

# MINI CHALLENGE



**MINI CHALLENGE 2018**

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# ABOUT THE MINI CHALLENGE.

The MINI CHALLENGE is the championship for the new MINI in the UK, enjoying great grids, colourful cars and close racing.

Over the years the **MINI CHALLENGE** has built a reputation for affordability, fairness and fun, and benefits from being the only championship to enjoy the support of **MINI UK**.

2018 will build on 2017 with the calendar again consisting of 13 events, with the **JCW Class** once again supporting the prestigious British GT package. The 2018 calendar will see the **JCW Class** with 8 events, whilst other classes will enjoy 7 visits to the best circuits in the UK.

The 2018 season will also enjoy various prizes including a Dunlop sponsored test day in a top BTCC car for both the **JCW Class** Champion and another driver selected from the **Cooper** and **Open Classes**.

The multi-class structure enables drivers with varying degrees of experience and budget to be part of the **MINI CHALLENGE**, whilst providing a natural route for progression.

As a true single make/model championship scrutineering controls mean that fairness is maintained so that drivers and teams can be sure that only skill and legitimate knowledge will have a bearing on race results.

Budgets are also kept under control through restrictions on tyre use and widespread use of control parts in areas where performance advantage could be gained.

The **MINI CHALLENGE** is 'The Place to Race'.



# THE JCW CLASS.

The ultimate in MINI racing, for drivers who want a touring car experience at a fraction of the budget.

The **JCW Class** sits at the pinnacle of the **MINI CHALLENGE**, offering a specification closer to that of a BTCC car than any other single make championship in the UK, at a fraction of the budget.

Dunlop slick tyres, a Damico tuned 2 litre engine, Quaife sequential gearbox, 3-way adjustable Nitron dampers and Alcon brakes ensure the **JCW Class** provides the perfect stepping stone to touring car racing while representing the **'Best of British'**.

## Season Entry:

Entry Fee - £8,450.00

Or, as low as £6,162.50 with full earlybird and loyalty discounts.

All prices plus VAT at the prevailing rate.



## Specification:

- Shell lightening programme
- Welded in cage with side impact strategy
- 2.0lt Turbo with oil cooler, 265bhp
- Specialist Control Systems motorsport ECU
- Forge Intercooler, Radiator & Induction
- Scorpion Stainless exhaust system
- Owen Developments spec turbo
- Quaife sequential dogbox, motorsport clutch
- Bespoke Quaife driveshafts
- Tran X plated limited slip differential
- Lightweight flywheel
- Dunlop 235/17 slick and wet tyres
- 17" Team Dynamics wheels
- OBP pedal box with Alcon master cylinders
- HEL braided brake hoses
- Powerful Alcon brakes with floating discs
- Mintex brake pads
- 3 Way adjustable Nitron dampers
- Powerflex Black Series bushes
- Bespoke touring car Inspired aero kit
- GRP dash
- Cosworth full colour dash
- Weight c1160kg with driver



# JCW CALENDAR.

Oulton Park	Mar 31 - Apr 02
Rockingham	Apr 28/29
Snetterton	May 26/27
Silverstone GP	Jun 09/10
Oulton Park <b>MINI</b> Festival	Jul 21
Brands Hatch GP	Aug 04/05
Brands Hatch Indy <b>MINI</b> Festival	Aug 25/26
Donington GP	Sep 22/23



# THE COOPER CLASSES.

They might be the first rungs on the ladder, but the Cooper Classes often produce the most exciting racing the MINI CHALLENGE can offer.

The entry level **Cooper Am Class** car uses a 130BHP 1.6 litre normally aspirated engine, treaded tyres and single way adjustable dampers.

The car is best suited to drivers new to motorsport, with some karting experience, or who just want ultra close, fair racing on a high profile stage but with a tight budget.

## Specification:

- 130BHP 1.6 engine
- Range of single way dampers allowed
- Adjustable toe and ride height
- Bolt in cage
- Range of gearbox options allowed
- Use of any 15" **MINI** wheels
- Dunlop treaded tyres
- No rear wing

The **Cooper Pro Class** car uses the same engine as the **Cooper Am** car, but with slick tyres and control single way adjustable dampers.

The car is best suited to drivers new to car racing, stepping up from the **Cooper Am Class**, those with some karting experience, or those who want the same close, fair racing on a high profile stage, but with a slightly higher budget.

## Specification:

- 130 BHP 1.6 engine
- Single way adjustable AST dampers
- Adjustable toe and ride height
- Bolt in cage
- Ultra robust 6 speed gearbox
- Team Dynamics 15" wheels
- Dunlop slick and wet tyres
- Rear wing



# THE OPEN CLASS.

The MINI CHALLENGE has always been an inclusive championship, and thanks to the Open Class there's no reason not to get involved.

The **Open Class** caters for all previous **MINI CHALLENGE** classes and other R53 and R56 **MINI**s racing in multi-marque series.

The **Open Class** delivers exhilarating performance with a regulated BHP per ton limit, but keeps running costs low through the use of treaded tyres and a flexible approach to parts use.

## Specification:

- Equalised BHP/ton, Balance of Performance
- Control Dunlop Direzza Tyre
- Limited to 2 new tyres per race meeting
- Pump fuel to reduce costs
- Flexible parts use to manage costs
- Sequential Gearboxes, Motorsport ECUs, 3 or 4 way dampers are not eligible

## Cooper and Open Season Entry:

Entry Fee - £4,950.00

Or as low as £3,612.50 with full earlybird and loyalty discounts.

All prices plus VAT at the prevailing rate.





## COOPER & OPEN CALENDAR.

Donington	Apr 14/15
Snetterton <b>MINI</b> Festival	May 12/13
Silverstone	Jun 23
Oulton Park <b>MINI</b> Festival	Jul 21
Brands Hatch Indy <b>MINI</b> Festival	Aug 25/26
Cadwell Park	Sep 15
Rockingham	Sep 29/30

# THE AWARDS.

**While the overall championship titles are the main aim within each class, there are a range of other awards on offer in the MINI CHALLENGE.**

The race winner, runner up and third place in all three classes will be awarded trophies in all races, in addition to the top rookie.

The overall **MINI CHALLENGE** Champion, Class Winners, Runners Up and 3rd Overall will receive end of season trophies.

As well as the overall class championships, points are also awarded towards a number of other titles throughout the season.

The **Rookie Cup** is awarded to the top newcomer in each of the three classes, allowing those new to the championship the chance to fight for a title of their own whilst getting to grips with new machinery.

Similarly, the **Ladies Cup** is awarded to the top female driver within each class, and is often an extremely closely contested category.

For those competitors over the age of 40, points are awarded towards the **Directors Cup**, meaning drivers of all ages and experience levels have the chance to claim a crown.

Backed by **MINI UK**, the **Retailer Cup** is an opportunity for **MINI** Retailers to prove their motorsport pedigree by supporting drivers in the **MINI CHALLENGE**.

The Retailer that wins the Cup will receive a large trophy that they can keep for 1 year to display in their outlet.



# THE PRIZES.

The MINI CHALLENGE doesn't just reward our drivers with silverware, with support from our partners there are also several prize drives and financial awards up for grabs.

The **British of British Award** aims to help British talent succeed in motorsport, in association with our partners the 2018 award will consist of a Dunlop BTCC Test for the **JCW Class Champion** and another driver selected from the **Cooper** and **Open Classes**.

For 2018 the **MINI CHALLENGE** will also adopt the **#ForeverForward** concept made popular in the BTCC. This overtaking league table will focus on the door to door battles, the fightbacks from adversity, and the determination of our drivers to succeed.

A point will be awarded for every place gained across the season, and at the end of the year the driver with the most points will be presented with the **Dunlop Forever Forward Award**.

The **JCW** and **COOPER PRO Classes** are also eligible for the **Sunoco 240 Challenge**, where the winning driver is given a race seat in the Sunoco liveried muscle car during the 240-minute endurance race on the Friday before the Rolex 24 Hours at Daytona.

Also included in the prize are all flights, accommodation, a dedicated **Sunoco 240 Challenge** race suit as well as the opportunity to step on to the top of the podium.

The driver who wins the challenge really will gain the full American experience racing in a muscle car. Drivers from the **MINI CHALLENGE** have won the drive twice in the last five years and filled three of the top four places in the standings during 2017.



# MEDIA COVERAGE.

Here at the MINI CHALLENGE we understand that media coverage, including modern media, is important to help drivers and teams attract sponsors.

## Headlines:

- Over 1m video content views
- Over 30 hours TV coverage
- Live TV coverage for the **JCW Class**
- **JCW Class** highlights shown on Channel 4
- Highlights of all classes shown on Motors TV
- Over 3m Social Media post views
- 700,000 Facebook Live Stream views
- Attended Goodwood Festival of Speed
- Peak spectators c15,000 at British GT events



The **MINI CHALLENGE** will enjoy TV coverage for all classes, with the **JCW Class** enjoying live coverage as part of the British GT package, as well as a dedicated highlights programme on Channel 4.

Our Motors TV highlights programmes attracted c200,000 views during 2017 across 10 shows with our Channel 4 **JCW Class** highlights achieving c750,000 views.



As Social Media is becoming more important we have invested in a new website and in Facebook and Twitter activity along with our own YouTube Channel.

Our Facebook posts were seen by over 3.0m people in 2017 with Twitter and YouTube exposure also gaining activity. Facebook Video content also enjoyed over 500,000 views with a live stream of each **JCW Class** race.



**MINI CHALLENGE** news and editorial regularly features in Autosport, Motorsport News, Autocar, AutoExpress, EVO, X-Car, **MINI** International and Modern **MINI** magazine.

The **MINI CHALLENGE** also represents **MINI UK** at a range of events between race meetings including the Goodwood Festival of Speed, Coventry Motofest and even as far afield as the Johannesburg Festival of Motoring in 2016.





## HOSPITALITY.

For those fans at the circuit, the **MINI CHALLENGE** is able to offer a VIP experience through its new for 2018 **MINI UK** supported hospitality area, featuring **MINI** experience branding. Serving breakfast, lunch and afternoon tea, as well as speciality drinks throughout the day, the unit provides a hub for drivers and their partners to welcome guests to experience all the action of the **MINI CHALLENGE**.

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