

CHAMPIONSHIP BROCHURE

TCR UK

TOURING CAR CHAMPIONSHIP



BE PART OF THE ACTION IN 2022!



Welcome to the fastest-growing national motorsport campaign in the UK.

TCR UK is a touring car championship like no other. Featuring current manufacturer approved models governed by a series of globally controlled technical regulations, the competition is always fierce and always spectacular, features that provide excitement and entertainment for the ever-increasing audience.

We therefore have pleasure in introducing you to this engaging, action-packed and high-profile campaign that has the ability to deliver a host of benefits and opportunities for teams, drivers, sponsors and stakeholders.

Involvement with this rapidly-growing, action-packed campaign with increasing national coverage provides a unique platform of competition.

With promotional benefits such as its own series of television programmes, live streaming, huge crowds, supporting shows and a burgeoning following of fans, TCR UK is able to offer far more value for money than any other national motorsport campaign or touring car championship currently running in the UK.

Due to its success in 2021 – a ground-breaking year for the series – TCR UK is well-and-truly in the ascendancy. And so, with the championship continuing to gain attention and commercial traction, now is a great time to get involved.



**Come and join us at the
start of something big
and be part of
the action in 2022**

2022 CALENDAR



A programme of 15 races, over seven race weekends at five different venues. Meetings run alongside the British GT Championship, UK Time Attack Championship and a series of large and well attended car shows.

Format: Qualifying: 30 mins
Races: 25 mins



Rnds 1 & 2

16/18 April

Oulton Park International



Rnds 3 & 4

28/29 May

Donington Park GP



Rnds 5,6 & 7

18/19 June

Brands Hatch Indy



Rnds 8 & 9

16 July

Oulton Park Island



Rnds 10 & 11

6 August

Castle Combe



Rnds 12 & 13

29 August

Donington Park National



Rnds 14 & 15

23 October

Snetterton 200



TCR HISTORY & CONCEPT

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Launched in 2014, the TCR concept was introduced by WSC (World Sporting Consulting) to level-up touring car racing on a global scale. Featuring production saloons powered by 1.75 – 2.0-litre turbocharged engines, cars are built by manufacturer-approved constructors to comply with carefully controlled technical regulations and FIA homologation.

The way the cars are designed means they are based on road-going models utilising many of the original parts and equipment - including the engine. Unlike other touring car championships that use a generic engine to keep the competition close, TCR employs a balance of performance criteria to level the playing field.

Such has been its success, TCR races are now held in more than 30 different countries and is the chosen platform for the World and European Touring Car Championships. It also forms the basis of national touring car championships in a range of different countries, albeit not in the UK where the BTCC has been in existence since 1958.

It took four years before the TCR concept was introduced in the UK. Following a high-profile launch at the end of 2017, the championship first ran in 2018. However, due to a number of reasons, it didn't achieve the profile anticipated.

Realising the potential of the series, Maximum Motorsport was awarded the licence to run TCR in the UK and after a transitional season in 2019, the issues of 2020 meant the championship was still developing by the time it reached the end of the year.

Fast forward to 2021 and under new administration and running with a new organising club alongside the hugely popular Time Attack Championship, TCR firmly established itself as the competitive, high-profile national championship that it deserves to be. In doing so, it attracted top teams, talented drivers and more spectators than other race series of its kind in the UK.

Consequently, the championship starts the 2022 season in great shape and from the number of registrations and enquiries received, organisers expect to see 30-car grids at every event, with more exposure, more followers, more spectators and more commercial opportunities than ever before.

Due to this exponential increase in size and status, WSC now regards the UK championship as one of the top six TCR series' in the World. Consequently, it has awarded Maximum Motorsport a six-year licence agreement to represent the brand and run events on an exclusive basis in Britain. Praise indeed!

Television

TDI Media has been contracted to film and produce a one-hour highlights programme following every event of the 15-round, seven-meeting season. Each will be broadcast multiple times on FreeSports HD, a free-to-air television channel.

The programmes - airing under the title of TCR UK TV - will feature highlights from the day's competition together with driver interviews and behind-the-scenes features, using state-of-the-art equipment including in-car 360° cameras. Professional presenters will provide the race commentary together with reports from the pit lane and paddock.

Programmes are scheduled to be shown within a fortnight of the events taking place, initially on FreeSports HD and then syndicated to other channels, both in the UK and overseas. Programmes will also shown on Sky HD channel #422, Virgin HD #553, TalkTalk #64, BT Vision channel #64, Samsung TV Plus and the FreeSports Player: www.freesportsplayer.tv

Following the broadcasts, the programmes will be uploaded onto the championship's online platforms.



Live streaming

All qualifying sessions and races will be live streamed, with the coverage broadcast on Facebook and YouTube. This will provide a total season broadcast time of over 10 hours. Adding further to the coverage will be live interviews and features from the paddock.

Filming and production will be carried out by Hayfisher Productions at the first two events and then Alpha Live for the remaining five, in a move that will enable fans to watch the action as it happens as well as catching up with the highlights programme at a later date.



Social media

TCR UK exists on the most popular social media platforms and whilst the following is very respectable, 2021 was a transitional year that saw numbers rise significantly - and will continue to do so in 2022 due to the additional promotional activity and public interaction surrounding the championship.



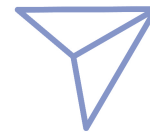
Figures at the end of 2021 season:

- Facebook: 10,000 followers
- You Tube: 4200 subscribers
- Instagram: 3300 followers
- Twitter: 3300 followers



Inherited social media exposure

Motorsport is widely photographed, commented on and shared by fans, not only those attending the events but by those who see posts on social media and share it with their own followers and friends. Due to the nature of this supplementary activity, the amount of exposure is unquantifiable. However, industry figures suggest that the social media reach is more than doubled.



Traditional media exposure

Press releases are produced before and after every event and distributed to a range of media outlets. The championship will also generate news stories and features during the season.



Photography

A team of professional photographers, who work exclusively for the championship, are present at all events during the season and are able to provide a selection of rights-free images on request.



Pre-season media launch and test day

Kicking the season off will be an official media launch and test day, which takes place at Brands Hatch on Monday 28th March. Media are invited and a press conference will be held, with the TV company and photographers present to capture images of the drivers, cars and teams.



RACE CENTRE AND HOSPITALITY

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The championship's race centre will be located in the paddock at all of this season's seven meetings and will be available to teams for staff and corporate hospitality. Whether it's for working team members, families, friends, sponsors and supporters, catering packages can be provided for up to 60 guests per sitting.



Each registered driver will receive two passes as part of their entry package that will include breakfast, lunch and refreshments during the day. Further hospitality passes may be purchased from the championship organisers on a full-season or event-by-event basis.



TROPHIES & AWARDS



For the 2022 season, organisers have introduced a series of additional awards that will provide more opportunities for drivers to battle for honours in races and for end-of-season accolades.

Overall

The top three drivers in each round will receive championship trophies in a high profile, televised podium presentation, followed up by an impressive series of overall trophies at the gala awards ceremony in November.

Tom Walker Memorial Trophy

An award will be presented at each round and at the end of the season to the highest-placed driver competing in the TCR UK Championship for the first time in 2022 or a driver who did not finish in a podium position in 2021.

Goodyear Diamond Award

A trophy will be presented to the highest-placed driver in each round who at that time is aged 40 or over. At the end of the year trophies will be presented to the top three highest finishing drivers who were aged 40 or over at the time the points were scored.



Championship Registration Fees

Full season registration £1500



Event Entry Fees

BGT rounds at Oulton Park International & Donington Park GP: £1750 per event

Time Attack rounds at Brands Hatch Indy, Oulton Park Island,
Donington Park National & Snetterton 200: £1450 per event

Castle Combe: £1450



Tyres

Dry Tyre: Goodyear 265/660R18 GY SLICK TC 02B3: £306.00 each

Wet Tyre: Goodyear 265/660R18 GY RM-9000-L TC 02W3: £306.00 each

Goodyear 265/660R18 GY RM-9000-R TC 02W3: £306.00 each



Race Fuel

Controlled Sunoco fuel (when purchasing 220L drum): £2.98 per litre



Club Time Attack

One-off membership fee at start of season: £41.67



All prices plus VAT.





Like what you see?

Want to be part of the action?

Would you like to find out more?

If the answer to these questions is 'yes', then, please get in touch with any of our team and we'll be pleased to provide you with all the information you need to know about the fastest growing national motorsport campaign in the UK.

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**We look forward to
welcoming you into the
TCR UK family!**