

2014 ASTON MARTIN
GT4 CHALLENGE OF GREAT BRITAIN



ASTON MARTIN GT4 CHALLENGE OF GREAT BRITAIN 2014

The GT4 Challenge of Great Britain is made up of gentleman drivers who race head-to-head in Aston Martin V8 Vantage GT4s with 445 bhp engines, paddle-shift transmissions and the aero kit. The cars are powerful and easy to drive with a 50:50 weight balance and driver aids such as race developed ABS and traction control.

New for 2014

- The Challenge becomes a support race at British GT, one of the worlds leading national GT series
- Works team support at all rounds with Customer Parts Truck and Engineers
- Michelin announced as new technical partner and tyre supplier
- Festival double header event at Brands Hatch circuit
- Garage tours and activities for guests during race day

There are many opportunities to become part of the Challenge from entering your own V8 Vantage GT4, running an arrive & drive programme with an established race team or by completing the Aston Martin Racing Driver Training Programme to gain your racing licence and compete in your first event.

Learn More: www.astonmartin.com/gt4challenge



RACE FORMAT AND CALENDAR

The GT4 Challenge of Great Britain has a compact schedule with optional testing available at most circuits the day before the race.

Events follow an endurance format with two drivers sharing a car. Races include mandatory pit stops for drivers to swap whilst teams change tyres and refuel.

Qualifying at every round is followed by a mix of single and double header races with a variety of race lengths from 60 to 100 minutes.

Provisional Calendar

The 2014 GT4 Challenge of Great Britain will support British GT at Oulton Park, Rockingham, Silverstone GP and Donington Park. We continue our association with Aston Club Racing and Aston Martin Owners Club at the Festival. The final round at Zandvoort will be a support race to the new European GT4 series.

Technical Support

- Customer Support parts truck
- Works team engineer support
- Michelin tyre supply and fitting service

Test drive the V8 Vantage GT4

www.astonmartin.com/racing/race-cars/car-testing

PROVISIONAL CALENDAR

19 April	Oulton Park
3-4 May	Rockingham *
31 May	Silverstone GP *
28-29 June	Festival Brands Hatch
13-14 Sept	Donington Park
18-19 Oct	Zandvoort

* Subject to confirmation





ASTON MARTIN FESTIVAL

After a hugely successful 2013 Aston Martin Centenary Festival, we will be running a yearly Festival to bring together Aston Martin race car owners from around the world.

Festival Race Weekend Summary

- Brands Hatch Indy and GP circuits
- Double header event with qualifying and race each day
- VIP hospitality with breakfast, lunch and afternoon tea
- On and off track activities and displays
- Part of the GT4 Challenge of Great Britain



Discover the 2013 Aston Martin Centenary Festival at www.astonmartin.com/festival

FIRST CLASS HOSPITALITY

Team Hospitality

All entrants receive four passes to team hospitality for breakfast and lunch.

VIP Hospitality Package

Hosted by Aston Martin Racing and available at £150 + vat per day including:

- Access to the circuit and dedicated VIP parking
- Access to the paddock and hospitality lounge
- Champagne breakfast, lunch, afternoon tea
- Refreshments throughout the day including beer and wine
- Complimentary events programme

Garage Tours

Guests will have tours of British GT and GT4 Challenge garages, talk with teams and drivers and sit in the V12 Vantage GT3 and V8 Vantage GT4 race cars.

Supercar Display

At British GT rounds, there is a dedicated display of luxury cars, classic cars and supercars. The display is the perfect opportunity to admire some of the finest production cars available alongside their racing equivalents.



MARKETING REACH

Website (AMR)

- 25,000 visits per month
- 1 min 50 sec per visit (high engagement)

Facebook (AMR + AML)

- 2,797,384 Likes
- 89,294 Talking About

Twitter (AMR + AML)

- 236,331 Followers
- 9,801 Tweets

YouTube

- 6,330,502 Views
- 42,577 Subscribers



ASTON MARTIN
RACING



PROMOTIONAL ACTIVITY

The GT4 Challenge of Great Britain is promoted across Aston Martin Lagonda and Aston Martin Racing channels.

News of the Challenge is published on Aston Martin websites and social media profiles and direct to the Aston Martin Racing customer base.

Major news stories are promoted to the media as part of the Aston Martin Racing PR programme that also includes the Aston Martin Dealer Network and Aston Martin Owners Club.

Marketing Benefits for Competitors

- Photography at each round, royalty free for all competitors
- Race report after each round published on all AMR channels
- PR and social media programme to raise awareness of the Challenge
- Event reports published in Autosport, Daily Sports Car and other target media
- GT4 Challenge of Great Britain microsite with promotional videos

RACE DRIVER TRAINING

Aston Martin Racing offer a unique programme, which trains complete novices to become racing drivers.

The initial assessment takes place at a private test facility followed by training in a specially developed GT race car simulator.

Once the basic skills have been mastered the next step is to drive an Aston Martin V8 Vantage GT4 at a UK race circuit with expert tuition from an Aston Martin Racing instructor. You are then coached to pass the ARDS test to gain a National B race licence.

The last stage of the programme is to take part in an Aston Martin GT4 Challenge of Great Britain test day and race event.

Read more
www.astonmartin.com/racing/driver-academy





ARRIVE & DRIVE PACKAGES

The GT4 Challenge of Great Britain Arrive & Drive packages make it easy for you to go racing. All you need to do is bring your helmet, racewear and racing licence. Packages include tuition and data analysis with an Aston Martin Racing driving instructor based on the following options:

Prospect Test: 1 hour test session. £850 per person + vat

Full Test: 3 hour test session. £4,000 per person + vat

Race Weekend

- 3 hour test session, qualifying and race
- 2 VIP hospitality passes with breakfast, lunch and afternoon tea
- £9,000 + vat per person in a 2 driver car including race entry fees

Running Your Own V8 Vantage GT4

If you own a V8 Vantage GT4 teams offer a service to run the car for you on event or manage your car completely to include transport, servicing and storage. Cost for this service can include a full service or simply running the car for you on event.

Teams can also offer garage space if you require an awning on event.

ASTON MARTIN
V8 VANTAGE GT4



"The GT4 was how Aston Martin Racing was started and continues to be at the heart of everything we do with its excellent driveability, reliability and low running costs, recent improvements have seen it stay right at the front of the GT4 pack as demonstrated at the last round of British GT at Donington Park in 2013 with Richie Stanaway and Harry Whale driving"

John Gaw, Managing Director, Aston Martin Racing



ASTON MARTIN V8 VANTAGE GT4

The V8 Vantage GT4 is the most popular GT4 car in the world. Nearly 100 cars have been built and are competing across the globe.

The car's foundation is the acclaimed Vantage road car and it carries over the same chassis, V8 engine and drivetrain. Safety roll cage and ATL racing fuel tank are installed. Springs and dampers are upgraded to racing specification with stiffened front and rear anti-roll bars and the option for rose-jointed wishbones and aero kit.

2013 Successes

Overall pole positions, race wins, podiums and fastest laps in Bathurst 12 Hour, European GT4, British GT, VLN, Continental Tyre Challenge, Swedish GT, GT4 Challenge of Great Britain, Malaysian Super Series, Belgian GT and SCCA.

Poles: 27 | Wins: 34 | Podiums: 94 | Fastest Laps: 27

Read more: www.astonmartin.com/racing/race-cars



ASTON MARTIN AWARDS CEREMONY

All GT4 Challenge of Great Britain competitors receive a complimentary invitation to the Aston Martin Awards Ceremony, held annually at Aston Martin's global headquarters in the UK. At this event the top three drivers in the Challenge are officially recognised.

Global Challenge

All Aston Martin Racing customers, whatever car and whatever series they race in, are automatically entered into the Global Challenge, which is a unique scoring system allowing drivers and teams to compete against each other, even though they may never compete in the same series or even in the same type of car.

The top three teams and drivers will receive a complimentary invitation to the end of season awards ceremony for their trophy presentation.

Read more:
www.astonmartin.com/racing/aston-martin-racing-global-challenge



GT4 CHALLENGE OF GREAT BRITAIN **ENTRY FEES**

The entry fee for the 2014 GT4 Challenge of Great Britain includes:

- Entry to the race/s for one car with two drivers
- Tyre bonus: Full season entrants get 2 complimentary tyres per 2 sets purchased
- 4 x Team Hospitality passes for Breakfast and Lunch
- 8 x Personnel passes for access to the circuit
- 4 x Car passes
- AMR customer support parts truck
- AMR shared engineering support
- Trophy presentation at every round
- Entry into the Aston Martin Racing Global Challenge
- Invitation to end of season awards ceremony
- Photography at each event supplied royalty free for all competitors
- Factory tour of Aston Martin Racing for competitors guests and sponsors

Full season entry fee. Early Bird Offer (before 17th Jan 2014) £11,495 + vat

Alternatively, you can enter on a per race basis. See entry form at www.astonmartin.com/gt4challenge

Test drive the V8 Vantage GT4

www.astonmartin.com/racing/race-cars/car-testing





PARTNERSHIP OPPORTUNITIES

Partnering with the GT4 Challenge of Great Britain is the first step into a partnership with one of the world's most iconic brands and is a great way to promote your business to an exclusive group of high net worth individuals.

We offer a number of partner packages and will work with you to maximise your exposure and return on investment.

Partner Options

- Naming rights for the Challenge or individual events
- Branding on cars, literature, support vehicles and hospitality
- VIP Race Centre passes for guests to use for social and business networking
- Royalty free imagery for marketing and advertising
- Factory tour at Aston Martin Racing
- Drive days and experiential events to engage with clients and prospects
- Use of Aston Martin Racing facilities for corporate events
- VIP invitations to end of season awards

To discuss partnership opportunities contact Jeremy Scoones on jscoones@astonmartinracing.com or +44 (0) 1295 273 355



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CONTACT

Read more about the GT4 Challenge of Great Britain at
www.astonmartin.com/gt4challenge or contact:

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