



The Avon Tyres British GT Championship is the undisputed premier Sportscar Championship in the UK, with large grids of the best and most recent Supercar machinery: Porsche 997, Ferrari 430, Ascari KZ1 R, Aston Martin DBRS9, Mosler, Dodge Viper, Lotus Sport Exige,

As the oldest GT Championship in Europe, it has a heritage of professionalism, competition and accessibility.

Racing around the most prestigious and challenging tracks in the UK.

Promotional support for teams and drivers from series partners and a high profile support package including British F3 International series are helping the Championship race ahead...





The Burton/Wilcox Race Car

2006 Ferrari 360 GTC
Built 2003
3.6 Litre V8 engine
430 Brake Horse Power
Racing at Oulton Park circuit



2007 Ferrari 430 GT3
New for 2007 arriving February.
4.3 Litre V8 engine
495 Brake Horse Power
GTR2 'PC game representation'





The Drivers:

Phil Burton:
Businessman, team owner/driver.

Adam Wilcox:
Born racer & multi Championship winner.



The Grid

British GT Championship 2007

The Pitstop



The Racing

The Podium





The Race Weekend

Free Practice

Takes place Saturday mornings, one 90 minute session.

Qualifying

Saturday morning there are also two frantic ten minute qualifying sessions, with a different driver in each, to decide the grids.

2 x 1 Hour Races

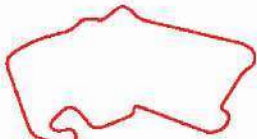
One race on Saturday and one on Sunday is the usual format. There's a mandatory driver change between the 23rd and 37th minute that takes place in the pit garage area, of at least 45 seconds when up to four mechanics work on the car.





2007 Provisional Calendar

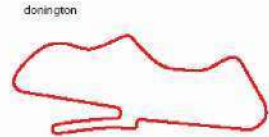
R1	Oulton Park	9th April
R2	Donington Park	22nd April
R3	Snetterton	3rd June
R4	Brands Hatch	15th July
R5	Silverstone	12th August
R6	Thruxton	26th August
R7	Croft	9th September
R8	Rockingham	30th September



silverstone GP



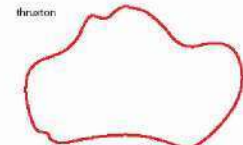
croft



donington



brands hatch



thruxton



rockingham





Race Event VIP Corporate Hospitality is the perfect location to entertain business clients in a non business environment, with excellent catering and an incomparable race day experience.

VIP Corporate Package includes:

VIP Paddock Pass

3 Course Luncheon

Afternoon Tea

Open bar including wine and beer

Grid Walk Access

Official Programme & Championship Merchandise

Join the race team





The Lead Sponsorship Package

Race Day entry passes for 5 guests, VIP Corporate Hospitality and grid walk.
Additional VIP guests are welcome at sponsors expense.

Access to the race team in the Pit garages, meet the drivers, see the car from the inside,
1 guest can even work with the team on the Pitwall, see the race unfold from a team perspective.

Exclusive to Lead Sponsor - client days can be arranged at UK race circuits to give clients the **totally unique** opportunity of 'on track' passenger laps in the Ferrari 430 GT3 race car. Photographs and 'incar' video/audio will enhance the lucky clients memorable experience.





2006 Sponsors

Lead sponsor



MOTOR FINANCE
market driven

Tyre Sponsor



Fuel Sponsor



Driver Sponsor



2007 Sponsorship

Lead sponsor

£100,000 season

Tyre Sponsor

£24,000 season

Fuel Sponsor

£15,000 season

Driver Sponsor

£ 10,000 season





Television Programmes

All races are filmed by Hayfisher Productions, a leading motorsport production house.

Footage includes circuit, onboard, and pre and post race interviews.

Individual footage available to teams for promotional use.

Race highlights are broadcast on Channel 4 and Motors TV (15.9m household reach).



Avon Tyres: Championship Sponsors Promotion

Below left: Z-Cards – give-away to fans and dealers;
20K distributed

Below middle: Autograph poster – Double sided poster;
3K distributed

Top right: Grid Girls – 2 girls Used at every event for grid
and general on-event promotional duties

Below right: Merchandise – Full range developed and available
to the public





Circuit event promotion includes TV, print and online activity.

Total circuit spectator attendance in 2006 exceeded 150K.

PR initiatives include autograph signings, VIP rides for journalists and national/local community events such as Sport Relief (2006)



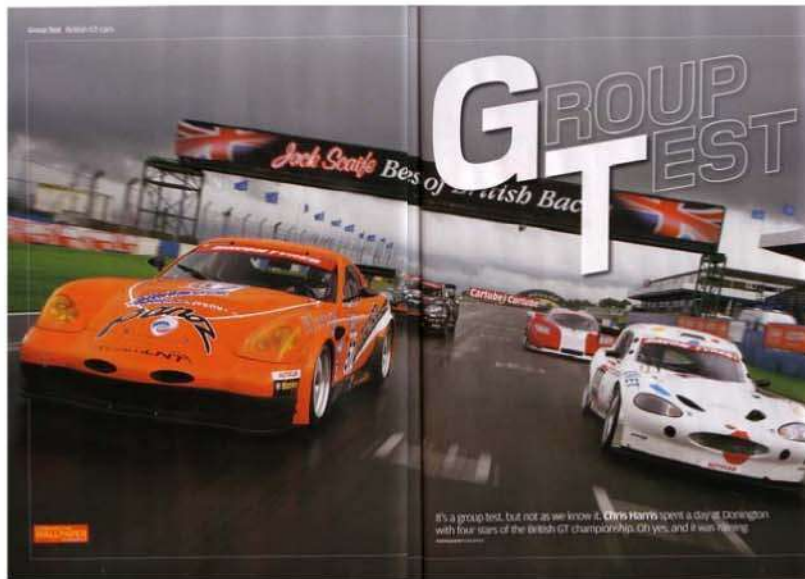
Fan Appeal: Impressive crowds at Brands Hatch **Event PR:** Drivers & Teams run for Sport Relief



AUTOCAR

The original car magazine

Autocar – the UK’s leading motoring weekly magazine, with a circulation of over 60K – is the Official Media Partner



COMPETITION

Drive THIS on track

Win a chance to become the driver idol!

AVON TYRES has selected a driver to be the best in British GT Championship. The competition will be open to anyone who is a member of the British GT Championship and has a valid licence. The winner will be chosen by a panel of experts and will receive a £10,000 prize and a chance to drive one of the world's most desirable GT cars. The 2006 driver will have the right to compete in a number of races and to be entered by AVON TYRES in the 2007 season. The winner will also receive a £10,000 prize and a chance to drive one of the world's most desirable GT cars. The 2006 driver will have the right to compete in a number of races and to be entered by AVON TYRES in the 2007 season. The winner will also receive a £10,000 prize and a chance to drive one of the world's most desirable GT cars.

Where will the second round of Driver Idol be held?

- A. Silverstone
- B. Snetterton
- C. Croft

TO ENTER:

Text your answer to 80088

For more information on the British GT Championship, please visit www.britishgt.co.uk where you'll find all the latest team news and race schedules.

AVON TYRES SRO Snetterton

GT SCRAP HOTS UP

THE FIGHT for the Avon Tyres British GT Championship is hotting up as the teams head to Brands Hatch for two races this weekend.

Two wins for Scuderia Ecosse Ferrari pairing Chris Niarchos and Tim Mullen (left) last time out at Rockingham allowed them to draw level on points with Tom Kimber-Smith and Luke Hines (Team LNT Panoz).

In the GT3 class, Sam Blogg and George Mackintosh (Lotus) have a narrow lead, while GTC is headed by Matt Allison and Jonny Lang (Porsche). More details at www.britishgt.com.

AVON TYRES
BRITISH GT CHAMPIONSHIP 2006





New Website

For the start of the 2007 season a new website will go LIVE. Updates will include an increase in information for the growing British GT fanbase. Race event information will be available to download for Teams and Drivers.







Contact Details

Adam Wilcox Motorsport

Email: sponsorship@adamwilcox.com

