



Over the years mainstream manufacturers have established partnerships in most forms of Motorsport. In Formula One, many have secured stock options with Renault, Honda and BMW taking over established teams and Mercedes, an influence demanding share option with McLaren. All have investments in other categories of the sport, most notably Honda in Indycar Racing, Toyota in NASCAR, Renault in several junior single seater formulae and soon, Ferrari in the supply of chassis and power units to A1GP.

Motorsport Valley is renowned throughout the automotive industry. British motorsport companies in the 'Valley' have made the UK a global centre of excellence for high performance automotive engineering. In the last few years, the major car manufacturers have fully realised the value of being associated with the global popularity of Motorsport in all its forms and the transfer of its advanced technology into the mainstream Automotive Industry.

For all these reasons, and many more besides, the UK is increasingly providing innovative design, engineering and service solutions in markets worldwide, as well as attracting inward investment in an ever more competitive industry. Most global original equipment manufacturers (OEMs) have partnerships with UK motorsport companies to harness their race-bred R&D and prototyping capabilities, high-tolerance engineering skills and next generation technology for the development of modern road vehicles.

However, many more opportunities exist for international companies to benefit from the capabilities of Motorsport Valley® in developing their global business – and UK Trade & Investment and the Motorsport Industry Association can help every step of the way, whether the interest is in identifying potential partners, suppliers or setting up in the UK.

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(Photos courtesy of **Brawn GP**)

