

TCR UK

TOURING CAR CHAMPIONSHIP



THE FUTURE IS HERE!



DRIVER PROSPECTUS

2023 SEASON



Welcome to the fastest growing 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 as fierce as it is spectacular, features that provide excitement and entertainment for TCR UK's ever-increasing audience.

We have pleasure in introducing you to this engaging and high-profile championship that has the ability to deliver a host of benefits and opportunities for teams, drivers, sponsors and stakeholders on a national scale across a number of levels.

With promotional activity including live streaming, a strong social media presence and a burgeoning fan-base - coupled to the cost of participation and the price of cars - 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.

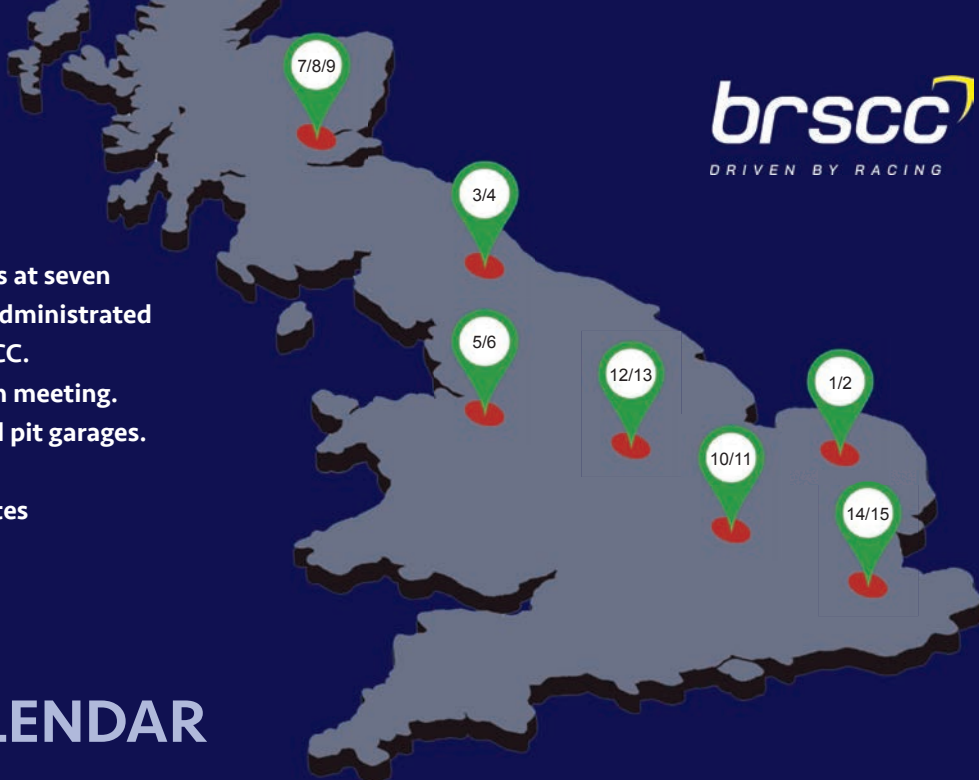
Due to its growth and success in 2021 and 2022 – two ground-breaking years for the series – TCR UK is well-and-truly in the ascendancy. And with the championship continuing to gain attention and commercial traction as it heads towards 2023, there's no better time to get involved.

The future is here. The future is TCR UK.



2023 sees a calendar comprising 15 races at seven different venues. The championship is administrated and meetings are organised by the BRSCC. Test days will be arranged ahead of each meeting. Where available, teams will be allocated pit garages.

Event Format: Free Practice x 15 minutes
Qualifying x 30 mins
Races x 25 mins each



2023 TCR UK CALENDAR

Rnds 1/2	April 8/9	Snetterton 300, Norfolk	
Rnds 3/4	May 6/7	Croft, North Yorkshire	
Rnds 5/6	June 10	Oulton Park Island, Cheshire	
Rnds 7/8/9	July 22/23	Knockhill, Scotland	
Rnds 10/11	August 19/20	Silverstone Nat, Northants	
Rnds 12/13	September 9/10	Donington Park Nat, Leics	
Rnds 14/15	October 21/22	Brands Hatch Indy, Kent	





TCR HISTORY & CONCEPT

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 TCR 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, WSC 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 TCR UK ran alongside the highly popular Time Attack Championship, firmly establishing 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. As such WSC awarded Maximum Motorsport a six-year contract to represent TCR in the UK.

2022 saw the championship build on its success with a greater spread of events, more spectators, more public engagement, TV coverage, an increased profile and up to 30 cars on the grid. As such, the UK edition is now the second-biggest TCR campaign in the world!



Adding to the status of the championship is its involvement in the FIA Motorsport Games, with TCR UK nominated to send a driver and team to represent Britain in the Touring Car category of this major international event that will see 70 nations represented across 16 different disciplines.

Consequently, TCR UK is set to start the 2023 season in great shape, with organisers confident it will build on its achievements to provide even more opportunities for drivers, teams and commercial partners than ever before.



MEDIA ACTIVITY & PUBLIC EXPOSURE

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.

As in 2022, filming and production will be carried out by motorsport streaming specialists Alpha Live, enabling fans to watch the action as it happens as well as catching up with the highlights programme at a later date.

Following the broadcasts, the programmes will be uploaded onto the championship's online platforms. In 2022, viewing figures following six of the seven meetings were:

- Facebook: 27393
- YouTube: 178539
- Total: 215932

Social media



TCR UK exists on the most popular social media platforms. Numbers rose significantly in 2021 and 2022 and will continue to do so in 2023 due to the additional promotional activity planned and the consequent public interaction that will surround the championship.

Figures for the 2022 season:

- Facebook: 11,000 followers
- YouTube: 7340 subscribers
- Instagram: 5050 followers
- Twitter: 3956 followers





MEDIA ACTIVITY & PUBLIC EXPOSURE

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 when media will be invited and a press conference will be held. The TV company and photographers will be present to capture images of the drivers, cars and teams. Date and venue TBC.



Grid and pit lane walkabouts



When event timetables allow, public grid and pit lane walkabouts will be organised, designed to increase engagement with fans, increase PR exposure and generate photo opportunities.



RACE CENTRE

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 refreshments and as a base for meetings and driver briefings.





TROPHIES & AWARDS

Overall

The top three drivers in each round will receive championship trophies during a high profile, televised podium ceremony. An impressive line-up of overall trophies will be presented at the end-of-season gala awards ceremony in November.

Organisers have introduced two additional awards that provide drivers with further opportunities to battle for honours:

Goodyear Diamond Award

A trophy will be presented to the highest-placed driver in each round who 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.

Tom Walker Memorial Trophy

An award will be presented at each round and at the end of the season to the highest-placed 'rookie' driver competing in the TCR UK Championship for the first time in 2023, or a driver who did not finish in a podium position in 2022.





CONTACT

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Like what you see?

Want to be part of the action?

Would you like to find out more?

If so, please get in touch with our team and we'll be pleased to provide you with all the information you need about the fastest growing motorsport campaign in the UK.



www.tcr-uk.co.uk

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