



MOTORSPORT INDUSTRY ASSOCIATION

* NOW AFFILIATED TO THE 'SOCIETY OF MOTOR MANUFACTURERS + TRADERS' .

IMMEDIATE RELEASE:

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Launch of First Trade Association for British Motorsport Industry

Some of the leading figures in British Motorsport are joining forces to form their own trade association in a major initiative whose aim is to promote one of the UK's most successful industries.

With an annual turnover well in excess of £1 billion, of which exports account for over 40%, the motorsport industry provides jobs for more than 50,000 people in this country.

One of the central objectives of the MIA will be to help promote export sales opportunities for its members in conjunction with the Department of Trade and Industry. The Association will also promote the marketing benefits of motorsport to other sectors of British and European industry.

The Association's Chief Executive, Brian Sims, said "The MIA is a great step forward for our industry. To coincide with its launch we are delighted to announce the introduction of the MIA Business Achievement Awards, an annual programme that will recognise business and technical achievement within our industry."

Andersen Consulting, sponsors of the Newman Haas Team for which Nigel Mansell drives in the USA, will provide the top prize, a consulting programme worth over £25,000 for the winning company.

Rob Baldock, a partner at Andersen Consulting and one of the founder members of the MIA, said: " The Business Achievement Awards will go a long way towards creating a broad awareness of, and interest in the British motorsport industry."

Brian Sims added: "The awards will provide further encouragement to the diverse spectrum of companies of all sizes which contribute so much to the technical and commercial success of our industry."

Apart from providing a forum for the promotion and protection of its members' interests, the MIA will also introduce a range of financial benefits for its members, both corporate and individual. These include its own Affinity Visa card in conjunction with MBNA International Bank Ltd, and medical care insurance provided by MLP Healthcare. The feasibility of a Pension Scheme is currently being evaluated.

The MIA will also prepare up to date industry information and develop a code of practice for the motorsport industry.

ENDS.

GROVE HOUSE HIGH STREET FENSTANTON CAMBS PE18 9JG Tel: 0480 460567 Fax: 0480 460568

Motorsport Industry Association Ltd Reg. Office: Blackfriars House 19 New Bridge Street London EC4V 6DH
Reg No. 2899327

EXECUTIVE COMMITTEE

The Executive Committee responsible for seeing the Motorsport industry Association through its formative year will be:

- Brian Sims: Chief Executive
Former: Manager/Kyalami Grand Prix Circuit/South Africa. Professional Racing Driver
Marketing & PR Director Lola MRM Ltd.
- Rob Baldock: Senior Partner/Andersen Consulting
Sponsors of Nigel Mansell and the Newman Haas Team for which Nigel drives in the American IndyCar Series
- Richard Scammel: Director of Racing/Cosworth Engineering
Designers and manufacturer of the Cosworth engines used in Formula 1 and Indycar, as well as many other categories of motorsport.
- Tony Schulp: Group Publishing Director/Haymarket Publishing
Publishers of many top motorsport and motoring magazines, including Autosport and What Car.
- John Kirkpatrick: Managing Director/Jim Russell Racing Driver School
Based at Donington Park, with overseas operations, the Jim Russell School is one of the world's most famous racing driver training academies.
- Tony Panaro: Managing Director/Euro Northern Travel
Specialist travel company to the Motorsport industry, as well as to golf. Extensive business within Rallying and Formula 1.
- Tony Fletcher: Managing Director/Premier Fuel Systems
Manufacturers of specialised fuel systems for motorsport and the aviation industry. The company's products are used extensively in Formula 1, Rallying and IndyCar racing.

Elections will be held during the first year of operation, with the Executive Committee being increased to cover specialist sectors of the motorsport industry, including "Media" and "Sponsors"