, Witham Motorsport became more involved in the BTCC than ever in 2020.

We were super proud of our continued lubricant partnership with Speedworks Motorsport and our full technical partnership with Swindon Powertrains, the manufacturer of the championship-winning engine plus over 80 per cent of all the engines on the grid. The BTCC is such a brilliant series for Witham Motorsport to support and for fans to follow, and as a showcase for our products – reaching out to a relevant, engaged and highly invested audience – it has no equal. ”



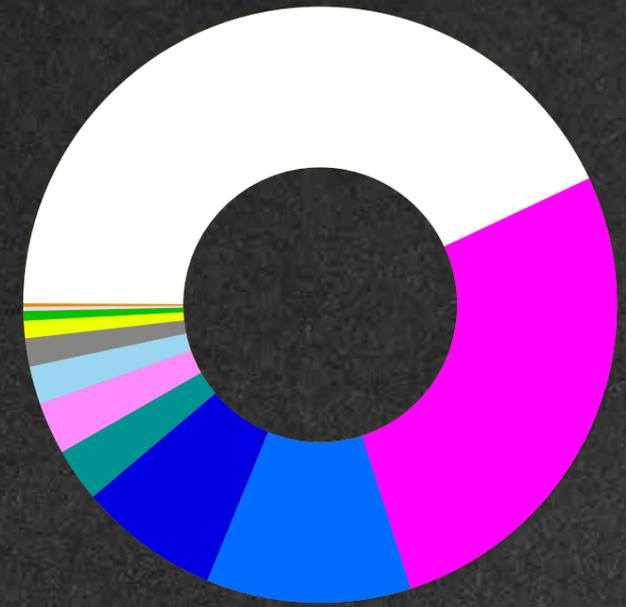
RICHARD SCARBROUGH
DIRECTOR OF MOTORSPORT,
WITHAM GROUP

93.53

MILLION

THE TOTAL PRINT AND BROADCAST MEDIA AUDIENCE REACHED BY THE BTCC THROUGHOUT THE 2020 SEASON

(SOURCE: KANTAR MEDIA)

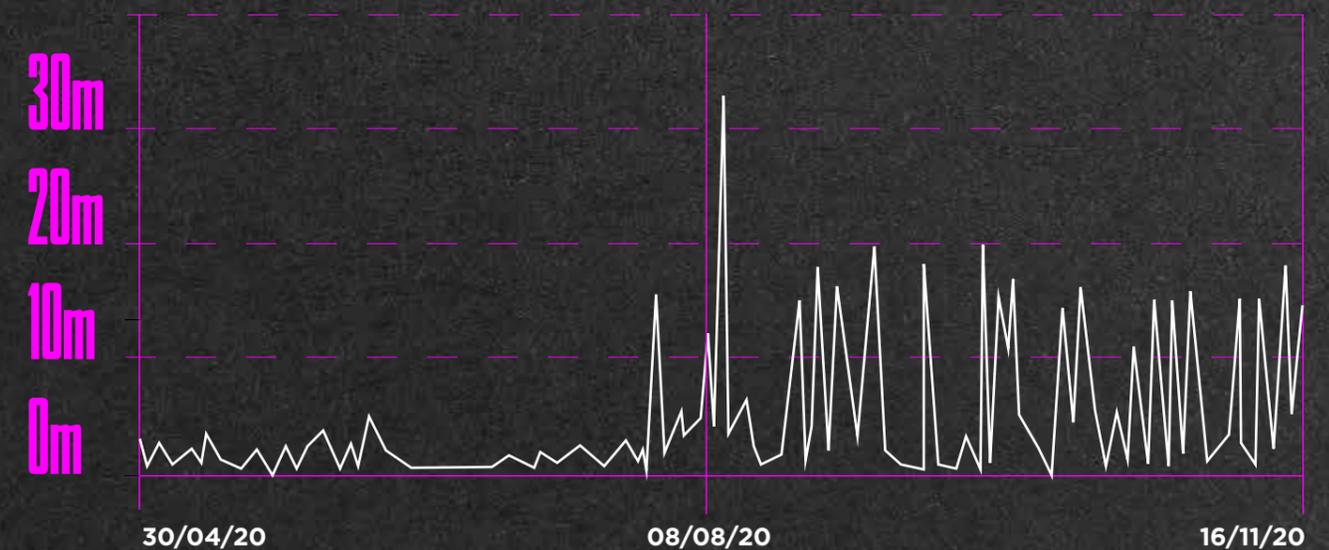


2020 MEDIA TYPES

- 3561 Internet
- 2250 Broadcast Regionals
- 915 Magazine, Consumer
- 633 UK Additional Regionals
- 249 Scottish Regionals
- 238 UK Key Regionals
- 166 Broadcast Nationals
- 127 UK Nationals
- 78 Unknown
- 45 Magazines Trade
- 13 Irish Nationals
- 9 Magazines Business

(SOURCE: KANTAR MEDIA)

2020 ARTICLE REACH TREND



(SOURCE: KANTAR MEDIA)



SPECTATOR APPEAL

The BTCC boasts more than six decades of consecutive on-track action, making the series the third longest-running motorsport championship in the world. Only Formula 1 and North America's NASCAR series are older, and with the UK's premier category set to enter its 64th season in 2021, the appeal to spectators continues to grow.

Having adopted many guises during its illustrious history, one constant since the BTCC's inception in 1958 has been the support of a dedicated and knowledgeable fanbase. Spectators are treated to enthralling doorhandle-to-doorhandle racing and offered unrivalled access to the stars of the show, ensuring a reliable flow of return visitors supplemented by a swathe of new supporters every year.

OPEN PADDOCK POLICY

The BTCC is delighted to consistently welcome back loyal fans year-in, year-out but is also committed to attracting new generations of supporters in order to safeguard the long-term future of the championship. While the unprecedented circumstances prevented visitors from attending circuits in 2020, a regular season sees the series attract trackside audiences often larger than those traditionally seen at many Premier League football matches. Fans of all ages make up these bumper crowds and, while the racing entertainment remains a focal point of the on-site experience, there is always a wide range of family-friendly activities, initiatives and competitions which cater for supporters both young and old.

This broad appeal makes participation in the BTCC an attractive proposition for drivers, teams and partners alike. Myriad commercial opportunities are provided through the championship's outstanding visibility, even before the potential reach of the comprehensive live television package and catch-up services is factored into the equation. The presence of heavy-hitting automotive manufacturers and household name sponsors on capacity grids strengthen an already compelling business case.

The BTCC sets itself apart from other series by operating an open paddock policy, which fully immerses fans in the sport and allows them unparalleled access to the stars of the championship.

This long-standing attitude towards spectator engagement is the bedrock upon which the BTCC stands, with manufacturers and spectators alike benefitting from the opportunity to inspect the latest machinery in close detail. Series organiser TOCA even went the extra mile to enhance the paddock experience at the 2019 Silverstone race meeting, reversing the pit garages to give fans the full 'nuts and bolts' treatment as the cars were prepped for action.



384,800

BTCC TRACKSIDE ATTENDANCE IN 2019

A consistent feature at race weekends is the BTCC's ever-popular Pit Lane Walkabout, where supporters are granted access to every driver in the championship and have the opportunity to snap a selfie, grab a signature or just stop for a quick chat. Many fans also choose to display their allegiance by investing in quality official merchandise ranging from caps and shirts to posters and other apparel. The Pit Lane Walkabout is a perfect opportunity for drivers, teams and sponsors to directly interact with a diverse, receptive audience comprising an evenly-weighted demographic spread across the socio-economic groups (AB, C1, C2

and DE). This demonstrates how commercially appealing the BTCC is across the board and plays an essential role in attracting blue chip companies from assorted industries.

The BTCC's Season Launch traditionally offers media their first opportunity to get a glimpse of new and returning contenders, and has been given a major overhaul in recent years, with an exclusive gala evening followed by a day of testing with free entry for fans, an open paddock and a lunchtime autograph session allowing everybody to enjoy the pre-season buzz.

Facebook BTCC



805  LIKES

Rory Butcher reflects on Silverstone crash

It was a big one at Silverstone on Sunday and we were all delighted to see Rory showing no ill-effects following the accident.

“ 2020 was a year like no other, which required us all to adapt, and the BTCC was no exception. With fans sadly unable to follow the action trackside, TOCA and ITV both stepped up to this challenge with their broadcast offering, delivering more engaging and high-quality content than ever before, despite the restrictions in place. Although spectators were unable to sample our pasties at the circuits, the BTCC's first-class media package ensured brands like ours still benefitted from excellent exposure as fans across the country settled into a 'supporting from home pasty'. Once again, the support and love received from BTCC fans watching at home has been incredible. We welcome the stability and certainty the new five-year deal with ITV4 brings and are excited to see how the broadcast product further develops over the coming seasons. ”



MIKE SMITH
MARKETING DIRECTOR, GINSTERS



“I’ve followed the BTCC since the nineties, and it gets more exciting every year. It’s amazing.”

HOWARD DONALD
SINGER, TAKE THAT

“It’s no exaggeration to say that 2020 was an unconventional season, but amid all the global upheaval and uncertainty, what truly stood out to us was the manner in which the TOCA team dug deep and went above and beyond to put on nine action-packed race weekends in a challenging climate in which many race series struggled to manage even half of their proposed calendar. Similarly, ITV4 did a superb job to bring all of that adrenaline-fuelled entertainment into fans’ homes during the dark days of lockdown, providing unrivalled airtime for sponsors like ourselves and keeping interest levels in the championship sky-high.”



RICHARD LAMBERT
MANAGING DIRECTOR, EVOLUTION

KEEPING UP-TO-DATE

The BTCC has continually looked to bring fans closer to the action through innovation and, in that spirit, the series launched its official app at the end of 2018, providing exceptional behind-the-scenes insight as well as easy access to live timings and session information. Exclusive interviews, exciting competitions, up-to-the-minute results, engaging video content and live audio – as well as the opportunity to purchase tickets and merchandise – has led to more than 26,000 downloads and counting.

In July 2019, leading UK motoring magazine Auto Express bestowed the ‘App of the Week’ honour on the digital platform, and it has since gone from strength-to-strength with even more content and features, including the

addition of the renowned podcast ‘Tin Top Tuesday’ presented by BTCC pitlane reporter Alan Hyde.

Additionally, Pitch Sport introduced a BTCC prediction and video engagement platform in 2020, and has since collaborated with former BTCC driver Paul O’Neill to launch the ‘Never Mind the Ballast’ podcast. A different take on proceedings, meanwhile, is provided by ITV Sport commentator David Addison’s independent ‘Lamb & Flag’ production – the third podcast dedicated solely to the series.

The BTCC created further global headlines in the summer when it announced a multi-year licensing deal with Motorsport Games to create the official video game and associated esports for the championship. One of the highest-profile and most beloved

racing series in the world, the BTCC has a rich history in video games and its renaissance in the virtual world will begin with the development of a new dedicated game, scheduled for 2022.

“Finally, I’m proud to say that the huge demand from the BTCC and TOCA game fans is being answered,” confirmed BTCC Chief Executive, Alan Gow. “Just like the original BTCC/TOCA game, this will be a dedicated BTCC game featuring all the cars, all the teams, all the drivers and all the circuits.”

CELEBRITY STATUS

The BTCC is privileged to count a number of famous faces amongst its dedicated fanbase, with Olympic hero Sir Chris Hoy, Take That singer Howard Donald and celebrity chefs James Martin and Paul Hollywood all visitors



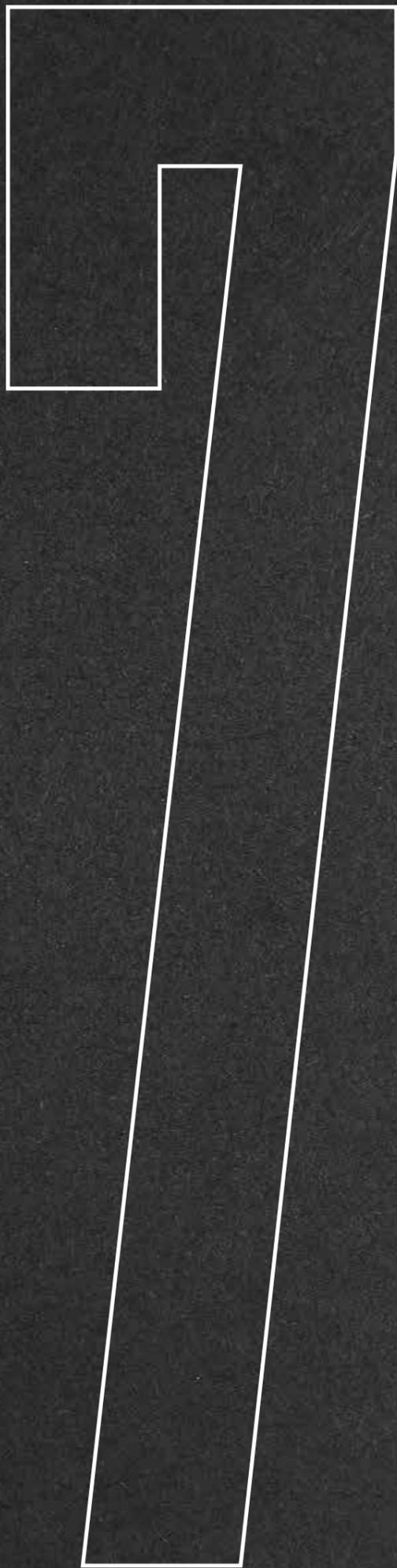
to the paddock in recent seasons. Radio presenter Chris Evans is also a big fan of the series, describing the championship as ‘probably the most exciting form of motorsport currently available on planet earth’.

High-profile figures from across the motorsport community, including Formula 1 World Champions Lewis Hamilton and Damon Hill as well as Isle of Man TT legend John McGuinness, have all paid tribute to the BTCC and attended race weekends over the years to add a dose of star appeal. And when these celebrity endorsements are viewed alongside a carefully curated calendar and affordable ticket packages, it’s easy to see why the series’ phenomenal success story is showing no signs of slowing down.

“ Adding BMW First to the side of the Team BMW 3 Series race cars was an easy decision. As a brand, we pride ourselves on our attention-to-detail and going the extra mile. It is those same qualities that are paramount in the BTCC as teams strive for hundredths if not indeed thousandths-of-a-second in the quest for victory – and those same qualities that are the backbone of Team BMW’s sustained success in the series. BMW First is intended to help customers keep their vehicle in pristine condition, and few owners are as invested in their cars as those that follow and support the BTCC. ”



YVONNE HOLDEN
GENERAL MANAGER, AFTERSALES
DEPARTMENT, BMW GROUP UK LTD



REGULATIONS

The BTCC is constantly developing and evolving in order to uphold its reputation as one of the best motor racing spectacles around. Technological innovation is therefore vital in order to maintain the close racing and fierce competition with which the series has become synonymous.

Major automotive manufacturers and the very best of privateer talent are able to compete on equal terms as part of a capacity grid thanks to the BTCC's finely-tuned sporting and technical rules. A five-year extension of the current Next Generation Touring Car (NGTC) regulations has since been activated – now set to run until the end of 2026 – providing teams with technical stability and crucial long-term asset protection of their investment.

NGTC limits expenditure through the use of common parts across cars. Subframes, electronics, braking systems, gearboxes, intercoolers, wastegates, turbos, suspension and dampers are all shared components – significantly lowering barriers to entry for prospective competitors and levelling the playing field. By the end of the current agreement in 2026, the hugely successful NGTC regulations will have been active in the BTCC for 15 years – with just two significant updates during that period.

However, the series is constantly innovating and in August 2018 became the first touring car championship in the world to announce a proposed move to hybrid technology. Intended

for introduction in 2022 and set to exist within the current regulatory framework, the BTCC Hybrid System will allow drivers to deploy additional power for passing and defending while heralding new competitive strategies and opportunities during each race.

“The advent of hybrid power will sit within our NGTC technical regulations relatively seamlessly and very cost-effectively, keeping the BTCC absolutely relevant to manufacturers, sponsors and the public alike,” said Alan Gow, BTCC Chief Executive.

BTCC series organiser TOCA awarded an exclusive contract to Cosworth Electronics for the design, supply and servicing of

this system, and two-time Independent Champions Speedworks Motorsport successfully integrated the solution into their Toyota Corolla, validating it during a promising maiden test run at Snetterton in July 2020. A rigorous test programme will continue throughout 2021, in order to meet all the key parameters required for its successful introduction.

“It is a great initiative and I am delighted to be a part of it,” said Darren Turner, TOCA Hybrid Development Driver. “I’m fully aware this is an historic moment for the series, and we are all delighted to have completed an extremely successful test.

2022

HYBRID

THE BTCC HYBRID SYSTEM WILL ALLOW DRIVERS TO DEPLOY ADDITIONAL POWER FOR PASSING AND DEFENDING WHILE HERALDING NEW COMPETITIVE STRATEGIES AND OPPORTUNITIES DURING EACH RACE



“The BTCC is the biggest and best championship in the UK and it’s right that it should be leading the way in this technology. The BTCC is leading from the front yet again, and this will be a great addition to the racing.”

“It has been an extraordinary effort by Cosworth and all of our technical partners to get to this point – particularly in these challenging times – so this milestone is a proud moment,” continued Neal Bateman, Cosworth Electronics Head of Support.

“It’s not just a new hybrid system for us; it’s a new electronics package, with a new ECU and hybrid controller, as well as a new display on the car... it’s all part of our next-generation electronics that are going to be deployed at the same time as the hybrid technology in 2022.”

Ahead of the 2020 season, Goodyear announced its return to UK motorsport by becoming the BTCC’s new exclusive tyre-supplier. A single compound was used during 2020 as a cost-cutting measure to combat the challenges posed by the Coronavirus outbreak, but the championship will return to its usual two-compound approach in 2021, which is proven to shake up race weekends and place the emphasis on race strategy. Goodyear opted to partner with the BTCC as the series offers a high-profile arena in which to demonstrate tyre technologies while providing the optimum marketing platform to reach high-performance car enthusiasts within the UK.

Swindon Engines continues to provide a TOCA-branded NGTC unit for teams’ use as a further means of cost efficiency, although there is also the option for

manufacturers to develop their own power units as long as they match series specification. Breaking news earlier in 2020 confirmed that global industry leader M-Sport will take over this contract from 2022 and is set to supply the new BTCC TOCA engine until at least 2026.

Finally, the TOCA BTCC Licence (TBL) forms part of the entry requirement process. This tangible asset may – with TOCA approval – be sold, gifted, leased, assigned or loaned between teams. The concept recognises the commitment of existing teams with security of participation and manages the championship’s high popularity.

“ We’re delighted to have been selected to supply the new TOCA BTCC engine in 2022. The BTCC has long been a popular and prestigious part of the British motorsport scene, and we’re all looking forward to working with TOCA and the relevant teams on this new and exciting project ”



MALCOLM WILSON OBE
MANAGING DIRECTOR, M-SPORT

“ The biggest strength of the TOCA package is its high-quality, free-to-air TV coverage on ITV4 and in 2020 this was even more important as the only way to access the country’s top motorsport marketing platform. No other UK package comes close to this level of exposure. ”

MINI
CHALLENGE

ANTONY WILLIAMS
CHAMPIONSHIP DIRECTOR,
MINI CHALLENGE



SUPPORT PACKAGE

If you want to know where the next BTCC superstar is going to come from, the best place to start is the TOCA support series – indeed, it’s where many of them started themselves.

Ninety per cent of the drivers that took to the track in the BTCC in 2020 cut their teeth in at least one of the support championships. Not only do these single-make series hone drivers’ skillsets to prepare them for graduation to the highest level, but they also attract the attention of BTCC team bosses the length of the pit-lane, all keen to keep a close eye on upcoming talent and the touring car champions of the future.

The MINI CHALLENGE, Porsche Carrera Cup and Porsche Sprint Challenge, F4 British Championship, Ginetta GT4 SuperCup and Ginetta Junior Championship all shine a spotlight upon the very best in national single-seater, saloon and sportscar competition. Their presence also ensures fans enjoy up to 17 action-packed races at every BTCC event – while offering them an early glimpse of the Ash Suttons and Colin Turkingtons of the years to come.

The BTCC might be the main act, but the entertaining timetable of fiercely-contested support series ensures there is never a dull – or quiet – moment when the circus rolls into town.

MINI COMPETITION, MAXIMUM FUN

As the newest addition to the TOCA paddock in 2020, there was nothing remotely mini about the size of the grids in the MINI CHALLENGE in the series’ inaugural campaign on the biggest bill in British motorsport.

The Quaife MINI CHALLENGE and Quaife MINI CHALLENGE Trophy joined the package at different events. The former is for cars from the headlining JCW class, with all drivers competing in identical, 275bhp ‘pocket rockets’ based upon the popular Gen 3 F56 MINI Hatch – very much fulfilling the role as

a stepping-stone to touring car stardom. In evidence of this, former BTCC drivers such as Ant Whorton-Eales and Max Coates used the series as a springboard in a bid to re-launch their careers at the highest level.

Slightly further down the ladder, the feeder ‘Trophy’ serves as more of an entry class, and its affordable budgets and close racing similarly attracted almost 30 drivers in 2020. Championship Director Antony Williams professed himself delighted with both series’ first season as part of the TOCA family.

90%

OF THE DRIVERS THAT
COMPETED IN THE BTCC
IN 2020 GRADUATED
FROM THE VARIOUS
TOCA SUPPORT SERIES

"When TOCA invited the MINI CHALLENGE to become a BTCC support series, it was an incredibly proud day for our team, only surpassed when we finally saw the MINI JCWs roar down to Redgate Corner during the season-opener at Donington Park," he reflected.

"Whilst 2020 obviously didn't turn out as planned for anybody, especially with the huge crowds missing, what is clear is that the team at TOCA did everything in their power to keep the show on the road – and in my opinion, it was better than ever.

"The biggest strength of the BTCC package is its high-quality, free-to-air TV coverage on ITV4 and in 2020 this was even more important as the only way to access the country's top motorsport marketing platform. No other UK package comes close to this level of exposure.

"That has been especially beneficial to our entry-level Cooper Class, where drivers who are fairly new to motorsport can build their experience and profiles alongside the stars of touring car racing.

"Overall, our experience as a BTCC support series has far exceeded expectations, even with the big challenges we all faced in 2020, so a massive shout-out goes to Alan Gow and his team for all their efforts. We now look forward to getting back closer towards the 'old normal' in 2021!"

Much like MINI, fellow iconic brand Ford has enjoyed an historic association with the BTCC for more than six decades, and in recent years, the manufacturer has played a key role in nurturing young talent in the formative stages of their careers.

Today, the single-seater F4 British Championship certified by FIA - powered by Ford EcoBoost is widely recognised as an essential rung on the ladder for tomorrow's racing heroes, and its roll call of alumni is impressive indeed, from Formula 1 World Champions Ayrton Senna, Nigel Mansell and Jenson Button to Le Mans 24 Hours winner Mark Webber and 2020 BTCC title protagonists Ashley Sutton and Dan Cammish.

"It's been another fantastic year for our Ford-powered rising stars, due in no small part to having the high-profile platform of the BTCC package to help propel their careers at a really crucial stage," commented Championship Promoter, Sam Roach.

"In these uncertain times, having live, free-to-air television coverage on ITV4 is a vital resource whilst the spectator banks remain empty, and off-circuit, the guidance and support set out by TOCA have been key in putting on a championship in a really tough year for many.

"It's helped us keep the next generation of future motorsport stars moving along in their development, and I'm confident we'll see many of the 'Class of 2020' in the sport's top tiers in the not-so-distant future!"

Instagram MINICHALLENGEUK



279 ❤️
LIKES

minichallengeuk
3 races, 3 winners at
@DoningtonPark



“ It's been another fantastic year for our Ford-powered rising stars, due in no small part to having the high-profile platform of the BTCC package to help propel their careers at a really crucial stage. ”



SAM ROACH
CHAMPIONSHIP PROMOTER,
F4 BRITISH CHAMPIONSHIP CERTIFIED BY FIA -
POWERED BY FORD ECOBOOST

“Ginetta has been a proud partner to TOCA for over a decade, with racing alongside the BTCC playing a key role in promoting and raising awareness of our brand. The skills learned whilst competing in Ginettas on the TOCA package have launched the careers of leading talents in touring car, sportscar and single-seater motorsport across the world.”



LAWRENCE TOMLINSON
CHAIRMAN, GINETTA



Twitter BRITISH F4



BritishF4
An absolute thriller to kick off our Sunday at @SilverstoneUK

70:00

HOURS OF LIVE ITV
AIRTIME FOR
SUPPORT SERIES

SPORTSCARS AND SPORTS STARS

Legendary sportscar manufacturer Porsche has similarly been a long-term supporter of the BTCC, with its Porsche Carrera Cup GB (PCCGB) – the UK arm of the popular single-make series – continuing to thrill fans the length and breadth of the country. Beloved for its iconic silhouette and spine-tingling rear-engined acoustics, the venerable Porsche 911 GT3 Cup car is a familiar feature on the motorsport stage all around the world, and as the fastest one-make championship in Britain, the PCCGB has proven many times over that it offers a clear path to the pinnacle of international sportscar competition.

In evidence of the calibre of the series, former champion Dan Cammish was a major contender for the BTCC Drivers' crown in both 2019 and 2020, while fellow front-runners Rory Butcher and Tom Oliphant are also successful graduates of Porsche's blue riband

domestic championship, as are 2016 BTCC runner-up Sam Tordoff and 2015 Le Mans 24 Hours winner Nick Tandy.

New-for-2020, the Porsche Sprint Challenge GB joined the BTCC support bill at Croft, with a field of Porsche 718 Cayman GT4 Clubsport cars putting on a similarly impressive show. Porsche Cars Great Britain Motorsport Manager James MacNaughton paid tribute to the work of the TOCA organising team in maintaining the momentum over the course of a difficult year.

“The Porsche Carrera Cup GB has been a part of the TOCA package since its inception in 2003 and has thrived in an environment that has consistently provided an attractive, high-profile platform,” he explained. “For 2020, the Porsche Sprint Challenge GB in its debut season also joined the package, benefitting for one weekend from the same strong television coverage and high viewing figures.

“2020 has been a challenging year, but despite the unprecedented circumstances, we were still able to deliver a full season that served to underline the professionalism, dedication and camaraderie within the TOCA paddock.”

Fellow sportscar marque Ginetta celebrated a decade on the BTCC support bill in 2018 – a milestone that the Yorkshire company marked by inking a new deal that will keep its popular one-make series' on the TOCA package until at least the end of 2022.

Ginetta's commitment to fostering young racing talent is demonstrated by the establishment of its own curated racing ladder. The Michelin Ginetta Junior Championship enables emerging talents aged between 14 and 17 to pilot its British-engineered, 18-litre G40 before they can even drive on the road, while the Millers Oils Ginetta GT4 SuperCup and Protyre Motorsport Ginetta GT5 Challenge are aimed at competitors a little further on in their careers.

In addition to acting as fertile proving grounds for burgeoning BTCC drivers, these series also offer Ginetta an exciting pool of resource for its own LMP1 and LMP3 sportscar programmes.

“Ginetta has been a proud partner to TOCA for over a decade, with racing alongside the BTCC playing a key role in promoting and raising awareness of our brand,” affirmed Ginetta Chairman, Lawrence Tomlinson. “The high-profile package is a perfect setting for drivers to showcase their talent, with unrivalled levels of free-to-air television coverage also helping to guarantee a tremendous return on investment for our drivers, teams and sponsors.

“The skills learned whilst competing in Ginettas on the TOCA package have launched the careers of leading talents in touring car, sportscar and single-seater motorsport across the world. The likes of Tom Ingram, Adam Morgan and Tom Oliphant are race-winners in the BTCC, while we’ve seen Lando Norris star in Formula 1 and Charlie Robertson go on to contest the top class at Le Mans.”

Indeed, whether they are budding single-seater, saloon or sportscar drivers, young or old, everybody entering one of the TOCA support series enjoys the same outstanding benefits. This includes unparalleled live television coverage as part of ITV4’s HD on-event broadcasts as well as top billing in special ITV highlights show ‘Motorsport UK’, which reaches an audience of around 500,000 per annum.

Britain’s best supporting act?
Have no doubt.



“ The Porsche Carrera Cup GB has been a part of the TOCA package since its inception in 2003 and has thrived in an environment that has consistently provided an attractive, high-profile platform. 2020 has been a challenging year, but has served to underline the professionalism, dedication and camaraderie within the TOCA paddock. ”



PORSCHE

JAMES MACNAUGHTON
MANAGER, MOTORSPORT,
PORSCHE CARS GREAT BRITAIN

TOCA TEAM

BTCC Chief Executive Alan Gow spearheads an industry-leading ensemble of officials that make up TOCA. He is also President of the FIA Touring Car Commission, which oversees touring car racing on a global scale.

ALAN GOW
Chief Executive

IAN WATSON
Race Director

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