

# TCR UK

TOURING CAR CHAMPIONSHIP 



# 2025 SEASON



# VOTED 2023 UK MOTORSPORT SERIES OF THE YEAR BY MOTORSPORT NEWS



AWARDS SPECIAL

## SERIES OF THE YEAR TCR UK

**W**hen 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 Jensen 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." ■





# 2025 CALENDAR

DONINGTON PARK NATIONAL

22-23 MARCH

DONINGTON PARK GP\*

5-6 APRIL

SILVERSTONE NATIONAL

17-18 MAY

CROFT

14-15 JUNE

OULTON PARK

5 JULY

SNETTERTON 300\*\*

13-14 SEPTEMBER

BRANDS HATCH INDY\*\*

1-2 NOVEMBER

\*BRITISH GT WEEKEND

\*\*BRITISH TRUCK RACING WEEKEND







# 2025 IS A NEW ERA FOR TCR UK

- WE'VE JOINED THE BRITISH AUTOMOBILE RACING CLUB.
- 2025 CALENDAR INCLUDES THE BEST MOTORSPORT VENUES IN THE UK.
- REACHING NEW AUDIENCES.
- JOINING THE BRITISH GT CHAMPIONSHIP AND THE BRITISH TRUCK RACING CHAMPIONSHIP FOR THREE EVENTS IN 2025.

WE WELCOME YOU TO THIS THRILLING, HIGH-PROFILE TOURING CAR CHAMPIONSHIP WHICH DELIVERS A HOST OF BENEFITS & OPPORTUNITIES FOR TEAMS, DRIVERS, SPONSORS & STAKEHOLDERS ON A NATIONAL SCALE.

PROMOTIONAL ACTIVITY INCLUDING LIVESTREAMING, A STRONG SOCIAL MEDIA PRESENCE & A GROWING FAN BASE - TCR UK OFFERS BETTER VALUE FOR MONEY THAN ANY OTHER UK NATIONAL MOTORSPORT CHAMPIONSHIPS.





# ALL CHANGE FOR 2025

THE TCR UK TOURING CAR CHAMPIONSHIP JOINS THE BRITISH AUTOMOBILE RACING CLUB FOR 2025, BRINGING THIS EXCITING CHAMPIONSHIP TO NEW AUDIENCES.

IN 2025, TCR UK WILL JOIN THE BRITISH GT CHAMPIONSHIP & THE BRITISH TRUCK RACING CHAMPIONSHIP AT DIFFERENT RACE WEEKENDS, OFFERING:

- RACING AT LARGER EVENTS.
- RACING IN FRONT OF BIGGER CROWDS.
- PROVIDING FURTHER EXPOSURE.

TCR UK WILL BE JOINED BY AN EXCITING AND COMPETITIVE SUPPORT PACKAGE IN 2025, WHICH INCLUDES:

- THE MILLTEK SPORT CIVIC CUP.
- THE JUNIOR SALOON CAR CHAMPIONSHIP.
- THE TRACK ACTION RACING CLUB.







# 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.

WSC EMPLOYS A GLOBAL BALANCE OF PERFORMANCE TO KEEP A LEVEL PLAYING FIELD AROUND THE GLOBE.

OVER 40 DIFFERENT COUNTRIES & REGIONS AROUND THE GLOBE CURRENTLY HOST TCR CHAMPIONSHIPS.

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 IN 2019.

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 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 OVER 20 CARS ON THE GRID.

FURTHER ADDING TO THE STATUS OF TCR UK, THE SERIES NOMINATED 2022 CHAMPION CHRIS SMILEY AND RESTART RACING TO REPRESENT TEAM GB IN THE FIA MOTORSPORT GAMES, ALONGSIDE 70 OTHER NATIONS.

TCR UK GREW FURTHER IN 2023 WITH THE ADDITION OF NEW HIGH-PROFILE TEAMS & DRIVERS AND THE ARRIVAL OF "GEN 2" MODELS FROM HYUNDAI, AUDI AND HONDA.

2024 WAS A YEAR OF REGROUPING FOR THE CHAMPIONSHIP, AS THE UK MOTORSPORT SCENE, IN GENERAL, SAW A DECLINE IN COMPETITORS AS THE RECESSION TOOK PLACE AT THE START OF THE YEAR.

THIS DID NOT STOP NEW TEAMS, DRIVERS AND EVEN NEW MODELS COMING TO TCR UK THOUGH, GAINING FURTHER INTEREST IN THE SERIES, WHICH ALSO VISITED THRUXTON FOR THE FIRST TIME IN ITS SHORT HISTORY.

MOVING TO THE BRITISH AUTOMOBILE RACING CLUB FOR 2025 IS PART OF A RAFT OF CHANGES TO FURTHER ENHANCE THE PROFILE OF TCR UK AS THE ORGANISERS TO TAKE THE CHAMPIONSHIP TO THE NEXT LEVEL.

WITH INTEREST FROM BOTH THE TCR WORLD TOUR AND TCR EUROPE TO HOLD EVENTS IN THE UK, ALONGSIDE TCR UK, 2025 IS ANOTHER STEP FORWARD.



# LIVE STREAMING

LIVE STREAMING IS AN IMPORTANT PART OF THE TCR UK TOURING CAR CHAMPIONSHIP, ALLOWING ITS AUDIENCE TO WATCH THE ON-TRACK ACTION LIVE ACROSS THE ENTIRE SEASON.

THE 2025 SEASON WILL BE LIVESTREAMED ON THE TCR UK & BARC YOUTUBE CHANNELS, GOING OUT LIVE & FREE TO A COMBINED AUDIENCE OF OVER 50,000 VIEWERS DURING EACH RACE WEEKEND.

## YOUTUBE VIEWING FIGURES

- 2021 SEASON - TOTAL VIEWING FIGURES: 111,765
- 2022 SEASON - TOTAL VIEWING FIGURES: 239,605
- 2023 SEASON - TOTAL VIEWING FIGURES: 402,971
- 2024 SEASON - TOTAL VIEWING FIGURES: 428,687\*

\*FIGURES ACCURATE AT THE TIME OF PUBLISHING.





# SOCIAL MEDIA COVERAGE

- WE USE THE MOST POPULAR SOCIAL MEDIA PLATFORMS, WHERE DAILY CONTENT & PUBLIC ENGAGEMENT IS KEY TO SHARING THE LATEST NEWS.
- WE PROVIDE UPDATES DURING ALL OF OUR RACE WEEKENDS, USING OUR SOCIAL MEDIA PLATFORMS.
- IN 2024, WE ADDED A TIKTOK ACCOUNT TO OUR LIST OF SOCIAL MEDIA CHANNELS, GROWING OUR AUDIENCE FURTHER WITH OUR VIDEO CONTENT.

## 2024 SEASON SOCIAL MEDIA FIGURES



@TCRUKSERIES  
FOLLOWERS - 14,062  
REACH - 445,945



@TCR\_UK\_SERIES  
FOLLOWERS - 7,532  
REACH - 52,495



@TCRUKOFFICIAL  
FOLLOWERS - 1,087  
VIEWERS - 30,000





# CHAMPIONSHIP MEDIA ACTIVITY



TRADITIONAL MEDIA EXPOSURE	<ul style="list-style-type: none"><li>• PRESS RELEASES ARE DISTRIBUTED TO A RANGE OF MEDIA OUTLETS, WITH NEWS STORIES AND FEATURES ACROSS THE SEASON PROVIDED BY THE CHAMPIONSHIP.</li></ul>
CHAMPIONSHIP PHOTOGRAPHY	<ul style="list-style-type: none"><li>• A TEAM OF PROFESSIONAL PHOTOGRAPHERS ARE PRESENT AT ALL EVENTS, PROVIDING RIGHTS FREE IMAGES ON REQUEST.</li></ul>
PRE-SEASON LAUNCH DAY	<ul style="list-style-type: none"><li>• THE 2025 SEASON WILL HAVE AN OFFICIAL PRE-SEASON LAUNCH DAY, WHICH MEDIA WILL BE INVITED TO ATTEND, AT A VENUE TBC.</li></ul>
PUBLIC GRID WALKS	<ul style="list-style-type: none"><li>• PUBLIC GRID WALKS WILL TAKE PLACE AT TCR UK EVENTS IN 2025, INCREASING ENGAGEMENT OPPORTUNITIES FURTHER.</li></ul>



# THE TCR UK RACE CENTRE



**THE CHAMPIONSHIP'S RACE CENTRE  
WILL BE AT ALL SEVEN EVENTS IN 2025.**

**THE TCR UK RACE CENTRE IS AVAILABLE FOR:**

- **REFRESHMENTS.**
- **A BASE FOR MEETINGS.**
- **DRIVER BRIEFINGS.**
- **PLAYING HOST TO DRIVER & SPONSOR HOSPITALITY.**
- **SOCIAL EVENTS DURING A RACE WEEKEND.**



# TROPHIES & AWARDS

TCR UK OFFERS A RANGE OF TROPHIES & AWARDS TO DRIVERS & TEAMS TAKING PART IN 2025:

- THE TCR UK DRIVERS CHAMPIONSHIP.
- THE TCR UK TEAMS CHAMPIONSHIP.
- THE GOODYEAR DIAMOND AWARD.
- THE TCR UK GEN 1 CUP - TOM WALKER MEMORIAL TROPHY.
- THE DAN KIRBY MEMORIAL TROPHY - THE SPIRIT OF THE TCR UK CHAMPIONSHIP.

WE HOLD AN END-OF-SEASON AWARDS EVENING IN NOVEMBER, CROWNING OUR CHAMPIONS & RECOGNISING ACHIEVEMENTS FROM THE 2025 SEASON.





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