



2011 MEDIA & SPONSOR REVIEW

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WELCOME

Once again, Renaultsport has positioned itself upon the high-profile travelling British Touring Car Championship (BTCC) showcase, providing a full weekend of non-stop on track entertainment. Each of the race events features the very best of UK touring car greats, supported by the up-and-coming stars within the CERTINA Formula Renault UK and AirAsia Renault Clio Cup Championships. Combined, the championships' roots in the UK stretch back more than 50 years.

The British Touring Car Championship platform is the UK's largest attended motor sport championship, by far making it the logical arena for a major motor manufacturer like Renaultsport UK to showcase its technologies and sporting image.

The huge trackside crowds and high-quality live free-to-air television coverage enable competitors in both championships to attract long-term sponsors, which ultimately gives them a springboard into the upper echelons of motor sport. Indeed, drivers who forged their reputations in the Clio Cup now star in the BTCC and, in the past decade, the BTCC crowds and viewers have seen a number of names from Formula Renault go on to reach the very top in Formula 1.

Television has always been the most powerful medium. Britain's premier commercial television network, ITV, has committed to continuing their coverage until 2014 at least, and as such Renaultsport UK confirmed it would continue on this platform by extending its deal until end 2014. ITV's live coverage boasts around seven hours from each event on on their channels including HD as well as itv.com.

In 2011 the Renaultsport saw new title sponsors CERTINA and AirAsia join, as well as continued partnerships with ELF and Michelin to further bolster the confidence in the thriving Championships. Not only a great arena to showcase talent and machinery - off track hospitality and networking stepped up a gear in the all new premium Renault Sport Centre.





INTRODUCTION

‘Here at the Renaultsport Championships we have something for everyone: purist Formula racing, with the single-seater Formula Renault UK cars wrestled by future F1 stars; and the door-scraping, bumper riding, super entertaining saloons of the Renault Clio Cup. Add to that a fun, family ambience in the paddock, sponsors and VIP guests, and you’ve got a fantastic manufacturer platform within an incomparable motorsport event in the UK.’ Lisa Crampton – General Manager, SRO Ltd, Renaultsport Championship’s promoter.

Formula Renault UK has supported the BTCC since 1993 and is the only single-seater Championship on the touring car platform. The cars are identical 2-litre, carbon-fibre machines that boast an authentic F1 look and feel, including a seven speed gearbox.

Unsurprisingly, its grids are full of aspiring F1 racers. In recent years the championship has produced some great names, most notably 2007 and 2008 F1 World Champions Kimi Raikkonen and Lewis Hamilton, who were Formula Renault UK winners in 2000 and 2003 respectively.

The AirAsia Renault Clio Cup dates back to the early Seventies, when leaning 5TLs and TSs wowed the crowds with big grids and crazy antics.

The championship has developed on from that tradition, and now teams and drivers – many with BTCC ambitions – see the cost effective racing machines as a serious stepping stone to the big brother BTCC grid. The Clios are the only one-make saloon car series on the support package of the BTCC, with drivers tackling identical racing versions of Renaultsport’s potent 210bhp Clio Renaultsport 200 road model.

It’s the perfect proving ground for many young tin-top drivers and many of today’s touring car stars, including Mat Jackson, Andrew Jordan and Tom Onslow-Cole – all BTCC race winners – earned their spurs in Clio.

These two Championships’ huge popularity leads to extensive coverage in UK media in print, online radio and television.





FORMULA RENAULT

The CERTINA Formula Renault 2.0 UK Championship is established as the country's leading junior single-seater championship and the only one with live TV coverage in the UK. The category was an important springboard which helped launch the Formula 1 racing careers of Lewis Hamilton, Paul Di Resta, Kimi Räikkönen and Heikki Kovalainen. 2012 will see format and event changes to further develop the junior racing environment.

THE CHAMPIONSHIP

Supporting the BTCC the championship enjoys a high level of exposure leading to comprehensive television coverage including HD on the ITV Sport network.

In 2011, reigning Graduate Cup class and Winter Series champion Alex Lynn took the championship by storm, taking the title with twelve wins and fifteen podiums.

Alex's success led him to be named 2011 British Club Driver of the Year at the esteemed Autosport Awards in London.

Speaking of awards, Formula Renault UK drivers have won the prestigious McLaren Autosport BRDC Award for the past four years.

The 2011 award was won by Formula Renault UK 2011 Vice-Champion Oliver Rowland who joins an impressive list of former winners, which includes Jenson Button, Paul di Resta, Dario Franchitti and 2010 Champion Lewis Williamson.

2012 sees the addition of a "Junior" Class in that the pre 2010 Formula Renault Tatuus cars are eligible to race alongside the Formula Renault 2.0 2010 chassis. This opportunity gives those with lower budgets the starting step into the Formula Renault UK platform. Further information about this will be available shortly, including race inclusions, formats, points and eligibility.



RENAULT CLIO

‘It has long been my goal to race in the British Touring Car Championship and the AirAsia Renault Clio Cup was the perfect stepping stone for me. The Clio Renaultsport 200 car is a proper little touring car run to tight regulations and it keeps the racing unbelievably close. The Championship has always been a breeding ground for the BTCC stars of the future and that’s why I am delighted to be part of it.’ Simon Belcher – Handy Motorsport with Karcher, new to Clio in 2012.

THE CHAMPIONSHIP

Renowned for its thrilling wheel-to-wheel racing, the AirAsia Renault Clio Cup Championship is the UK’s premier one-make saloon-car championship. You will be hard pressed to find a driver who’s come through Clio that describes the car as nothing but a fun, exciting speed rocket around Britain’s best circuits.

Using cars based on the road-going Clio Renaultsport 200, the Championship remains the most direct link to the nation’s salon car top step, the BTCC. Almost one third of the current BTCC grid graduated from the ranks of Renault Clio Cup.

An exhilarating 2011 saw the Championship come down to the final race with five drivers vying for the title.

There was plenty of nervous energy and calculators to be seen on the pit wall. With a tremendous drive at Brands Hatch GP, Paul Rivett clinched his third title with his Lumison BlueSquare Data/Stancombe Engineering Clio.

With young, determined drivers, competition is fierce. Often in 2011 the entire grid was set within a gap of less than 2 seconds. The Graduate and Masters Trophy continues to support the young and old alike, with Aron Smith and category stalwart Darren Wilson taking the honors in 2011.

For 2012, the AirAsia Renault Clio Cup will be continuing its thrilling format with one 30-minute qualifying session and two 30-minute races at each round.



TELEVISION

'Whichever way you look at it, 2011 has been a phenomenal year for the Dunlop MSA British Touring Car Championship. Our UK TV viewing figures [for the BTCC televised races] rose by a staggering average of 35 per cent, our UK TV airtime is up by more than 50 per cent, our trackside attendance numbers rose by a further 13 per cent and our grid sizes are now at record levels. Quite obviously we must be doing something right...'

Alan J Gow - BTCC Series Director

COVERAGE

On the back of ITV's phenomenal presence for the BTCC, both the AirAsia Renault Clio Cup and the CERTINA Formula Renault UK Championships benefit from blockbuster Sunday prime-time television coverage. Thanks to the Championships' placement on the British Touring Car platform, a whopping 6 hours of non-stop racing, interviews, behind the scenes and informative pieces make a Sunday afternoon all the more pleasurable for those who can't be trackside.

In 2011, live race broadcasts were shown on both ITV4 and the network's new ITV4 HD channel as well as streamed live on the ITV website via the iPlayer.

Meanwhile both series maintained reviews within the popular *MotorsportUK* highlights show on ITV1, with a 32-week run of 30-minute broadcasts in 2011. Viewers could also replay each episode via the ITV website for up to 30 days after the show had been aired.

Furthermore, the AirAsia Renault Clio Cup UK Championship continued to benefit from Renaultsport UK's pioneering move to show complete footage of every race held on Sunday on its dedicated website

Fun filled PR pieces such as a 'scrum' of the AirAsia Renault Clio by current and past Clio stars down the Oulton Park pit straight featured amongst ITV4's comprehensive race coverage.



CLIO STARS vs
SALE SHARKS.
Oulton Park.





ON THE BOX

TOTAL 2011 RENAULTSPORT CHAMPIONSHIP VIEWERS: 9,824,000
An average of 1 Million viewers watching Renault racing each BTCC event
35% increase in UK TV viewing figures [BTCC Race time slots]
18% increase in UK TV broadcast hours
13% increase in spectator numbers

2011 VIEWING FIGURES

Thanks to ITV BARB Report from Croft, we can read the exact number of viewers who were tuned in to the ITV4 channel at the direct time when the CERTINA Formula Renault UK and AirAsia Renault Clio Cup Championships were being broadcast. This gives us an average figure for the entire season of broadcasts. For 2011, this was a breath under 10 Million viewers purely for Renault. Note, this figure does not include those who record and watch later.

In 2011, the ITV online iPlayer also broadcast all of the Sunday afternoon action, and averaged around 6,500 web viewers.

The post produced highlights support race program *MotorsportUK*, screened later on ITV1 and ITV4 platforms reaches a total audience of between 300,000 and 500,000.

Total 2011 Viewers 9,824,000

On average, 1 Million viewers were tuned in on ITV4 to watch our Renault stars last season.

[Source: ITV/BARB]





HOSPITALITY

‘In 2011 Elf continued their longstanding relationship with Global Partners, Renault Sport by being involved not only as Official Supplier to the AirAsia Renault Clio Cup and the CERTINA Formula Renault UK Championships with oils, fuel and lubricants, but also as a premium hospitality client. The events have proved to be very popular with our customers, we have used the Renault Sport UK VIP corporate hospitality as incentives and rewards for loyalty. The high standard of hospitality this year has been very pleasing and has allowed the events to be enjoyed by keen motorsport enthusiasts and also their families. Elf are very much looking forward to being involved again in 2012.’ Linden Thornton – Total/ELF UK

BE OUR GUEST

Over 1,000 VIP guests made the Renault Sport VIP Race Centre their home away from home for an exclusive day of sport, entertainment and hospitality.

Companies such as ELF, Renault UK, Michelin, AirAsia, Bacs and Swatch Group invited lucky staff and guests as part of incentives, media and promotional campaigns during the 2011 season. Some lucky guests even spotted some F1 stars sitting across from them during lunch.

With bespoke packages, internal branding and service of the highest standard, Renaultsport delivers the taste and touch side of the sensory motorsport cocktail.

The Renault Sport VIP Centre is located in the heart of the Renault paddock at every event, and alongside it lies the Team and Driver area, meaning interaction between guest and actual participant is easily introduced.

Behind the scenes access, podium presenter possibilities and a refined business lounge environment, who said business needs to be done in an office!

2012 will continue to be delivered at the high standards set in 2011, and with extra money-cant-buy experiences added to the program, we look forward to many of our high profile guests and partners returning and giving a warm welcome to all our new friends too.



LEVERAGING

2011 saw several new sponsors partner with the Renaultsport Championships, namely the two new title sponsors AirAsia and CERTINA. The visibility of being on the Renaultsport cars and within the paddock, the leveraging of key messages either through the extensively linked marketing platforms or simply promotional activities within Official, the money-cant-buy VIP and on-event experiences are just some of the things we can add to a multi dimensional partnership. Through these partnerships we can continue to develop the Championships.

CERTINA Swiss Watches

Following its return into the British market, CERTINA describes it's collaboration with SRO and the Renaultsport Championships: CERTINA has featured again and again in the promotion of up-and-coming motorsport talent and it hopes to continue providing this support. Another reason why a collaboration with the SRO Motorsports Group is a perfect match for CERTINA. CERTINA can look back on many years of experience in the motorsport sponsorship business and has for seven years been partner to the Swiss Formula 1 team under Peter Sauber, based in Hinwil, Zurich. The sports watchmaker is therefore confident that its involvement in the two UK racing series is a perfect match for the brand.

AIRASIA

'AirAsia's partnership with Renault Clio Cup has been win-win. The combination of high octane VIP hospitality for regional press, live TV, brand awareness, visibility on the cars and use of high profile spokespeople such as Nic Hamilton has raised our profile amongst a large target audience in conjunction with the Championship's shared brand mentality.'
Mariah Hamid – AirAsia UK Commercial Manager

www.airasia.com

For further information on sponsorship and supplier opportunities, please contact
lisa@sro.co.uk

2011 MEDIA REVIEW



NATIONWIDE

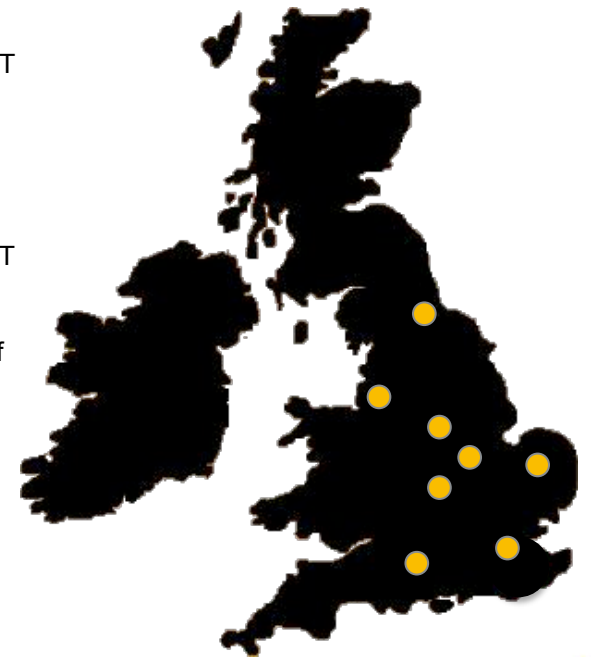
In 2011, not only did the Renaultsport Championships follow the BTCC package around to each of the best racing circuits in the UK, but this also translates to a truly nationwide roadshow visiting seven different counties across England and spreading from early April until mid October.

2011 CALENDAR

Brands Hatch, Kent	APR & OCT
Donington, Leicestershire	APR
Thruxton, Hampshire	APR
Oulton Park, Cheshire	JUN
Croft, North Yorkshire	JUN
Snetterton, Norfolk	AUG
Silverstone, Northamptonshire	SEP & OCT
Rockingham, Northamptonshire	SEP

All of the above circuits with the exception of Croft will be revisited on the 2012 Calendar of both Championships.

The Formula Renault UK Championship will also feature an event at Zandvoort Circuit in Netherlands, joining as a support to the prestigious and well attended Zandvoort Masters F3 event in July.



LIVE AUDIENCE

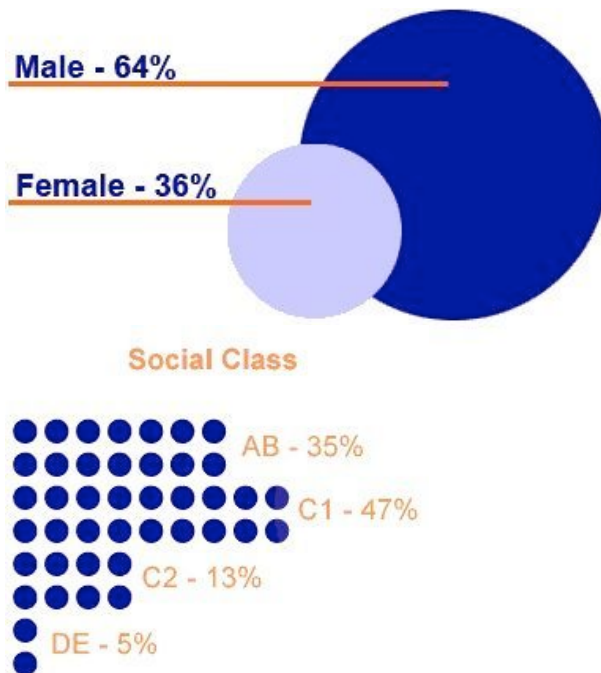
The BTCC package is firmly established not only as Britain's most popular form motor racing event but also as one of the UK's top sporting attractions, crowds even rival those at Premiership football matches. Trackside attendances increased in 2011, with around 13 per cent more people attending BTCC race meetings all over the country. This significant rise continues to confirm the public's ongoing love affair with the BTCC. [Source: TOCA]

A SENSE-ATIONAL DAY OUT

Motorsport covers everything when it comes to the experience of live sport. Almost all your senses are stretched to the limit – sight, touch, hearing, smell – and for those lucky enough to be a guest in VIP – taste.

The BTCC package with its 6 racing categories provides unrivalled all-day entertainment. Add to that open paddock access and the chance to meet with stars young and old, you won't be short of things to do. Famous faces are aplenty, with legendary British and international F1 faces spotted in the Renaultsport paddock in 2011.

Race day admission for children up to 16 is free at most venues whilst adult tickets can be pre-ordered for as little as £23.





TRACKSIDE

With open paddocks and professional team set-ups at all circuits, the fans can easily rub shoulders and grab a photo with their heroes and favourites. The full support series paddock becomes a hub of engines, future stars and amateur racers, fans and VIP guests alike who are able to get up close to the machinery and access behind the scene workings of what makes a race car tick.

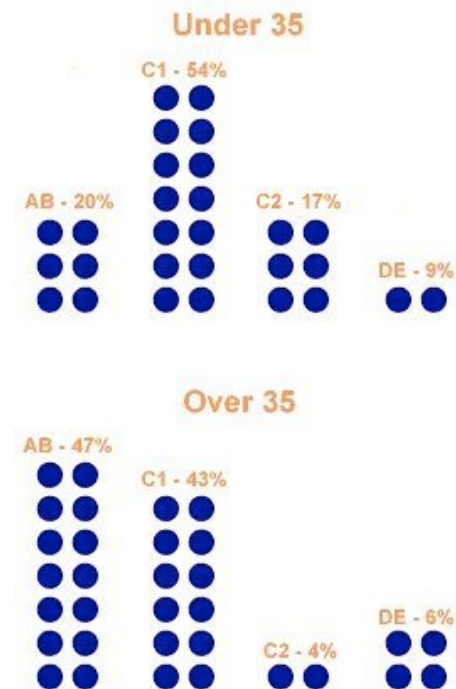
ATTENDANCE

Total Trackside Audience* 366.000+

The ever growing motorsport events fanbase is popular to families with children and motorsport enthusiasts alike. Trackside spectator numbers grew for the seventh consecutive year in 2011.

2004 – 200,000
2005 – 230,000
2006 – 255,000
2007 – 275,000
2008 – 295,000
2009 – 310,000
2010 – 320,000
2011 – 366,000

* Totals are cumulative three-day attendance to all meetings. Source: TOCA



STATISTICS

Every year the BTCC organisation TOCA runs an independent spectator survey at the events during the season. The interesting facts and figures can be found below.

FACTS & FIGURES

SURVEY	MALE	FEMALE	UNDER 35	35 & OVER
Average number of events attended in 2011	1.81	1.38	1.65	1.86
Percentage who have bought merchandise	42%	30%	39%	41%
Top 5 aspects enjoyed most during the day	Racing 43%	Racing 33%	Racing 46%	Racing 35%
	Atmosphere 20%	Atmosphere 17%	Atmosphere 19%	Atmosphere 18%
	Weather 11%	Weather 13%	Weather 11%	Weather 14%
	Good day out 9%	Good day out 10%	Good day out 10%	Good day out 11%
	Food & Drink 8%	Food & Drink 7%	Food & Drink 5%	Food & Drink 10%
Social Class	AB 35%	AB 21%	AB 21%	AB 47%
	C1 47%	C1 59%	C1 54%	C1 43%
	C2 13%	C2 3%	C2 17%	C2 4%
	DE 5%	DE 17%	DE 9%	DE 6%
Top three other sports watched on TV	Formula 1 74%	Tennis 48%	Formula 1 71%	Formula 1 74%
	Football 67%	Formula 1 36%	Football 63%	Football 74%
	Athletics 26%	Football 32%	Athletics 23%	Cricket 74%
Top three national papers read	The Sun 25%	Daily Mail 29%	The Sun 29%	Daily Mail 28%
	Daily Mail 19%	The Times 13%	Daily Mail 15%	Telegraph 18%

Research carried out by Sports Marketing Surveys. Statistics courtesy of TOCA.



AVERAGE AGE
OF CLIO CUP
DRIVERS 23



INKED OUT

The strength of the Renaultsport Championships is proven within the extensive national and local media coverage each generates. Previews, plus qualifying and race reports, regularly appear in the national motorsport media, both in print and online. Dedicated press releases together with high res images are sent out within 24 hours of a race weekend and all international motorsport press is kept up to date with the happenings of our drivers via interactive social media.

IN THE PRINT

The cumulative National print articles for both championships reached 153 with Local coverage of 32 articles. Several wonderful features were found within the Nation's major distribution newspapers such as The Sun and The Times when Nicolas Hamilton, younger brother of F1 and former Formula Renault Champion, Lewis, made his motorsport racing debut and joined our Clio grid for 2011.

Within every event Official Programme there's also feature pages on the Renaultsport Championships within the Support Series pages, including current reviews of the rounds run and full page adverts from our Series partners.



PHNOM PENH TO PHENOMENON

Paul Rivett went from Cambodia to another Clio title victory. BY MARCUS SIMMONS

You're probably pretty well aware that, before 2011, the road to the Renault Clio UK title had never been on the 'spicy trail' in Asia. Paul Rivett, two-time Clio champion, had packed in his glider business – leaving it in the hands of his brother – and headed off to India, Thailand and then Cambodia, where in February he picked up an email from Stanncombe Vehicle Engineering investor/owner Matthew Mann. "We'd just booked a visit to Vietnam," he laughs. "I was always coming home before the season anyway to become a full-time driver coach. Then when I opened that email from Matthew saying the deal was sealed I headed straight back home; it still took five days!" With commitments in his London/Bluequare Data business set to sideline him for much of the season, Rivett instead installed Rivett in Cambodia. Instead installed Rivett in Cambodia. "Matthew is the one person you say a big thank you to," he jokes. The 35-year-old, a SVE to Rivett. The size and of the Clio field were much in 2011. Rivett won only 16 of the 24 races, but proved just as good a driver as he is a down-to-earth, friendly, and successful third crown, crucially scoring 100 points out of 110. He left him at the back of the Croft and Rockingham. "It was a good bit for the title, but it was a bit of a let down in the second half of the season, particularly Smith, back with Team Slicks, who's been back from a score at Silverstone, especially in the final race on Rivett's beloved Clio circuit, Croft. He's a bit of a yin-yang. He's really going to be back on the Clio Cup?" A fourth title? Don't bet against it. #



to errors on his part. Both should star if they return, as could Vittoria's end-of-season star Alex Lynn. Alex. Two Clio veterans failed to finish the season: BTCC man Matt Allison was knocked out by a big smash into Whight at Thruxton. But what next for that other Clio veteran, Rivett? "I was quick, my prize test in the Mogan V6," he says. "I'm confident I could be going to anything, and would love to step up to BTCC or GTs. But if not I'm really going to be back on the Clio Cup?" A fourth title? Don't bet against it. #



VIR**UAL** **ANS**

As a frontline sport in this digital age, the renaulthood.co.uk website is fully interactive with the CERTINA Formula Renault UK and AirAsia Clio Cup UK social media networks, which include dedicated sites on Twitter and Facebook. All the latest news together with comprehensive driver and team profiles, results, photos and race reports can all be found with a touch of a button. Add to that the cross promotional opportunities with all of our partners, 2011 was the start of a big social media marketing push.

TUNING IN

Newly introduced in 2011, audio streams and 'iTunes' attracted further listeners. Media partner Talking Point Broadcasting went right in behind the scenes and gave us a mix of indepth and quirky interviews with the entire Renaultsport paddock:

Total 'iTunes' audio Interviews - 159
Total audio streams - 219,753
Total 'iTunes' downloads - 276,297

The series platform also provides the perfect material for the UK's many radio stations.

The Renaultsport championships reached a staggering total audience of **26.3 million** in over 12 hours of broadcasting on 36 radio stations in 2011 with a over 160 interviews.

INTERACTIVE

The editorial and motorsport media, along with our fans are updated regularly which stimulates media coverage across many platforms. Central to this service is renaulthood.co.uk providing information about every aspect of both championships.

Renaulthood.co.uk has witnessed an ever increasing number of unique visitors attracting an average of **40,000 unique users per month**.

Adding to the website presence for 2011 was the start of our Twitter feeds and constantly updated interactive media within our Facebook fan pages. With the Renault brand, we're linked with over **23,000 fans**, who have access to all our Championship news and can win various competitions across the season.



The collage features several key elements:

- Renault UK Website:** Shows the Renault logo and the text "RENAULT" on a yellow background.
- Facebook - Clio Cup:** Displays the Clio Cup Facebook page with a post about a new photo album and a "Clio Cup Insights" section showing 849 likes and 304,575 friends of fans.
- Twitter:** Shows the @AirAsiaClio profile with the bio "This is the official (UK). We'll keep you up to date with all the latest news and views from the paddock." and a "Follow" button.
- iTunes:** Shows the "CERTINA FORMULA RENAULT UK" podcast page with a "Subscribe Free" button.
- Facebook - Formula Renault UK:** Displays the Formula Renault UK Facebook page with a post about a photo album and a "Write a comment" button.
- Facebook - Renault UK:** Shows the Renault UK Facebook page with a post about a new photo album and a "Write a comment" button.





VISION & SUPPORT

As Championship promoters, SRO Ltd supports both teams and drivers with a dedicated media team, offering Press Release, Social Media, PR event and hospitality support for any of the events on the calendar. You need only contact one of our team and we'll happily assist you.

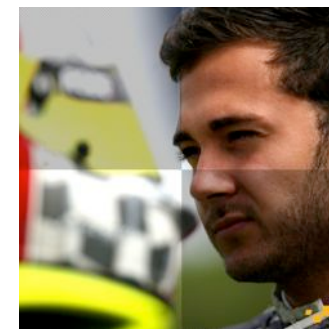
PHOTOGRAPHY

Jakob Ebrey Photography provides unrivalled coverage of both the CERTINA Formula Renault UK and AirAsia Renault Clio Cup UK supplying images immediately after the race weekend.

Action, portrait and atmospheric images are provided, while specific requests can also be handled by the experienced team.

Images are made available to download from dedicated website for all drivers involved in the Renaultsport Championships courtesy of the partnership.

www.jakobebrey.com/renault





THANK YOU

////////////////////////////////////
The 2011 season would not have been possible without our fantastic teams and drivers, but also the dedicated support of our sponsors and partners:
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RENAULT SPORT



WP | motorsport
Fuels & Lubricant Solutions

PROTYRE 
MOTORSPORT



europa's leader in american
motorhome rental & sales





CONTACT



SRO Motorsports Group Ltd (SRO Ltd) is a motorsports promotional, operations and marketing group specialising in the organisation of motorsport series globally. With bases in the UK and across Europe, the feature is the FIA GT World Championship, amongst 11 others globally. With a proven track record, the highly respected SRO team has the experience and ability to deliver on all fronts and is dedicated to the overall success of the CERTINA Formula Renault UK and AlrAsia Renault Clio Cup Championships.

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