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The 2011 Porsche Carrera Cup GB

Our 2011 programme is in the Porsche Carrera Cup GB, Britain's fastest and most prestigious one-make racing championship.

Benefitting from the same fantastic ITV coverage and huge crowds as British Touring Cars but with significantly lower costs, the Carrera Cup scores with fans and partners alike by racing the iconic Porsche 911 GT3 car. Coupled with the superbly executed support from Porsche GB, classy hospitality, scrupulously enforced 'equality' rules and association with one of the worlds most recognised and aspirational car brands the programme is one of the most cost effective ways to exploit the brand exposure and business-to-business potential of the Touring Car events.



INSIDE



CARRERA CUP GREAT BRITAIN 2011



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We have selected the 2011 Porsche Carrera Cup to provide the best combination of exciting racing, commercial opportunities and, above all, a realistic chance to challenge for a championship with a sensible budget investment.

The Porsche Carrera Cup cars are all strictly controlled and policed to be equal so that we can realistically aim to provide a programme which has all the benefits of appearing on the BTCC package and an affordable way of winning a prestigious championship. **Commercially the brands** associated with the championship and the real links to Porsche and VAG group provide unrivalled **B2B** opportunities

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In 2010, some 300,000 fans watched the Carrera Cup GB races live at the circuits during the 10-weekend schedule. The events offered an excellent geographic spread, from Brands Hatch in Kent to Knockhill in Scotland.

Meanwhile, over 5 million people watched television coverage of the championship, live on race day via ITV4. The Carrera Cup GB featured extensive live coverage, spanning up to three quarters of the races. This involved more than an hour of live transmission on some race days and at least half an hour of live coverage on each of the 10 Sundays as part of the overall BTCC package.

The Carrera Cup GB features dedicated hour-long highlights programmes in the Motorsport UK series, broadcast on ITV1 and shown twice on ITV4 in prime slots. This highlights programme takes the total TV audience to more than 10 million UK viewers.

In addition the full coverage is available online via www.ITV. com/ITV4 for 28 days after it has been broadcasted, ensuring that it is simply un-missable! In 2011, the Carrera Cup GB will again enjoy a superb TV package.





Average race crowds exceeding 32,000 per event will put your brand in front of a total of 325,000 live spectators during the season and utilising a demonstration unit in the "fan alley" commercial area can put your product into 325,000 hands during 2011.



Live race coverage as part of the ITV British Touring Car TV package and dedicated programmes in the Motorsport UK package give you over 10 million audited UK TV viewers across ITV1 and ITV4.

Add to that 10.8 million radio listeners and over 12 million print readers for Porsche Carrera cup coverage Rapid Man's 2011 programme offers unrivalled value for money.



The latest development of the superb 911GT3 Cup car is stronger, wider and faster than its predecessor and is the first GT3 Cup to be based on the 911 GT3 RS.

The new car builds further on the runaway success of the previous model, which was the best-selling racing car of all time with more than 1400 cars produced.

The new car has been created for the Porsche Supercup and the ever-growing number of Carrera Cups and GT3 Cup Challenges around the world. It is powered by the same 3800cc engine as the 911 GT3 RS, delivering 450bhp at 8500rpm; an increase of 30bhp over the previous model.

The new model was unveiled for the 2010 season and was immediately introduced into the Porsche Mobil 1 Supercup, the Carrera Cups in Germany, Asia, Japan and Italy as well as the GT3 Cup Challenges in the USA and the Middle East.

This is the first GT3 Cup to feature the 44-millimetre wider body at the rear, providing space for even larger wheels. Wider wheel arches at the front also allow the use of new front wheels.

On-track, the new car offers more rear downforce with the rear wing being both wider and higher. Power is delivered through a sequential six-speed manual gearbox and the complete package weighs in at 1200kg.

Now, for 2011, the new car is coming to the Porsche Carrera Cup GB and it is surely going to be hugely popular with drivers and fans alike.



THE NEW PORSCHE 911 GT3 CUP CAR





CARRERA CUP GREAT BRITAIN 2011



MANAGING THE 2011 PROGRAMME

The overall package and how Rapid Man Ltd can make your programme work from start to finish, offering off-track turnkey operation with on-track performance.

Dedicated PR Output

A key part of the programme

Rapid Man's experienced team will generate a constant stream of dedicated PR stories including launch announcement, race reports and stories dedicated to linking your brand and products with the programme.

Image Rights

Spreading the word

Rights to use images of the racing, cars, drivers, team and any of the action captured by a retained professional motorsport photographer and the teams in-house "snapper" in press releases, brochures, promotional items, souvenir photos etc.

Hospitality & Guest Management Making it happen

Rapid Man's experienced team will look after your guests and hospitality requirements, ensuring an amazing experience for all. Smooth running allows you to relax, enjoy the day and use the event to cement existing relationships and forge new ones.

The Rapid Man team will organise the invites prior to the event of your targeted guests, generating invitation packs, joining information and a complete 'hand holding' experience from the start of the invitation process right to the end of the day.

Business-to-Business Opportunities Added Value

Rapid Man's huge list of commercial contacts allows us to run a very effective business-to-business introduction programme. Our team's experience includes sales and sales management so we understand the processes involved and have senior level contacts in many industries.

Linked Events

Maximising the opportunity

The three day nature of race weekends allows linked events to be run, such as dealer sales and training meetings, staff sales meetings, product launches etc. These take place at the circuit on a work day and include the excitement of seeing the cars on track, visiting the race team, and driver appearances. Rapid Man can run experience events where guests can be driven round a race track in the race car, be given track tuition in a performance car, and in some very special cases be given the opportunity to drive the race car itself.

Car and Driver Appearances

Taking the programme to your customers

Subject to scheduling both the race car and driver can appear at open days, product launches, trade shows etc.

Product Information Distribution & Data Collection

Brochures and promotional leaflets can be distributed at the events during the drivers autograph sessions, at the teams transporter and through the commercial area. This also gives a valuable opportunity for data collection from potential users and customers.

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The Championship Race Centre is in attendance at all rounds of the Championship, operational from Friday morning through to Sunday afternoon.

This is the hub of the Championship where all race weekend information is held, as well as catering for the teams and drivers. Each entry receives complimentary passes for each day of the race weekend.



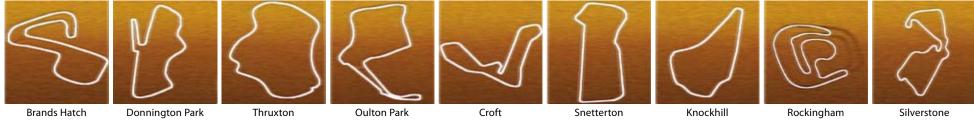
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CARRERA CUP GREAT BRITAIN 2011

2011 RACE CALENDAR

Round	Venue	Date
1	Brands Hatch Indy	3rd April
2	Donington Park	17th April
3	Thruxton	1st May
4	Oulton Park	5th June
5	Croft	19th June
6	Snetterton	7th August
7	Knockhill	4th September
8	Rockingham	18th September
9	Brands Hatch GP	2nd October
10	Silverstone	16th October









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CARRERA CUP AWARDS DINNER







Porsche hosts a Carrera Cup Awards Dinner for competitors (teams and drivers) at which the Season is celebrated and winners receive their awards for the Championship.

Each championship competitor and team manager will receive a place at the awards dinner (plus one).















OTHER AWARDS

In addition to the Carrera Cup GB Awards Dinner, the top 3 Professional drivers, and the top Pro-Amateur winner attend the following awards:

Autosport Awards

The Autosport Awards Gala Dinner, by many considered the "Motorsport Oscars" is held in December each year. Key players from all categories of Motorsport attend the Gala at Grosvenor House in London for a review of the year's sporting achievements.

Weissach Awards

Porsche prize giving banquet in Weissach Germany.

TOCA Awards

The official awards ceremony for the British Touring Car Championship.





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