

MINI CHALLENGE

CONTACT DETAILS:

+44 (0)1273 446 666

admin@minichallenge.co.uk

www.minichallenge.co.uk



2008 CLUB AND S-CLASS CHAMPIONSHIP
www.minichallenge.co.uk

MINI CLUB & S-CLASS CHALLENGE CHAMPIONSHIP

www.minichallenge.co.uk

The 2008 season will see the MINI Challenge enter its 7th year, becoming more desirable, better established and higher profile than any previous year. The 2007 season saw 42 competitors competing over 16 rounds at some of the UK's finest circuits.

Regular grids of up to 35 challengers have yielded some of the closest and most exciting wheel-to-wheel racing and made the MINI Challenge a fantastic event for drivers, sponsors, and spectators. This season will include 7 meetings all in the UK and 17 rounds - each of which follows qualifying then two or three race format.

As part of the Dunlop Great & British package the Sunday action at six events are televised on Sky Sports reaching 465 million homes as well as promoted on the www.minichallenge.co.uk web site receiving upwards of 45,000 unique visitors last year. The web site carries challenge news, results, reports, photos and points along with a forum exclusively for drivers and teams.

2007	Broadcasts	Hours	Avg Viewers	Peak Viewers
Sky Sports	155	33	83,950	124,500
Motors TV		65		
Worldwide	510	112	485 million homes globally	

With the commercial interests of championship sponsors, the competitors and their sponsors at the forefront of planning. The series offers unrivalled television coverage plus national, regional and specialist print exposure for a national Motorsport event.

The championship presentation is paramount. The cars, drivers, officials form a professional race series and the collection of brightly liveried MINIs provide a captivating and charismatic addition to every venue that the Challenge attends. The MINI is a media magnet and the MINI Challenge provides an increasingly effective ongoing channel for this attention - for the benefit of series competitors and sponsors. Each meeting has full technical advice and parts support, a dedicated race centre, dedicated admin & organisation team as well as a dedicated photographer and the friendliest, most social paddock in motorsport.

The 2008 MINI Challenge grid will be limited to 32 entries. If you would like to compete, spectate, sponsor or otherwise be involved with the MINI Challenge please contact the Challenge office with the details overleaf.

