

**MSA**  
**BRITISH**  
**RALLY**  
**CHAMPIONSHIP**



## **2012 MSA British Rally Championship**

### **Overview**

As the MSA British Rally Championship (BRC) enters its 54<sup>th</sup> season, 2012 sees a move to a two-wheel-drive only formula that will provide manufacturers, teams and competitors a chance to achieve outright victories on the international rallies that make up this world-renowned series.

The move to two-wheel-drive will generate closer competition and close up the difference between the entry-level classes and the cars running at the front of the field. It will also cap the cost of competing at the highest level in the UK and provide a clearer ladder of progression for newcomers to the sport, with the combination of these features enabling more drivers to aspire to a British Rally Championship title.

Attracting leading teams and independent drivers from the UK, Europe and as far afield as Australia, the BRC is a proven high-profile championship with a winning formula. Classic events on asphalt and tarmac are not only challenging in themselves but, with WRC-style recce, they provide an excellent way of learning how to make pace-notes - a vital skill in today's style of rallying.

Testament to its popularity are the World Rally Champion drivers who have seen success on the British stage: Ari Vatanen, Hannu Mikkola, Stig Blomqvist, Tommi Mäkinen, plus the late Colin McRae and Richard Burns have all taken British and then World titles. Current drivers performing on the world stage: Sebastian Ogier, Jari-Matti Latvala, Kris Meeke, Juho Hänninen, Guy Wilks and French Rally Champion Bryan Bouffier, have all sampled the UK's premier rally series, with Wilks collecting two titles on his way through.

They are joined by local heroes such as Roger Clark, Russell Brookes, Malcolm Wilson, Jimmy and Alister McRae, Mark and David Higgins, Keith Cronin and most recently David Bogie; their achievements all recorded for posterity.

The excellent feeder series - the BRC Challenge - logical BRC class-structure and the well supported one-make series' help make progression through the ranks achievable. Plus, the format also builds great camaraderie between the competitors and teams.

The Championship continues to provide a challenging arena, whilst promoting new talent and rewarding the best crews. And, with the current average age of drivers being just 24, the age limit for the 2012 British Junior Rally Championship will be lowered to under 23, where the competition will be focused on lower-cost, entry-level, BRC Class 10 cars.

## **THE KEY POINTS:**

- Acknowledged as the best National Rally Championship in the World
- Comprises well-established international rallies, each providing differing length and character, offering the best stages in the UK
- 50/50 gravel and tarmac mileage to provide a real test of all-round ability
- High profile events with city centre starts and finishes
- A chance to score outright wins on international rallies in two-wheel-drive cars
- Reconnaissance on every event: a vital skill in the modern sport
- A proven training ground for nurturing talent and aspiring teams: a springboard for future champions
- A format that encourages close competition
- Professional, global television coverage, with all rounds broadcast on Sky Sports TV incorporating class and team features
- Multi-manufacturer involvement, featuring one-make series' from Citroën, Ford and Renault
- A clear and well defined two-wheel-drive class structure based on FIA homologations
- Innovative organising team that responds to market trends and competitor feedback
- Tiered reduced entry fees across the classes, with levels to suit a wide range of budgets
- Top-class PR and media coverage: press, TV, radio and web
- Strong competitor relations and great camaraderie
- Pirelli Star Driver Award: providing the biggest prize – and opportunity – in UK rallying
- Control tyre and fuel regulations to ensure a level playing field
- Leading the sport in the UK on green issues
- Dedicated driver and co-driver profiles featured on the hugely popular BRC website
- Exceptional end of season awards party (The Bash), ideal for families and guests
- Strong voice with MSA and other organisations, such as Forestry Commission

## **THE RALLIES**

The championship comprises six classic international rallies, each offering a different length and character. They feature first class organisation, centralised and well-organised BRC service villages, a pre-event shakedown and the important opportunity for reconnaissance of the special stages.

The calendar provides a UK-wide geographical spread in England, Scotland, Wales and Northern Ireland, each enjoying high-profile city centre starts and finishes, together with spectator stages that provide media exposure via regional TV news stations, radio, local and national press. This in-turn allows a tactical campaign of promotional activities:

Media Day:	9 February – Pre-season launch for media/press (non-point scoring)**
Round 1:	24/25 February – Rallye Sunseeker International, Bournemouth/Poole (Gravel)
Round 2:	23/24 Mar – Bulldog Int Rally North Wales, Welshpool, (Gravel)
Round 3:	27/28 April - Pirelli International Rally, Carlisle, Cumbria (Gravel)
Round 4:	1/2 June - Jim Clark International Rally, Duns, Scottish Borders (Asphalt)

Sponsor Day: 22 July – Promotional day for sponsors (non-point scoring)\*\*  
Round 5: 17/18 August - International Rally NI - Antrim, Northern Ireland (Asphalt)  
Round 6: 28/29 Sept - International Rally Yorkshire, Scarborough, North Yorkshire (Gravel)

### **\*\* NEW FOR 2012 – Media and Sponsor Live Days**

Hosted by the British Rally Championship, these days are designed to provide the opportunity for teams and competitors to promote their championship campaigns to the UK and foreign media. The events can be used to entertain sponsors and commercial partners, plus provide guests with rides in the teams' own rally cars.

### **THE TITLES**

The **NEW MSA British Rally Championship** is for drivers and co-drivers in BRC class categories to achieve the highest accolade of the sport in Britain. The final scores will be based on the best five results from the six qualifying rounds.

The **NEW MSA British Manufacturers Rally Championship** provides a high profile sporting arena for registered manufacturers. Manufacturers will score points based on the two highest placed cars on each event, regardless of driver or team. All six rounds count towards the final Championship classification.

The **NEW MSA British Junior Rally Championship** is the platform for future rally talent and will be open to drivers who were born on or after 1<sup>st</sup> January 1989, driving Class 10 (Rally 1) cars only.

The **NEW BRC Teams Cup** is aimed at professional motorsport teams running two cars. Drivers to will be pre-nominated, but can change from event-to-event. All six rounds count towards the final Championship classification.

The **NEW BRC Classes** incorporate two-wheel-drive cars only, covering FIA homologated Group N vehicles up to 1600cc and 2000cc, Super 1600s, Rally 1, 2 and 3. Four-wheel-drive, Group N4 and A7 Kit variant cars are not permitted.

Other major awards include a **Privateers Cup** and **Ladies Cup**.

### **THE ONE-MAKE SERIES'**

Close and regulated competition in a high profile manufacturer-based arena, the one-make series' provide an ideal opportunity to gain excellent media and sporting exposure, with opportunities for progression and rewards that include cash prizes.



The **Citroën Racing Trophy** will feature both the Citroen C2R2 Max and DS3 in separate categories. The C2R2 Trophy is a popular manufacturer-backed one-make series that is now in its fifth year. On-event technical support, added to a substantial prize fund at each event\*, provides those progressing in the sport an opportunity to get their teeth into a more aggressive and competitive rally car. Contact Raymond Moore: +44 (0) 7736 553966



The **Fiesta Sport Trophy** for 2012 will feature the R2 Fiesta, which has been developed into a Rally 2 thoroughbred by Ford's World Rally team M-Sport. The series includes on-event technical support a prize fund and an end of season prize drive\*. Contact Dave Pearce: +44 (0) 7738 340887



The **NEW Twingo Renaultsport R1 and R2 Trophy UK** makes its debut in 2012, with these two new manufacturer-backed one-make series' running in separate categories. Renault is unique in being the only manufacturer to provide progression from R1 to R2 and R3. On-event technical support added to an excellent prize structure provides an exciting new addition to the BRC. Contact Simon Moss: +44 (0) 7714 135926

\* details to be confirmed

### **THE PRIZES**

Every registered competitor will be eligible for the **Pirelli Star Driver competition**. The six event selections will go forward to an end of season shootout for a Pirelli supported prize drive, details of which will be confirmed in the published 2013 regulations.

Incentivised and tiered entry fees are offered for classes, providing some of the best value rallying per stage-mile in the UK

## **THE MEDIA**

**2012 MSA British Rally Championship (Sky Sports):** A one-hour programme from each round will be broadcast on the Monday night immediately after each round. Highlights also appear on the BRC Media YouTube channel straight after each rally.

**BRC Rallyzone (Sky Sports):** Broadcast on the Wednesday night prior to each rally, this programme will cover action from other classes and single-make series' from the previous round.

**Viewing Figures:** Televised coverage of the BRC amounts to over 96-hours of UK Satellite and Terrestrial broadcasts, plus regional news coverage. The main programme is syndicated internationally providing a further 147 hours of International Satellite TV coverage that is broadcast into 540 million homes worldwide.

**An official dedicated website:** [www.rallybrc.co.uk](http://www.rallybrc.co.uk) averages around 30,000 visitors per month during the season, totalling to over 9.5m hits. The site offers news and rally reports, profiles of the teams, drivers and co-drivers, audio interviews, video, live results from each of the rallies and a news subscription section for dedicated rally fans.

## **THE AUDIENCE**

***The BRC provides access to the most sophisticated and dedicated of sports fans:***

- On-event attendance: 27,000+
- Age demographic: 45% aged between 16 and 30; 33% between 31 and 45
- Gender demographic: 73% male/27% female
- Market demographic: 83% are affluent ABC1s, with high disposable income
- Business demographic: Generates £2.7m to the local economy over the event weekend  
(sources Economic Impact report 2010 Ulster Rally & 2006 SRI consumer research)

## **SIGN UP TO A WINNING FORMULA**

The Championship regulations are with the MSA for approval, but just as soon as they are published (due mid November 2011), registrations will be open for the 2012 season. Details and application forms will be available for download from the website, or alternatively contact: Championship Co-ordinator Caroline Reid:

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