



Croft Burgess Maxted (CBM) Motorsport, Britain's best-known private rally team, is back in action in 2004 – and planning its most ambitious project yet.

After capturing headlines and hearts when it ran 'Mildred the Mini' to class victory on last year's Wales Rally GB, the team has set its sights on another piece of history – running a two-car team on this November's Telstra Rally Australia.

The event marks the final occasion that any type of classic Mini will ever be seen in the World Rally Championship and, although Mildred is no longer eligible for WRC competition, CBM's Wales Rally GB success has led to the team being offered the use of the final two competition Minis ever built by the Rover Group for this Australian adventure.

It's an incredible undertaking, and an adventure that is certain to capture the public's attention as the amazing story of the team's progress unfolds. On Wales Rally GB the team's exploits reached an audience of an estimated 300 million people, giving sponsors an estimated return of more than £100 for every £1 spent.

Can you afford not to join the CBM wizards in Oz?

An Enduring Symbol

No matter what your age, sex or nationality, everyone loves the Mini. It's a cult classic that people can't help but fall in love with.

After shooting to prominence in the 1960s – an image enhanced by four Monte Carlo Rally victories and then upstaging Michael Caine in the classic film *The Italian Job* in 1969 – the car has become a globally-recognised symbol of cult cool.

But nothing lasts forever – even for the Mini. This is the final year that the car is eligible for world championship competition.

It's time to say goodbye – and you could take up this perfect opportunity to be part of the farewell celebrations and ensure the people's car is sent off in style after a generation-spanning 45 years of competitive success.

Wales Rally GB 2003

Last November, 'Mildred the Mini' proved the car's enduring popularity when she stole the watching world's affections as she won her class on Wales Rally GB.

As the final time a single-point injection Mini could compete in the World Rally Championship and the final time a Mini would be seen on Wales Rally GB, it was an emotional moment – and one that everyone in the CBM team will remember forever.

But the project also gave the team an unparalleled insight into securing and looking after sponsorship partners. Media interest in the team's efforts surpassed the coverage of all the other amateur crews added together, even outstripping that of some of the factory run teams, giving sponsors a better return on their investment than any other crew competing on the event.

That effort is poised to increase again on Telstra Rally Australia, with international, national and local television, radio, newspaper, magazine and internet from both sides of the world already taking a keen interest in the team's exploits.

Meet the Crews

The Mini will be driven by multiple rally champion Neil Burgess, who is an established marque enthusiast and is well-known to rally fans through his class-winning exploits in the last two years' 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 magazine *Autosport*.

Adding another dimension to proceedings, Jim is 6ft 4in tall and Neil is 6ft 2in tall. The tallest crew in the world's favourite small car – you had better believe it! That's quite a story to be capturing the worldwide media's interest.

The team's second car will be driven by Brian Cameron, a class winner in a Mini on the Catalonia Rally in 2000.

The event will be particularly poignant for Brian, who is the former head of British Motorsport Heritage and oversaw the development and running of the Minis that will be used by CBM on Telstra Rally Australia when they were originally admitted to the World Rally Championship in 1997.

Telstra Rally Australia

Australia's round of the World Rally Championship is regarded as the country's most exciting off-road motorsport event, drawing in huge crowds from across the country to see the world's best cars and drivers doing battle on the notorious slippery gravel roads.

Little wonder there's so much enthusiasm for the rally: the Perth-based event is blessed with a mild climate, running from November 12-14, and is the final round of the World Rally Championship, ensuring massive media interest as drivers fight for position.

International stars such as Petter Solberg, Sebastien Loeb and Markko Martin will be doing battle on the stages – and the unique entry criteria for the World Rally Championship means the Mini will be following in their wheel tracks.

For cars such as the Mini it is the perfect opportunity to be part of a global extravaganza. In football terms, that's like being invited onto the turf at Wembley to play alongside the FA Cup finalists – and enjoy the attention of the record-breaking crowds to boot!

Rallying's a Team Sport – and that includes you

Team partners will have the option of joining the team for test days, warm-up events and Telstra Rally Australia itself.

Whether you want to get behind the wheel of a rally car, have guest rides in the Mini itself or enjoy hospitality on Telstra Rally Australia, it can be arranged.

Guaranteed Interest – guaranteed results

The Mini is a car that refuses to be ignored – and as the interest grows, so too does the sponsors' return.

Such is the interest in the team that CBM's efforts in Australia will be underpinned by a series of guaranteed coverage deals with a variety of magazines and websites.

These deals allow the team to guarantee investors a sensible return on their involvement and demonstrate the widespread appeal of the project.

A media cuttings library from the team's Wales Rally GB outing is available on CD, via internet download or on paper, on request.

Further Information

For further information on CBM Motorsport, its Wales Rally GB exploits and plans for Telstra Rally Australia visit: www.manicminis.com

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