



**MINI**  
CHALLENGE

**MINI CHALLENGE**

Proudly supported by MINI UK

2024





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# THE MINI CHALLENGE – LISTENING TO COMPETITORS

THE MINI CHALLENGE IS THE CHAMPIONSHIP FOR THE NEW MINI IN THE UK, ENJOYING GREAT GRIDS, COLOURFUL CARS AND CLOSE RACING SHOWN LIVE ON ITV4.

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, and from being televised live on ITV4 as a BTCC Support Series.

Last season the MINI CHALLENGE continued its history of listening to competitors, with a number of subtle, but important regulation changes to maximise equality, and to ensure the best drivers have the opportunity to win.

The JCW Class changes were focused on maintaining the 2-litre powerplant's excellent reliability, whilst making it easier for competitors to ensure tip top performance. Additional technical support and at event testing helped to enhance the package still further, enabling competitors to diagnose and fix any deficiencies on location, rather than having to wait until the gap between events.

This year the JCW class will continue as the natural stepping-stone for drivers with their sights set on the BTCC, with all seven race meetings on the TOCA package.

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.



The Cooper Class provides close, fair racing at an entry level, and will make three appearances on the TOCA Package, Donington Park, Silverstone and Thruxton. A further two events will be as a British Truck Racing support championship at Pembrey and Brands Hatch, with seven race meetings in total. All rounds will either be shown live on ITV4, or streamed via social media platforms.

2024 will ensure the R50-based cars continue to be one of the fairest and most cost-effective ways to go racing, whilst also offering competitors the highest profile exposure.

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

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





MINI CHALLENGE

# JCW CLASS

The **JCW Class** sits at the top of the **MINI CHALLENGE**, offering a specification that is closer to the BTCC cars it shares a stage with than any other single-make championship in the UK - but at a fraction of the cost.

Goodyear slick tyres, a Damico tuned 2-litre engine, Quaife sequential gearbox, three-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'**.

## JCW SEASON ENTRY:

Full Season Entry including Test Day Entries: £17,950 + VAT

**Earlybird discount:**

Register and pay first stage payment by 08/12/23, full entry paid by 09/02/24 to receive a £2,000 discount making the entry fee £15,950 + VAT

All prices plus VAT at the prevailing rate.

## SPECIFICATION:

The 2024 JCW Class is arguably the nearest thing to a Touring Car you can buy, but at a fraction of the budget:

- Based on Gen 3 F56 MINI Hatch
- Reconditioned engine and ancillaries as new engines are not available due to original car specification changing
- New for 2023 – Improved engine and turbo calibration
- New for 2023 – Increased engine and turbo technical support
- New for 2023 – Air Filter Shroud
- New for 2023 – Improved brake ducts
- Shell lightening programme
- Welded in cage with side impact strategy
- 2.0-litre turbo, 240-265BHP depending on application and fuel
- Bespoke specialist components motorsport ECU
- Forge intercooler, radiator & induction
- Scorpion stainless exhaust system
- Owen Developments spec turbo
- Engine oil cooler & rad cowl
- Quaife sequential gearbox
- Lightweight flywheel
- Motorsport clutch
- Tran X plated limited slip differential
- OBP pedal box with Alcon master cylinders
- OBP braided brake hoses
- Powerful Alcon brakes with floating rotors
- Mintex brake pads
- 3 way adjustable Nitron dampers
- Adjustable rear control arms
- Powerflex Black Series bushes
- Bespoke touring car inspired aero kit
- GRP dash
- Spring options
- Upated PAS ECU
- 17 inch Team Dynamics rims
- 235/17 slick and wet Goodyear tyres
- Cosworth full colour dash
- Weight c1170kg with driver





# JCW CALENDAR

For 2024, the JCW Championship will run on the TOCA package for all seven race meetings, supporting the British Touring Car Championship and enjoying the large crowds and media coverage it brings.

27/28 April  
**DONINGTON**  
NATIONAL



11/12 May  
**BRANDS HATCH**  
INDY



25/26 May  
**SNETTERTON**  
300



22/23 June  
**OULTON PARK**  
ISLAND



27/28 July  
**CROFT**



10/11 August  
**KNOCKHILL**



5/6 October  
**BRANDS HATCH**  
GP







MINI CHALLENGE

# JCW SPORT CLASS

The new for 2024 JCW Sport Class sits between the Cooper and JCW classes as a clear stepping stone between the two. Designed to be easily upgraded to full JCW spec it is a more cost effective and approachable option to join the MINI CHALLENGE on the TOCA Package.

Goodyear slick tyres, a Damico tuned 2-litre engine, 6 Speed H pattern gearbox, three-way adjustable Nitron dampers and Alcon brakes ensure the JCW Sport Class provide performance and accessibility.

## JCW SEASON ENTRY:

Full Season Entry including Test Day Entries: £15,950 + VAT

**Earlybird discount:**

Register and pay first stage payment by 08/12/23, full entry paid by 09/02/24 to receive a £2,000 discount making the entry fee £13,950 + VAT

All prices plus VAT at the prevailing rate.

## SPECIFICATION:

- Based on Gen 3 F56 MINI Hatch
- Reconditioned engine and ancillaries as new engines are not available due to original car specification changing
- Bespoke engine and turbo calibration
- High levels of engine and turbo technical support
- Shell lightening programme
- Welded in cage with side impact strategy
- 2.0-litre Turbo, 225Bhp expected power output
- Bespoke Specialist Components Motorsport ECU
- Forge Intercooler, Radiator & Induction
- Scorpion Stainless Exhaust System
- Owen Developments spec turbo
- Engine oil cooler & rad cowl
- OE H Pattern 6 speed gearbox
- Lightweight Flywheel
- Motorsport clutch
- Quaife ATB Diff
- OBP Pedal Box with Alcon Master Cylinders
- HEL Braided brake hoses
- Powerful Alcon brakes with floating rotors
- Mintex Brake Pads
- 3 Way Adjustable Nitron Dampers
- Adjustable rear control arms
- Powerflex Black Series bushes
- Bespoke Touring Car inspired aero kit
- GRP Dash
- 17 Inch Team Dynamics Rims
- 235/17 Slick and Wet Goodyear Tyres
- Cosworth full colour dash
- Weight c1170kg with driver





# JCW SPORT CALENDAR

For 2024, the JCW Sport Championship will run on the TOCA package for all seven race meetings, supporting the British Touring Car Championship and enjoying the large crowds and media coverage it brings.

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GP







## MINI CHALLENGE TROPHY

## COOPER CLASS

It might be the first rung on the ladder, but the Cooper Class often produces the most exciting racing the MINI CHALLENGE can offer.

The **Cooper Class** made three highly successful guest appearances events on the BTCC calendar for the last three seasons, and will return to entertain fans at another three events on the highest stage in UK motorsport during the 2024 season.

The entry level **Cooper Class** car uses a 130bhp 1.6-litre normally aspirated engine, six-speed manual gearbox and Goodyear slick and wet tyres, limited to four new tyres per race meeting with up to 8 new tyres in the first meeting.

In the interest of simplicity and keeping control of budgets, the adjustability of the cars is kept to a minimum. Modifications to toe, ride height and the single-way AST control dampers are all that is available, making the Cooper Class the ideal place for drivers to gain experience.

The car is best suited to drivers new to car racing, those with some karting experience, or those who simply want to enjoy the close, fair racing of the **MINI CHALLENGE** on a high profile stage, but with a tightly controlled budget.

## SPECIFICATION:

- New for 2023 – Championship Flywheel
- 130 BHP 1.6-litre engine
- Single way adjustable AST dampers
- Adjustable toe and ride height
- Bolt in cage
- Ultra robust 6 speed gearbox
- Team Dynamics & Braid 15" wheels
- Goodyear slick and wet tyres
- Orranje Rear wing

## TROPHY SEASON ENTRY:

Full Season Entry including Test Day Entries: £13,950 + VAT

**Earlybird discount:**

Register and pay first stage payment by 08/12/23, full entry paid by 09/02/24 to receive a £1,000 discount making the entry fee £12,950 +VAT

All prices plus VAT at the prevailing rate.





# COOPER CALENDAR

For 2024, the MINI CHALLENGE Trophy will enjoy three race meetings on the TOCA package, supporting the British Touring Car Championship and two race meetings with the British Truck Racing Championship. The remaining rounds will be with the BARC.

13/14 April  
SNETTERTON



18/19 May  
PEMBREY



8/9 June  
THRUXTON



24/25 August  
DONINGTON PARK



7/8 September  
CROFT



21/22 September  
SILVERSTONE



2/3 November  
BRANDS HATCH





# THE AWARDS

While the overall Championship Titles are the main aim within both classes, there are a range of other awards on offer in the **MINI CHALLENGE**.

The race winner, runner up and third place in both classes will be awarded trophies in all races.

The overall **MINI CHALLENGE** Champion, Runner Up and 3rd placed driver in both classes 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 class, 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 **Graduate Cup** will be awarded to the highest placed 2nd year **MINI CHALLENGE** driver in each class.

For those competitors over the age of 35, points are awarded towards the **Directors Cup**, meaning drivers of all ages and experience levels have the chance to claim a crown.

The winning driver of the **Rookie, Graduate & Directors** Categories in both classes will be awarded trophies in every race.





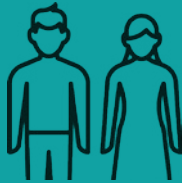
# MEDIA COVERAGE

As part of the TOCA Support Package, the MINI CHALLENGE has enjoyed millions of TV viewers through ITV's BTCC coverage along with large crowds returning to race circuits in 2024. This has presented the series to a wealth of new fans, making the championship a powerful marketing platform for teams, drivers and sponsors alike.



70  
HOURS OF  
LIVE TV

For TOCA Support Series on  
race weekends.



27%  
FEMALE  
TV AUDIENCE

The demographic audience is  
a higher proportion of men.



15.8  
MILLION  
TV VIEWERS

Total Cumulative UK TV  
Audience.



384  
THOUSAND  
SPECTATORS

Trackside attendance average  
during a typical season.

3 MILLION  
SOCIAL MEDIA REACH IN 2023

FACEBOOK

INSTAGRAM

X

25,000 FOLLOWERS

9,500 FOLLOWERS

5,600 FOLLOWERS



## HOSPITALITY

The MINI CHALLENGE is able to offer a VIP experience for drivers and their guests through its bespoke, high quality hospitality unit. 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.





# MINI CHALLENGE

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