



UK Trade
& Investment

USA Business Development Mission 2015: Highlights

Charlotte, NC • Indianapolis, IN



The fast-growing US motorsport market is currently worth in excess of \$13.5 billion and boasts 400,000+ participants, spanning a range of disciplines - from Indycar and NASCAR to Global Rallycross, Off-Road and beyond. The MIA's recent (May 2015) Business Development Mission to US Motorsport's two major buying centres, Charlotte and Indianapolis, confirmed that **there has never been a better time to do business in US Motorsport!**

Charlotte and the surrounding area is home to the single most important and valuable US motorsport series - NASCAR - which has, in recent years, substantially increased its purchases from UK firms as a result of UKTI and MIA activity. It is also home to United SportsCar Championship teams and constructors - a newly-consolidated national series with large potential for UK suppliers.

Indianapolis is historically the US centre for Indycar single-seater/open-wheel race teams. UK suppliers have a long-established relationship in this sector. As well as being home to leading United SportsCar and Global Rallycross Championship teams. Indianapolis is also home to most of the major NHRA Drag racing teams, which is the most popular form of racing in the USA - and full of potential for UK exporters, who have yet to make an impact.

The MIA's long-standing Business Development Mission programme is designed to strengthen business relationships and help organisations grow business in the world's largest motorsport market! 15 delegates from 12 organisations joined the MIA group to engage with major US motorsport companies including: [Andretti Autosport](#), [Chip Ganassi Racing](#), [C&R Racing](#), [Dallara](#), [Don Schumacher Racing](#), [ECR Engines](#), [Indycar](#), [NASCAR](#), [Penske Racing](#), [Richard Childress Racing](#), [Riley Technologies](#), [Roush Fenway Racing](#), and [Wayne Taylor Racing](#).

The mission, supported by UK Trade & Investment, was successful in continuing to strengthen valuable business relationships between US and European companies. Significant business was generated, with delegates reporting an **estimated new order value of nearly £2.7 million**, and more expected long-term.

"No previous mission has secured nearly £2.7m of export commitments - a strong result from an exceptional mission!"

Chris Aylett, CEO - Motorsport Industry Association





“The quality of the visits and people we have been introduced to is the highest. What a fantastic trip for someone new to US motorsports”
Gem Tompkinson, Walero



“A perfect mix of organised client visits and freedom to peruse own leads. Fantastic insight into a misunderstood market”
Alex Thornton, Hewland Engineering

“It was a good fact finding mission for us. Also was very good in getting other contacts”
Dan List, SPA Technique

