

MINI CHALLENGE

0845 869 2313

admin@minichallenge.co.uk

www.minichallenge.co.uk



THE CHAMPIONSHIP
www.minichallenge.co.uk

MINI CHALLENGE www.minichallenge.co.uk

The 2007 season will see the MINI Challenge enter its 6th year, becoming more desirable, better established and higher profile than any previous year. The 2006 season saw forty-nine competitors competing over 16 rounds at some of Europe's finest circuits. Regular grids of up to 35 challengers have yielded some of the closest and most exciting wheel-to-wheel racing in Europe and made the MINI Challenge a fantastic event for drivers, sponsors, and spectators.

This season will include 8 meetings (7 National, 1 European), and 18 rounds - each of which follows the free practise, qualifying then two or three race format. There are exciting developments on the way for 2008, more details will follow throughout the season.

The series is televised on Sky Sports and Motors TV worldwide reaching 465 million homes as well as promoted on the www.minichallenge.co.uk web site receiving upwards of 30000 unique visitors last year. The web site carries up to the minute challenge news, results, reports, photos and points along with a forum exclusively for drivers and teams.

2006	Broadcasts	Hours	Avg Viewers	Peak Viewers
Sky Sports	150	33	73,334	105,900
Motors TV		60		
Worldwide	500	100	465 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 press & PR manager, dedicated photographer and the friendliest, most social paddock in motorsport.

MINI Challenge 2007 sold out within weeks of last year's final round at Donington, but deposits are still being taken for the reserve list and for MINI Challenge 2008. 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.

