



PROSPECTUS

IN2RACING
PUTTING YOU FIRST

“RACING IS
IN OUR DNA.
WE HAVE A
PASSION AND
A DRIVE TO
SUCCEED IN
EVERYTHING
WE DO.”

For more than three decades, In2Racing has established a track record for delivering expert, independent and highly effective motorsport support services to both professional and amateur racing drivers in a wide array of categories, including the British GT Championship, Asian Le Mans Series and Porsche Carrera Cup Great Britain.

From its bespoke motorsport facility in Stratford-upon-Avon, England, In2Racing's skilled team of engineers and technicians operate to the highest standards with leadership from former Champion racer Nick Dudfield.

A winner by nature, Nick's 25 years in karting and car racing against the likes of David Coulthard and Dario Franchitti, have not only given him a deep understanding of what drivers need, but a determination to ensure his customers enjoy success on the track.



**NICK
DUDFIELD**
TEAM PRINCIPAL



IN2RACING
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CORE CAMPAIGNS

- ❑ Porsche Carrera Cup Great Britain
- ❑ Porsche Sprint Challenge Great Britain
- ❑ GT Cup
- ❑ European Sprint Challenge
- ❑ Historic Sports Car Club (HSCC)

In2 EXPERIENCE

- ❑ Porsche Carrera Cup GB
- ❑ British GT Championship
- ❑ Porsche Sprint Challenge GB
- ❑ Radical Sportscars Europe and UK
- ❑ International GT Open
- ❑ ADAC GT Masters
- ❑ Formula Renault
- ❑ Sebring 12 Hours
- ❑ Goodwood Revival
- ❑ Le Mans Classic
- ❑ Silverstone Classic

PUTTING YOU FIRST

KNOWLEDGE & CONNECTIONS

With access to some of the best data logging software, simulation hardware and highly skilled technicians, In2Racing provides and an all-encompassing suite of driver development services, designed to help customers advance rapidly from karting to the uppermost echelons of international motorsport.



RACE SERVICES

In2Racing tailors its race services to each customer, vehicle and championship, but the team is equipped to provide full engineering and technical support, as well as professional driver tuition.

Each In2Racing vehicle undergoes rigorous pre-race checks and benefits from a dedicated technician, but multiple mechanics are made available if, for example, quick pit stops are needed.

At each event, In2Racing's engineers work directly with customers to develop their driving techniques, car setups and race strategies, twinning a driver's feedback with careful data analysis.



DRIVER COACHING

In2Racing has built a solid reputation as an established driver training provider across the full range of motorsport disciplines and categories, from karting to car racing, employing the services of professional drivers of Ben Barker, Rory Butcher and Sennan Fielding's calibre.

- ▣ Karting Coaches
- ▣ ARDS Grade A Instruction
- ▣ Race Simulation & Coaching
- ▣ Dedicated Test Programme & Race Weekend Driver Support
- ▣ Fitness & Nutrition Consultancy
- ▣ Video & Data Analysis
- ▣ Active Race Reports
- ▣ Licence Upgrades & Signatures
- ▣ Links to Leading Teams & Manufacturers, From F1 to DTM



TRACKDAY EXPERIENCE SERVICES

In2Racing offers premium driving events and corporate team experiences for both practiced and amateur drivers in myriad cars, including Porsche Cayman, Porsche GT3 Cup, Porsche Boxster, Caterham and Ginetta sportscars.

Whatever your driving aspirations, you will benefit from professional ARDS instruction and comprehensive one-on-one driver tuition, designed to improve your on-track abilities in readiness for competitive motor racing.

In2Racing has a track record for planning and delivering unique and memorable corporate team experiences.

Each event, whether small or large in scale, is tailored to your business objectives, and In2Racing takes pride in its ability to inject the glamour and excitement of professional motorsport in a warm and welcoming environment.

- ❑ Owner-driver trackday packages through RMA, Greystone GT and Goldtrack
- ❑ Unique car hire in a variety of machines, from classic Caterhams to state-of-the-art Porsche 911 GT3 Cup cars
- ❑ Professional driver tuition from trained ARDS instructor



PORSCHE SPRINT CHALLENGE GREAT BRITAIN

The Porsche Sprint Challenge Great Britain, launched in 2020, is a one-make category where both amateur and professional drivers race identical Porsche 718 Cayman GT4 Clubsports in two competitive classes – Pro and Am – that have their own points structure and championship table.

The series serves as an entry point to the 'Porsche Motorsport Pyramid', which is made up of domestic Porsche Carrera Cups, the Formula 1-supporting Porsche Supercup and international GTE programmes that include the FIA World Endurance Championship and 24 Hours of Le Mans.

The Sprint Challenge GB calendar encompasses six rounds at the UK's most esteemed circuits, including Brands Hatch, Donington Park and Silverstone, and placings on the high-profile British GT and BTCC support bills provide outstanding commercial exposure for drivers and their sponsors.



ROUND	DATES	VENUE	LOCATION
1	08-09.05.21	Thruxton (BTCC)	Hampshire
2	22-23.05.21	Brands Hatch GP (British GT)	Kent
3	26-27.06.21	Silverstone GP (British GT)	Northamptonshire
4	03.07.21	Oulton Park (Porsche Club)	Cheshire
5	27-29.08.21	Thruxton (BTCC)	Hampshire
6	11-12.09.21	Donington Park (British GT)	Leicestershire





PORSCHE CARRERA CUP GREAT BRITAIN

Porsche Carrera Cup Great Britain is the fastest single marque GT racing championship in the UK and a firm fixture of the high-profile British Touring Car Championship support package.

Identical Porsche 911 GT3 Cup cars put driver skill firmly in the spotlight. A combination of close, thrilling racing and exceptional facilities for teams and drivers is a big draw, and the championship is a proven springboard for drivers seeking different careers and accomplishments within the motorsport arena.



PORSCHE 911 GT3 CUP

The latest Porsche 911 GT3 Cup car is fast, durable, efficient and safe. It is quite simply a pure-bred race car and a precision instrument for the racetrack.

Developed from scratch, the four-litre six-cylinder boxer engine drives 485bhp and 480Nm of torque to the rear axle with a racing clutch and six-speed sequential transmission, and durable parts and technology keep operating costs down.



ROUND	DATES	VENUE	LOCATION
1	02-04.04.21	Brands Hatch Indy (BTCC)	Kent
2	16-18.04.21	Donington Park (BTCC)	Leicestershire
3	15-16.05.21	Oulton Park (BTCC)	Cheshire
4	11-13.06.21	Croft (BTCC)	North Yorkshire
5	30.07-01.08.21	Snetterton (BTCC)	Norfolk
6	13-15.08.21	Knockhill (BTCC)	Fife, Scotland
7	24-26.09.21	Silverstone (BTCC)	Northamptonshire
8	08-10.10.21	Brands Hatch GP (BTCC)	Kent

REACH & EXPOSURE

LIVE

EXTENSIVE LIVE COVERAGE

2.1million

viewers (ITV4)



LIVE STREAMING

1.8million

viewers (itv.com/btcc/races)



HIGHLIGHTS COVERAGE

Motorsport UK

56 broadcasts on 6 channels, inc. ITV1

Motorsport.tv (UK)



25 hours Worldwide TV
& Streaming Exposure

£1,587,137

100% Media Value

DIGITAL & SOCIAL MEDIA



Porsche.co.uk
Website

2.6m

unique users



Porsche.co.uk/
carreracupgb

110k

views



Porsche
Facebook

11.7m

likes



Porsche
Instagram

23m

followers



Porsche Carrera
Cup GB Twitter

5.6k

followers

TRACKSIDE AUDIENCE



82%
ABC1 Male

Trackside Audience
450,000 *BTCC &
British GT combined



33%
Earn £40,000+



EXTENSIVE PRINT & ONLINE COVERAGE

Features in national newspapers, online and
in motoring press (e.g. DailySportsCar.com,
Motorsport.com, Autocar, Drive Tribe, Pistonheads)

PARTNERSHIP OPPORTUNITIES

HIGH-VISIBILITY EVENT BRANDING

- ▣ Race cars
- ▣ Race suits
- ▣ Drivers' helmets
- ▣ Team apparel
- ▣ Pit garages
- ▣ Race transporters
- ▣ Pit equipment
- ▣ Posters, hero cards and marketing collateral

BRAND AMBASSADORS

- ▣ In2Racing drivers and personnel for appearances at functions and events
- ▣ In2Racing race cars for static displays and live demonstrations
- ▣ In2Racing drivers and race cars for video and photoshoots

DIGITAL BRANDING

- ▣ Official [in2racing.co.uk](https://www.in2racing.co.uk) website
- ▣ Dedicated social media posts (Facebook, Twitter, Instagram and YouTube)
- ▣ Press releases (race previews, race reports and announcements)



CORPORATE HOSPITALITY

- Access to official championship hospitality suite
- Garage tours and grid walks
- Driver meet-and-greet
- Official team apparel and signed merchandise

PRODUCT PLACEMENT

MERCHANDISING

RIGHTS-FREE HI-RES IMAGERY

PROMOTIONAL EVENTS & PR STUNTS

EXCLUSIVE TRACKDAYS



For more information on IN2Racing's services and commercial opportunities, please contact:

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