

MOTORSPORT

ASSOCIATES

MOTORSPORT RESEARCH
ASSOCIATES

MOTORSPORT MARKETING
ASSOCIATES

INTRODUCTION

Motorsport Associates (MA) is a group of professional motorsport business practitioners, and experts, who specialise in motorsport marketing, management, economic research and implementation of business strategies in global motorsport. For more than fifteen years, we have offered a discreet, confidential specialised service in this high profile business.

We strongly believe that our client's profile is more important than our own.

Our exclusive area of expertise is in 'the business of motorsport'; we are not a general business consultancy. We utilise our unrivalled knowledge pool, and business network, within global motorsport, and have a track record in delivering world class motorsport business events and new projects.

MA clientele includes – national and regional Government organisations, Trade Associations, Motorsport and High Performance Engineering Companies of all sizes, Race and Rally Teams, Series Owners / Owner Operators, Circuit Owners / Designers, the FIA & other Governing Bodies (ASNs), Motorsport Service Companies, Research Organisations, Educational Institutions, Tourist Boards and International Exhibitions.

We operate from the heart of Motorsport Valley® in Warwickshire, UK.

WHAT SERVICES DO WE OFFER?

MOTORSPORT RESEARCH, MARKETING, STRATEGY AND IMPLEMENTATION

Our specialist motorsport business Associates focus on developing, delivering and securing healthy ROI from new motorsport investments. Their proven track record has earned us a highly valued reputation.

We can, for example, complete an economic motorsport research study, write a marketing strategy to achieve growth and deliver ROI, or a combination of these ... the value of research and the ability to interpret its outcomes intelligently, are combined with implementation and delivery of real, practical solutions.

We pride ourselves on being not simply consultants but 'implementers'. We provide 'hands-on' help to individuals, and companies large and small, to explore extraordinary opportunities, manage and sustain growth, and maximize revenue and ROI.

We have functional, industry expertise coupled with geographical reach. Our high-calibre Associates have an unusual scale and scope of knowledge which allows us to address and resolve wide ranging issues for our clients.

MA's focus, understanding and contacts within the global motorsport industry give us a leading edge over generalist consultancies.

RESEARCH (MRA)

Our Motorsport Research Associates (MRA) business unit, formed in 2001, brings together economic and business development experts in motorsport and performance engineering. It focuses on motorsport-related strategic sports, business and industry studies, projects and research. MRA has delivered work to the UK Government (UK Trade and Investment, Department of Trade and Investment, Department of Business, Innovation and Skills,), various UK Regional and local Development Agencies, the Welsh Assembly, the Gulf States and Shanghai, China.

MRA's work has been widely featured in the specialist motorsport press and mainstream media. MRA personnel regularly feature as expert interviewees for BBC TV, Sky TV, BBC World News, Channel 5 and BBC Radio.

MRA has developed an unequalled knowledge of the real economic impact of motorsport, having undertaken a wide range of economic impact assessments over the past ten years.. A short selection of this work is as follows:

- The Italian Motorsport Industry (Economic and Social Research Council, 2001)
- The Motorsport Industry in Northamptonshire (Northants Partnership, 2002–2003)
- A Study of the UK Motorsport and Performance Engineering Cluster (DTI, 2002–2003)
- The Motorsport Market in the USA (UKTI/British Chambers of Commerce, 2002)
- The Motorsport Market in Italy (UKTI/British Chambers of Commerce, 2003–2004)
- The Motorsport Market in Germany (UKTI/British Chambers of Commerce, 2003–2004)
- The Motorsport Market in France (UKTI/British Chambers of Commerce, 2003–2004)
- Cluster Sustainability in the UK Motorsport Valley (ESRC/MIA, 2003–2006)
- A Study of the Motorsport Industry in CSW Region (CSW Partnership, 2005)
- High Performance Engineering in Northamptonshire (Invest Northamptonshire, 2006)
- The National Survey of UK Motorsport Engineering and Services 2000 (MIA)
- Cluster Strategies in Local Economic Development (ESRC/RSfC)
- The USA Motorsport Market (MIA/British Chambers of Commerce/UKTI)
- Sustainability of the Phenomenon of Motorsport Valley (ESRC/MIA)
- Motorsport Valley Cluster Development Strategy 2002 (DTI)
- Wales Motorsport Strategy 2003 (Welsh Development Agency)
- Economic Impact of 2002 FIA British Grand Prix (Silverstone/DTI)
- 2013 review of UK's Motorsport Valley Cluster

Other confidential MRA research projects include a further Economic Value Study of the British Grand Prix, and economic planning for Governments preparing to host major motorsport events, including F1.

MARKETING(MMA)

Our Motorsport Marketing Associates (MMA) business unit was formed in 2006. It specialises in providing discreet marketing, and strategic business, advice to major iconic motorsport brands and companies. MMA acts as an implementer and deliverer, not simply a consultant. MMA is currently active with various clients, most of whom have confidential arrangements. One arrangement, which is not restricted in this way, is with the International Motor Sport Association (IMSA), part of the world's largest motorsport entertainment group NASCAR. MMA provides international strategic marketing support, and input, to develop the TUDOR United SportsCar Championship and brand in European and other global markets.

MMA SERVICES INCLUDE:

- Media and Public Relations
- Creation and implementation of Sales and Marketing Plans
- Creation of Brand Management Plans
- Organisational Management and Event creation
- Distribution of new products into existing and new markets
- Executive Search (management and board positions)
- Project Management. We research the market space through MRA and produce the brief with our clients
- Generate wealth, put together a management team, work with external consultants
- Produce the strategic plan, implement it, recruiting talented expertise to deliver and operate it.

STRATEGY & IMPLEMENTATION

Motorsport Associates (MA), following reliable research delivery to our clients, produce recommendations, outcomes and practical solutions. Our expert Associates fully understand the motorsport 'value chain' and use this knowledge to create practical bespoke solutions.

Some examples of these include the following:

- Global development of Low Carbon, Energy Efficient Motorsport business opportunities
- Developing national and regional motorsport pathways (Image, Sport, Business Development, Education and Infrastructure) for emerging motorsport countries
- Motorsport Business Development Strategy
- Marketing and Sales Strategy – to Create, Capture and Sustain Value
- Global Brand strategy and implementation
- Funding Strategies with application preparation
- Race Circuit development
- Technology transfer opportunities between and across other Industries
- Strategy for new products and new markets
- MA Knowledge Base (MAKB) is a primary research activity/function to allow international clients to benefit from one-on-one telephone/video consultations with leading motorsport industry specialists. MAKB specialists include current top executives and managers, independent consultants, motorsport professionals, and leaders in academia. We tap into our proprietary network to connect our clients with the best qualified industry specialists

MEET A FEW OF THE MOTORSPORT ASSOCIATES TEAM

The highly qualified MA team of Associates has access to, and created its own, substantial international motorsport network of contacts within Governments (regional and national), economic development agencies, business and companies, educational organisations and media.

CHRIS AYLETT



Chairman of Motorsport Associates, and CEO of the MIA since 1998, leading this specialised Trade Association through a period of rapid expansion and a co-author of 'Motorsport Going Global' from Palgrave Macmillan. A Past-President of the Sports Industry Federation and Vice President in Europe. Chris has played a leading role in sport and industry development, across multiple sports, through appropriate trade associations and Government agencies in the UK, Europe and the USA. He was a successful race driver and team owner, and built his own international business group.

MARKKU KOPPINEN



Specialist in business strategy and analysis, operational planning and development, and programme management. Over 20 years of experience in international business consulting, with companies like Accenture, EDS and NSN, specialising in business strategy development, planning and programme management especially in the motorsport industry. He has delivered several business and strategy related projects across the motorsport and high performance engineering industry.

PROFESSOR DAVID ARNOLD



Professor of Marketing at London Business School, where he teaches on the Sloan, and Executive MBA Programmes. An Associate Fellow at Oxford University's Saïd Business School, David also teaches at IESE in Barcelona and Madrid, at Ashridge Management College UK and the University of Rochester / Bern in Switzerland. David was awarded his DBA from Harvard Business School, where he was the Stanley Roth Foundation Fellow, and has since taught at Harvard Business School. His areas of expertise are international marketing, branding, market analysis, strategy formulation and global account management.

DR NICK HENRY



Senior Research Fellow, SURGE, Coventry University recently returned to academe following his previous role as Consulting Director, Economics and Economic Policy at ICF GHK a global policy and evaluation consultancy. An expert in research and analysis of enterprise, sector and local and regional economic development, Nick first published internationally on the UK motorsport cluster in 1996. He was joint author of the first National Survey of Motorsport Engineering and Services (2000) and Henry, N., Angus, T., Jenkins, M. and Aylett, C. (2007) Motorsport Going Global: The Challenges Facing the World's Motorsport Industry. He is a founding Director of Creative United.

PROFESSOR MARK JENKINS



Motorsport business strategy specialist. Professor of Business Strategy at Cranfield School of Management, Mark's teaching, research and consulting activities focus on the areas of competitive strategy, innovation and cluster development. He is the author of a number of books on strategic management issues, including *Performance at the Limit: Business Lessons from Formula One Motor Racing*, *Advanced Strategic Management*, *Motorsport Going Global* and *The Customer Centred Strategy*. He has published numerous journal articles and is on the editorial boards of *Long Range Planning*, *Organization Studies* and the *Journal of Management Studies*.

DR TIM ANGUS



Dr Tim Angus completed a PhD on the Italian Motorsport Industry in 2000. He worked as part of the research team on *The National Survey of Motorsport Engineering and Services 2000* and was responsible for the international benchmarking of the motorsport industry undertaken for the DTI in 2003. Previously, Tim acted as Project Manager for *USA Motorsport and Performance Engineering Market Research Report* and for similar Italian, German and French Motorsport Market Research reports. He has also acted as Senior Consultant for various regional research reports on the motorsport industry in the UK, including Northamptonshire and Coventry, Solihull and Warwickshire. He is a co-author of Henry, N., Angus, T., Jenkins, M. and Aylett, C. (2007) *Motorsport Going Global: The Challenges Facing the World's Motorsport Industry* and the recent 2013 *Review of the UK Motorsport Valley Business Cluster*.

JOHN KIRKPATRICK



Formerly International Director of the world famous Jim Russell Racing Driver School, John bought the company in 1987, and set the benchmark for professional racing schools worldwide. He is Life President of the Association of Racing Drivers Schools, a Founding Director of the MIA and a specialist in motorsport-related education programmes which help business development. John designed the UK's first programme for Competition Vehicle Technicians, was Launch Director of the UK Government's Motorsport Academy and led on the Motorsport Valley Workforce Development Plan, guiding strategy for national education programmes linked to motorsport

MOTORSPORT ASSOCIATES (MA)

**MOTORSPORT ASSOCIATES (MA)
2, HAMILTON TERRACE,
LEAMINGTON SPA,
WARWICKSHIRE
CV32 4LY**

**CONTACT
INFO@M-A-UK.COM**