

2024 SEASON

MARKETING PROSPECTUS



TCR UK

TOURING CAR CHAMPIONSHIP



VOTED 2023 UK MOTORSPORT SERIES OF THE YEAR BY MOTORSPORT NEWS

AWARDS SPECIAL



SERIES OF THE YEAR TCR UK

When being told that TCR UK had won Motorsport News's Series of the Year accolade for 2023, its championship promoter Stewart Lines quipped that in 2018 the category may have been a good candidate for worst series.

After arriving amid fanfare, TCR UK's faltering first steps are well documented, with driver line-ups that could – sometimes literally – fit in the back of a taxi. Yet in recent years under Lines' stewardship it's become one of UK motorsport's most remarkable turnaround tales. And the tin-top championship built upon the status further in 2023.

Entries, Knockhill aside, were consistently 20 or above, and the on-track fare was of a fine quality and competitive. Six drivers were in title contention heading into the final weekend, and eight different drivers won its 15 races. The field featured a wide variety of car makes, which this year were also split across Gen 1 and Gen 2 versions.

So what explains the turnaround? "If you go to a restaurant and have a bad meal or the service is rubbish you don't go back," Lines outlines to MN. "We always put on a good meeting; we look after our

customers and make sure that they get value for money. Motorsport's expensive.

"What we're doing here, it's affordable for more drivers, from karting, [or] people from wanting to progress from club racing. There's a lot of people they just can't be at TOCA or SRO. That's the Millionaire's Club. So motorsport needs to be for not just people like that. I'm not a millionaire, I've come from the same place as most of them. We've made it achievable, competitive racing."

Indeed arrive and drive in a Gen 1 car costs around £80,000 for the season, while in a Gen 2 machine it's more like £100-120,000. Second-hand Gen 2 cars have started to appear on the market at knockdown prices. Helping matters, TCR UK offers prize money too.

And TCR UK's value for money very much includes the value as well as the, relatively, low bills. "We don't term the British Touring Car Championship as our opposition, they're in another sphere, even though the cars are the same speed," Lines continues. "Our competitors are Mini Challenge, Porsche Cayman Cup and stuff like that. And monetary wise we're a lot lower, but the car's 10 times the car. Everyone that drives the car they go the car's amazing."

TCR UK title-contender Adam Shepherd – a talented racer not flush with cash – agrees. "The speed of the cars,



the exposure and the format of the weekend for the cost is the best around in my opinion," he tells MN. "We've done lots of club racing, won four or five championships in that and we needed to take a step up and TCR's the good level. It's got lots of exposure, the cars are very fast, the cost isn't so ridiculous that it actually makes it accessible for people like [me]."

"On circuit it's good, it's generally clean. The cars, how they handle and the lap times they produce for the amount of money that the cars are is phenomenal."

Success ballast and reversed grids play their part in TCR UK's competitiveness, but so do TCR's fundamentals. Lines says: "TCR, everyone's got a chance of winning, there's no advantage for anyone. Literally anybody could buy a car, turn up, win a race. It's all down to then the set-up and making sure they do the job properly. I wouldn't say that's the same everywhere else. The cars are designed to be equal, it doesn't matter what the manufacturer is. And it shows in the lap times. In all our qualifying this year it's been nothing in it. It's been hundredths of a second."

The quality is increasing too. Shepherd observes: "You look at pole position last year at some of the circuits and we're half a second faster this year. The competition's stepping up, the grids are getting stronger and it's only going to go

more that way. You're going to get more bigger teams and big-budget entries coming in. It's really growing and starting to stand out."

This year TCR UK had something new too, as it headlined its events and had a consistent – and consistently strong – line-up of supports from Civic Cup, its new feeder series for 14-17-year-olds Fiesta Junior and Fiesta ST240, plus next year they'll be joined by Audi TT Cup. They're performing an effective function as feeders for the main event too, demonstrated by Jenson Brickley – one of many Fiesta Junior graduates – finishing third in the table this year with a family-run team, while Civic Cup champion Alistair Camp won at Donington Park.

There's progression beyond TCR UK too. Lewis Brown and Isaac Smith did well in TCR Europe, and Max Hart recently won a TCR race at Macau. A host of UK-based drivers also are set to compete in the TCR World Ranking Final in March at Portimao.

TCR UK becoming the headliner this year came about somewhat by accident, at least in terms of doing it this year rather than from 2024. The initial plan for '23 was to feature on SRO's British GT line-up again, but then Ginetta throwing its lot in with SRO left no room on the undercard. TCR UK therefore

decided to start its own package.

"They did us a favour really," Lines says of the Ginetta switch. "TCR's good enough to have its own banner, and it's worked because every time we've been at a meeting spectators have been quite good, the circuits have sold quite a lot of tickets. So that created something from nothing."

On that subject, Shepherd concedes there is "still ground to be covered in getting more people through the doors" but sees that things are moving firmly in the right direction. "You look at, say, Silverstone where I was on pole there and the grid was swarming with people on the grid walk," he recalls. "And there was a good 15-25,000 streams on each race per weekend, so it's definitely getting there. The name's spreading."

There are tweaks for 2024, with a new Gen 1 Cup especially for those in the older cars, and an extra race on the Saturday to create triple-header meetings. Yet as Lines also notes, the category is now in a place where grand changes and lofty ambitions are not required.

"It's not broken," Lines says, "we just need to tweak it as much as possible."

"We just want it to be a package, just keep on getting bigger and better. Everything around it is getting stronger, and then the TCR will be strong and it will be there forever." ■





WELCOME TO THE FASTEST GROWING MOTORSPORT CHAMPIONSHIP IN THE UK



THE TCR UK TOURING CAR CHAMPIONSHIP FEATURES CURRENT MANUFACTURER-APPROVED MODELS, GOVERNED BY A SET OF STRICTLY CONTROLLED, GLOBALLY USED REGULATIONS. THE COMPETITION IS EXCITING & SPECTACULAR, PROVIDING EXCITEMENT ON-TRACK ENTERTAINMENT FOR TCR UK'S EVER-INCREASING AUDIENCE.

WE WELCOME YOU TO THIS THRILLING, HIGH PROFILE CHAMPIONSHIP THAT DELIVERS A HOST OF BENEFITS AND OPPORTUNITIES FOR TEAMS, DRIVERS, SPONSORS & STAKEHOLDERS ON A NATIONAL SCALE ACROSS A NUMBER OF LEVELS.

PROMOTIONAL ACTIVITY INCLUDING LIVESTREAMING, STRONG SOCIAL MEDIA PRESCENCE AND A GROWING FAN BASE - COUPLED WITH THE COST OF PARTICIPATION AND THE PRICE OF THE CARS - TCR UK OFFERS BETTER VALUE FOR MONEY THAN ANY OTHER UK NATIONAL MOTORSPORT CHAMPIONSHIPS.

DUE TO ITS GROWTH AND SUCCESS IN THE PAST 3 YEARS, TCR UK IS ON THE RISE. THE CHAMPIONSHIP CONTINUES TO GAIN MORE ATTENTION & COMMERCIAL TRACTION AS IT HEADS TOWARDS THE 2024 SEASON. THERE IS NO BETTER TIME TO GET INVOLVED THAN RIGHT NOW.

THE FUTURE IS HERE.

THE FUTURE IS...

TCR UK
TOURING CAR CHAMPIONSHIP 

BRANDS HATCH INDY

13-14 APRIL

SNETTERTON 300

18-19 MAY

OULTON PARK ISLAND

8 JUNE

CROFT

13-14 JULY

SILVERSTONE NATIONAL

17-18 AUGUST

THRUXTON

21-22 SEPTEMBER

SILVERSTONE INTERNATIONAL

12-13 OCTOBER

THE TCR TOURING CAR CHAMPIONSHIP HAS A DEDICATED SUPPORT PACKAGE FOR THE 2024 SEASON:

- THE MILLTEK SPORT CIVIC CUP
- THE BRSCC FIESTA JUNIOR CHAMPIONSHIP
- THE AIRTEC MOTORSPORT FIESTA ST240 CHAMPIONSHIP
- THE AUDI TT CUP CHAMPIONSHIP
- THE CHAMPIONSHIP & IT'S MEETINGS ARE ADMINISTRATED & ORGANISED BY THE BRSCC.
- TEAMS WILL BE ALLOCATED TO PIT GARAGES AT EACH OF THE SEVEN EVENTS TAKING PLACE NEXT SEASON.

THE EVENT FORMAT FOR THE 2024 TCR UK TOURING CAR CHAMPIONSHIP

- FRIDAY: EXCLUSIVE TEST DAY AT VENUE
- SATURDAY - QUALIFYING (20 MINS) & RACE ONE (20 MINS)
- SUNDAY - PUBLIC GRID WALK, RACE TWO (20 MINS) & RACE THREE (20 MINS)





TCR HISTORY & CONCEPT

LAUNCHED IN 2014, THE TCR CONCEPT WAS INTRODUCED BY WSC (WORLD SPORTING CONSULTING) TO IMPROVE TOURING CAR RACING ON A GLOBAL SCALE.

FEATURING PRODUCTION SALOONS POWERED BY 1.75 – 2-LITRE TURBOCHARGED ENGINES, CARS ARE BUILT BY MANUFACTURER-APPROVED AGENTS TO COMPLY WITH STRICTLY CONTROLLED TECHNICAL REGULATIONS AND FIA HOMOLOGATION.

TCR CARS ARE DESIGNED & BASED ON THEIR ROAD-GOING MODELS, UTILISING MANY OF THE ORIGINAL PARTS & EQUIPMENT. UNLIKE MANY OTHER TOURING CAR CHAMPIONSHIPS, WSC EMPLOYS A GLOBAL BALANCE OF PERFORMANCE TO KEEP A LEVEL PLAYING FIELD AROUND THE GLOBE.

SUCH HAS BEEN THE SUCCESS OF THE CONCEPT SINCE IT BEGAN IN 2015, OVER 40 DIFFERENT COUNTRIES AROUND THE GLOBE NOW HOST TCR CHAMPIONSHIPS.

TCR ALSO FORMS THE BASIS OF MANY NATIONAL AND REGIONAL CHAMPIONSHIPS IN A RANGE OF DIFFERENT COUNTRIES.

FOLLOWING A HIGH PROFILE LAUNCH AT THE END OF 2017, TCR UK BEGAN IN 2018, HOWEVER DUE TO A NUMBER OF REASONS, IT DIDN'T HAVE THE EXPECTED IMPACT.

MAXIMUM MOTORSPORT WAS AWARDED THE LICENCE TO RUN TCR UK THE FOLLOWING YEAR.

AFTER A TRANSITIONAL SEASON IN 2019 & THE ISSUES OF 2020, THE CHAMPIONSHIP WAS STILL DEVELOPING ITSELF IN THE EARLY STAGES.

2021 SAW GROWTH AS A HOST OF NEW TEAMS, DRIVERS AND CARS WERE ENTERED, WITH THE CHAMPIONSHIP ESTABLISHING ITSELF AS THE COMPETITIVE, HIGH-PROFILE NATIONAL SERIES THAT IT HAS BECOME.

FOLLOWING THIS, WSC AWARDED MAXIMUM MOTORSPORT A SIX YEAR CONTRACT TO REPRESENT TCR IN THE UK.

THE CHAMPIONSHIP BUILT ON ITS SUCCESS FURTHER IN 2022, WITH A GREATER NUMBER OF EVENTS, MORE SPECTATORS, MORE PUBLIC ENGAGEMENT, INCREASED LIVESTREAMING COVERAGE, AN INCREASED PROFILE AND UP TO 30 CARS ON THE GRID.

ADDING TO THE STATUS OF THE CHAMPIONSHIP, TCR UK NOMINATED 2022 DRIVERS CHAMPION CHRIS SMILEY AND RESTART RACING TO REPRESENT GREAT BRITAIN IN THE FIA MOTORSPORT GAMES, ALONGSIDE 70 OTHER NATIONS.

2023 HAS SEEN THE CHAMPIONSHIP GROW FURTHER WITH THE ADDITION OF NEW HIGH-PROFILE TEAMS AND DRIVERS & THE ARRIVAL OF THE "GENERATION 2" MODELS, WHICH HAS SEEN THE LIKES OF HYUNDAI, AUDI AND HONDA ALL REPRESENTED BY THEIR LATEST TCR MODELS.

TCR UK IS SET TO START 2024 IN GREAT SHAPE, AS THE ORGANISERS LOOK TO BUILD ON THE UPWARD MOMENTUM THE CHAMPIONSHIP HAS ENJOYED SINCE 2021.

AN IMPROVED SUPPORT PACKAGE, NEW RACING VENUES & IMPROVED ONLINE COVERAGE PROVIDE EVEN MORE OPPORTUNITIES FOR DRIVERS, TEAMS AND COMMERCIAL PARTNERS TO BE A PART OF TCR UK.

WE LOOK FORWARD TO WELCOMING YOU ON BOARD FOR 2024!



LIVE STREAMING

LIVE STREAMING

IN 2024, ALL QUALIFYING SESSIONS AND RACES WILL BE LIVE STREAMED, WITH THE COVERAGE BEING BROADCAST ON TCR UK'S DEDICATED YOUTUBE CHANNEL .

THESE WILL BE ALL-DAY LIVE STREAMS ON SATURDAY AND SUNDAY, AMOUNTING TO OVER 110 HOURS OF COVERAGE, INCLUDING INTERVIEWS, PADDOCK PIECES & MEDIA CONTENT.

CONTINUING A PARTNERSHIP THAT BEGAN BACK IN 2022, MOTORSPORT LIVE STREAMING EXPERTS, ALPHA LIVE, WILL CARRY OUT PRODUCTION AND FILMING IN 2024.

TOTAL VIEWING FIGURES FOR THE LAST THREE SEASONS SHOW AN UPWARD TREND, WHICH WILL CONTINUE IN 2024:

2021 SEASON: 111,765 TOTAL VIEWS

2022 SEASON: 239,605 TOTAL VIEWS

2023 SEASON: 402,971 TOTAL VIEWS





SOCIAL MEDIA



SOCIAL MEDIA

TCR UK USES THE MOST POPULAR SOCIAL MEDIA PLATFORMS, WHERE DAILY CONTENT AND PUBLIC ENGAGEMENT IS KEY TO SHARING WHATS HAPPENING IN THE CHAMPIONSHIP

TCR UK KEEPS THE FANS & FOLLOWERS UPDATED ON ALL OF THE LATEST NEWS AND ACTIVITIES WITHIN THE CHAMPIONSHIP ACROSS RACE WEEKENDS AND THE ENTIRE SEASON.

TCR UK FACEBOOK PAGE

FOLLOWERS - 13,341

REACH - 74,142

TCR UK INSTAGRAM ACCOUNT

FOLLOWERS - 6,579

REACH - 49,209

TCR UK YOUTUBE CHANNEL

SUBSCRIBERS - 11,925

TOTAL VIEWS - 402,971



MEDIA ACTIVITY & PUBLIC EXPOSURE

TRADITIONAL MEDIA EXPOSURE

PRESS RELEASES ARE PRODUCED BEFORE AND AFTER EVERY EVENT AND DISTRIBUTED TO A RANGE OF MEDIA OUTLETS, WHILST THE CHAMPIONSHIP GENERATES NEWS STORIES AND FEATURES ACROSS THE SEASON.

CHAMPIONSHIP PHOTOGRAPHY

A TEAM OF PROFESSIONAL PHOTOGRAPHERS ARE PRESENT AT ALL EVENTS DURING THE SEASON AND ARE ABLE TO PROVIDE A SELECTION OF RIGHTS FREE IMAGES ON REQUEST

PRE-SEASON LAUNCH & TEST DAY

THE 2024 SEASON WILL HAVE THE OFFICIAL PRE-SEASON LAUNCH & TEST DAY, WHERE MEDIA WILL BE INVITED. ALPHA LIVE & JAKOB EBREY PHOTOGRAPHY WILL CAPTURE IMAGES OF THE DRIVERS, CARS & TEAMS AT A VENUE TBC.

PUBLIC GRID WALKS AT ALL EVENTS

PUBLIC GRID WALKS WILL TAKE PLACE AT ALL OF OUR EVENTS IN 2024, ON SUNDAY BEFORE THE FIRST RACE OF THE DAY. THIS INCREASES ENGAGEMENT BETWEEN THE FANS, DRIVERS, TEAMS & THE CHAMPIONSHIP.





TCR UK RACE CENTRE

THE CHAMPIONSHIP'S RACE CENTRE WILL BE AT ALL SEVEN EVENTS IN 2024.
THIS IS AVAILABLE TO TEAMS FOR REFRESHMENTS, A BASE FOR MEETINGS & DRIVER BRIEFINGS,
WHILST ALSO PLAYING HOST TO DRIVER & SPONSOR HOSPITALITY



TROPHIES & AWARDS

THE TCR UK DRIVERS CHAMPIONSHIP

- THE TOP THREE DRIVERS IN EACH ROUND WILL RECEIVE CHAMPIONSHIP TROPHIES DURING A HIGH-PROFILE, LIVESTREAMED PODIUM CEREMONY.
- AN IMPRESSIVE LINEUP OF TROPHIES WILL BE PRESENTED AT THE END OF SEASON AWARDS CEREMONY IN NOVEMBER

THE GOODYEAR DIAMOND AWARD

- A TROPHY WILL BE PRESENTED TO THE HIGHEST PLACED DRIVER IN EACH ROUND WHO ARE 40 OR OVER
- AT THE END OF THE YEAR, TROPHIES WILL BE PRESENTED TO THE TOP THREE HIGHEST FINISHING DRIVERS WHO ARE AGED 40 OR OVER AT THE TIME THE POINTS WERE SCORED

THE TCR UK GEN 1 CUP & THE TOM WALKER TROPHY

- THE TOP GEN 1 CUP DRIVER IN EACH ROUND WILL RECEIVE A CHAMPIONSHIP TROPHY DURING EACH PODIUM CEREMONY.
- AT THE END OF THE YEAR, TROPHIES WILL BE PRESENTED TO THE TOP THREE DRIVERS IN THE GEN 1 CUP CHAMPIONSHIP, THE HIGHEST PLACED DRIVER RECEIVING THE TOM WALKER TROPHY.



TROPHIES & AWARDS

THE DAN KIRBY MEMORIAL TROPHY

THE SPIRIT OF THE TCR UK TOURING CAR CHAMPIONSHIP

- THE DAN KIRBY MEMORIAL TROPHY IS AWARDED TO THE DRIVER WHO HAS SHOWN TRUE SPIRIT AND HARD WORK, RECOGNISING THEIR EFFORTS DURING THE 2024 TCR UK TOURING CAR CHAMPIONSHIP
- IN MEMORY OF THE LATE DAN KIRBY, THIS AWARD IS PRESENTED AT THE END OF SEASON AWARDS CEREMONY IN NOVEMBER

END OF SEASON AWARDS CEREMONY & DINNER

- THE ANNUAL END OF SEASON AWARDS CEREMONY TAKES PLACE IN NOVEMBER, CROWNING OUR 2024 CHAMPIONS AND CELEBRATING ACHIEVEMENTS FROM ACROSS THE 2024 SEASON.



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THE TCR UK TOURING CAR CHAMPIONSHIP
IS THE PLACE TO BE IN 2024!

WANT TO FIND OUT MORE?
CONTACT OUR TEAM TODAY!

WEBSITE: 
WWW.TCR-UK.CO.UK



2024 CALENDAR: 
WWW.TCR-UK.CO.UK/2024-CALENDAR

