



Britain's most talked about team

Back for more in 2004

CBM Motorsport became Britain's most talked about private rally team last November when it successfully ran Mildred to Mini to class victory on Wales Rally GB – the final World Rally Championship round the single-point injection Mini could contest.

But the team's success extended beyond the stages, as it captured the world's media attention to showcase its sponsors to the press and public. During the course of the rally CBM Motorsport became the most written and talked about private team on the event and provided backers with a remarkable return on their investment

Coverage included two primetime slots on Channel 4, Eurosport and other television stations around the world, exclusive features in The Sun, The Daily Mail, The Times and The Independent, radio interviews on Radio Five Live and World Rally radio and widespread internet, specialist press and local paper features. In total, Mildred the Mini's exploits are estimated to have reached the attentions of an actively interested audience of more than 150 million people.

Building on success

Fresh from its success with Mildred, the team has taken the decision to step up the competition ladder and enter the British Rally Championship's Production Car category.

The seven-round British Rally Championship is the country's premier series and enjoys a global reputation that means it regularly attracts up-and-coming international stars. It features a mix of forest and asphalt events across Britain, including trips to Scotland, Ulster, Isle of Man, Yorkshire, Wales and southern England.

Its status – and the return this can give sponsors – is reflected in its high-profile title sponsorship from tyre giants Pirelli and Kwik Fit, with TV coverage into 23 million UK homes with terrestrial television and 350 million homes worldwide.

The Production Car category is for high-powered, four-wheel-drive machinery. The class is dominated by Mitsubishi Lancer Evolutions and Subaru Imprezas – dream machines that are guaranteed to capture the imagination. Cars in the class have previously won British Rally Championship events outright and regularly finish in the top five.

Meet the team

Multiple rally champion Neil Burgess will drive for the team, and is well-known to rally fans through his class-winning exploits in the Pirelli British Rally Championship.

Neil is also famous for one of his day jobs – driving a motorised bed, sofa or office around. For the story-hungry media, that's the sort of detail that guarantees additional interest in his exploits – and additional coverage for sponsors.

His co-driver for the event will be Jim Holder, a journalist who will be covering the pair's exploits as part of a series of features in Britain's premier weekly motorsport newspaper *Motorsport News*.

Adding another dimension to proceedings, Jim is 6ft 4in tall and Neil is 6ft 2in tall. That not only literally puts them head and shoulders above their rivals – it's another hook to ensure the media want to follow their exploits.

Be part of the team

Rallying's a team sport – and that includes you.

Sponsors will have the option of joining the team for test days, warm-up events and on the events themselves. Whether you want to get behind the wheel of a rally car, have guest rides in the car or just get out there and watch, it can be arranged.

The team can also organise corporate test days around the car, giving staff and clients an unrivalled day out as they learn to handle one of the most powerful machines in a variety of conditions. It's an exhilarating experience that is guaranteed to build up teamwork and improve staff motivation and loyalty.

However you want to maximise your sponsorship, CBM has an opportunity for you. For further information contact Neil Burgess on +44(0)7971 972185 or Jim Holder on +44(0)7885 837665.

