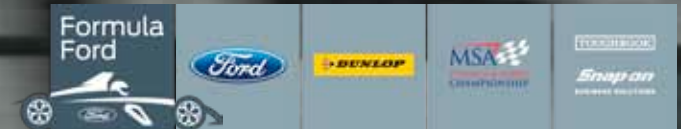


Formula Ford 2012

Be a part of the
next generation



www.britishformulaford.co.uk

FIA Safety Compliant Chassis

1600 EcoBoost direct injection turbo

6-speed sequential gearbox

Dunlop MSA British Formula Ford 2012

Formula Ford EuroCup 2012



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2012 will witness a new era for Formula Ford, with the introduction of the FIA Safety compliant chassis EcoBoost Formula Ford. The stunning look of the new car is only the beginning of the story. Under the skin we have a brand new EcoBoost direct injection turbocharged 1600 engine with a six-speed sequential race transmission.

As a result of our partnership with the FIA and MSA, our new car complies with their internationally recognised Formula Three safety standards. We are confident that this will be a spectacular racing car!

To ensure that our drivers, their sponsors and Ford Motor Company continue to attract the coverage and profile that they deserve, the promotional aspects of the Championship are all-important. 2012 will again see a high-profile calendar, providing extensive UK and European television coverage via Channel 4 and Motors TV, endorsed by the MSA. There will of course be hospitality opportunities at the races.

With the 2012 EcoBoost Formula Ford, we are proud to play a continued role in developing future champions – and give you the chance to become one.



Gerard Quinn

Director

Ford Motorsport Europe

At a glance



The 2012 car:

- EcoBoost 1600 Direct Injection Turbo, 165PS
- 6 speed sequential race transmission
- FIA Safety Compliant Chassis
- Free steel tubular chassis design
- Open to all manufacturers
- 2012 styling & aero elements
- Ford design centre-lock race wheels
- Dunlop slick and wet race tyres
- Orders being taken now!

The Championship:

- Dunlop MSA Formula Ford Championship of Great Britain will be 8 race weekends with 3 races per weekend
- The 2012 Formula Ford EuroCup will be 4 race weekends (2 of which will also be British Championship rounds)
- Channel 4 and Motors TV coverage
- Dedicated website, photographer and press service
- Ford Motorsport race suit
- Ford Motorsport clothing for all drivers



What is Formula Ford?

The launch of the stunning 2012 EcoBoost Formula Ford car is the latest generation of one of the most important formulas in the history of world motorsport.

Formula Ford is globally renowned as the first step on a driver's career path to Formula One. Relatively simple, strong cars that rely on driver skill rather than aerodynamic aids to win.

This is where it has started for motorsport stars for over 40 years - it is Formula Ford that has allowed young drivers to develop, refine and ultimately prove their racing talent, before going on to greater things.

Whilst other racing series have come and gone around the world, Formula Ford has remained consistent and true to its original guiding principles. For, although for 2012 the engines have grown in power, grip from tyres has increased, and the car design has become ever more sophisticated, the Formula continues to deliver an intense learning experience to its drivers for both driving and engineering aspects. Ask anybody involved in motorsport and they'll confirm that the closest racing and the best learning comes from Formula Ford. It's very simple - if you succeed in Formula Ford racing, the motorsport world knows that you truly have what it takes.

In 2012, the MSA Formula Ford Championship of Great Britain will have drivers from all over the world competing in the closest-fought racing on the planet. Our own television programmes on both Channel 4 terrestrial and Motors TV across Europe reflect the popularity of our racing.



Jenson Button Formula One World Champion

"Formula Ford was a great championship for me to start my career in single seater cars. For drivers making the step up from karts to cars, Formula Ford couldn't be a better championship to introduce rookies to open wheel racing.

After winning the British Formula Championship and the Formula Ford Festival, the next step up for me was Formula Three. I definitely think that Formula Ford gave me the right preparation and experience needed to move up again in my career."



History of Formula Ford

- Formula Ford was launched in England in 1967, using a 1600cc 'Kent' engine direct from the Ford range.
- The Formula allowed engineers to design their own steel spaceframe chassis to use with this engine. Then, as now, no aerodynamic aids were allowed. This launched the careers of many great motorsport engineers, technicians and teams.
- The Formula flourished in the '70s and '80s with exceptional numbers of competitors producing worthy champions around the world.
- The closeness of the racing became a defining quality of Formula Ford – which has continued until today.
- The 2012 EcoBoost Formula Ford represents the biggest change in the formula's history. But 45 years on, it is still true to all of its founding principles.



Formula Ford Graduates

Formula One World Champions and Drivers

Jenson Button
David Coulthard
Mark Webber
James Hunt
Emerson Fittipaldi
Michael Schumacher
Johnny Herbert
Ayrton Senna
Nigel Mansell
Damon Hill
Mika Hakkinen
Rubens Barrichello
Eddie Irvine
Heinz Harold Frentzen
Allan McNish
Mika Salo
Nick Heidfeld
Kimi Raikkonen
Pedro de la Rosa
Anthony Davidson
Perry McCarthy
Jonathan Palmer
Derek Warwick
Martin Brundle
Roberto Moreno

What makes Formula Ford different?



One of the key elements of Formula Ford's success over 40 years is that, unlike all the other single seaters series that have come and gone, it is not a one-make championship. By allowing freedom of chassis design, engine build and numerous technical items of specification on the car, this drives the technical standards to exceptionally high levels from both teams and drivers.

Contrast the fixed specification of rival single-seater cars with the engineering freedom permitted for Formula Ford, and you will rapidly appreciate why Formula Ford drivers leave the series with exceptional levels of understanding of car set up and the implications of each chassis variation they try. This tends to be the reason that their careers progress so far thereafter.

If you are serious about your driving career, missing the crucial learning experience that Formula Ford provides might just be the biggest mistake you make....



Quotes

"Formula Ford offers the perfect recipe for close, exciting racing because the diverse chassis perform differently at each venue, creating spectacular entertainment and enabling different drivers and manufacturers to reach the podium."

The open chassis is of course the very thing which differentiates Formula Ford from other single-seater formulae and provides designers and engineers with great flexibility to be creative, an opportunity only found elsewhere within F3 and F1."

Colin Hilton
Chief Executive
Motor Sports Association
United Kingdom

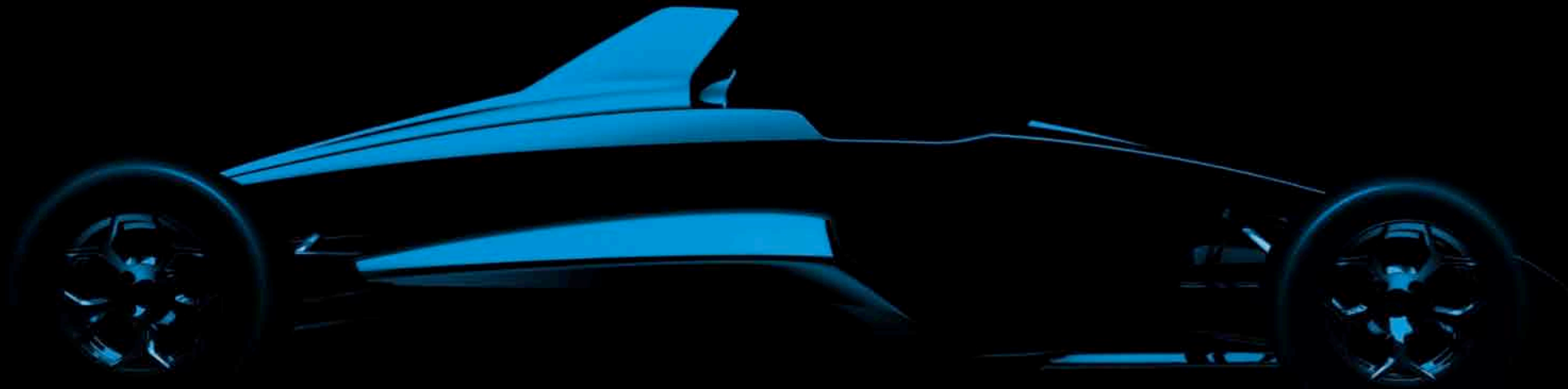
"It is a critical international series, from a strategic view, for the future of UK motorsport manufacturing. Its future will have great global impact on UK based companies."

The Motorsport Industry Association (MIA)

"Can you really afford to miss Formula Ford?"

Motorsport News





The 2012 Formula Ford EcoBoost

Technical Specification

2012 Formula Ford EcoBoost Safety



What could be more important than safety in a racing car?

This is why Ford of Europe Motorsport embarked upon a 5 year project with the FIA Safety Institute and the MSA to develop a new set of safety standards specifically for steel tubular chassis single seaters. The new 2012 Formula Ford is the result of this development partnership.

The first discovery was that the Duratec chassis passed all of the FIA's Formula Three impact test in the chassis itself. That proved what we believed to be the case – that a steel spaceframe is inherently an exceptionally strong and safe method of construction.

With the FIA and Ford, we wanted to go further, to reach a set of standards which would make Formula Ford at least as safe as a current Formula Three chassis, compliant with FIA Article 277.

So each 2012 Formula Ford EcoBoost chassis design will be crash-tested and certificated by the FIA and boasts the following safety features:

- Front and rear carbon crash structures
- Full height cockpit side-impact protection panels
- FIA- specification headrest
- Extricable seat
- Collapsible steering column
- Wheel tethers



2012 Formula Ford EcoBoost Controlled Parts

With the introduction of the full safety package, we have for the first time in Formula Ford's history introduced selected 'control' or mandatory parts for each manufacturer to include in their design.

Why is this, when Formula Ford is a free chassis design?

Firstly, the Formula Ford EcoBoost will feature carbon fibre front and rear crash box structures. These will be of a single design which can be tested and approved by the FIA, thus saving cost for manufacturers and teams (and therefore drivers!).

Secondly, there are now mandatory shapes defined for several parts of the car – the roll hoop cover, the headrest surround and the sidepod air intakes. Why? We want to ensure that not only do the cars look great, but that the frontal area is near-identical for all designs.

This still gives plenty of scope for each manufacturer to develop their own look and style for their cars yet retain a recognisable Formula Ford theme.

Finally, we have introduced a mandatory Formula Ford race wheel. Again, we think that it looks fantastic, but just as importantly it will allow our buying power to control costs for all involved.



2012 MSA Formula Ford Championship of Great Britain

Provisional Calendar

BRITISH EURO CUP

9 April	Oulton Park, UK	•	
20 May	DTM Brands Hatch	•	
10 June	Rockingham ISS Long Circuit, UK	•	
24 June	Brands GP, UK	•	•
8 July	Spa Francorchamps, Belgium		•
15 July	Zandvoort Masters, Netherlands		•
29 July	Nurburgring GP, Germany	•	•
5 Aug	Snetterton '300', UK	•	
9 Sep	Silverstone GP, UK	•	
30 Sep	Donington GP, UK	•	



2012 Formula Ford EuroCup



Formula Ford is set to build on the successes of 2011 with a repeat of the series of blue riband EuroCup events at top European circuits, aimed at drawing the best young single-seater talent from the British, Benelux and Scandinavian Formula Ford championships.

The four-meeting EuroCup calendar will dovetail with that of the Dunlop MSA Formula Ford Championship of Great Britain to enable UK teams to contest both series. Events include Zandvoort F3 Masters meeting, Spa-Francorchamps, Nurburgring GP in Germany, and British F3 meeting at Brands Hatch's Grand Prix circuit.

- Spa Francorchamps
- Nurburgring GP
- Zandvoort
- Brands Hatch GP



2012 MSA Formula Ford Championship of Great Britain

The 2012 Dunlop MSA Formula Ford Championship of Great Britain will be contested over 24 races, at 8 'triple-header' meetings, including the Nurburgring GP circuit as well as 7 UK meetings supporting British F3 and the DTM's UK visit to Brands Hatch.

The 2012 Dunlop MSA Formula Ford Championship of Great Britain will have two classes running together in the same events. Both will have their own podiums and championship points.

EcoBoost
2012 Cars



Duratec
2011 and earlier Cars





Value and Exposure

Sponsorship Value

Value and Exposure

As a manufacturer-backed Championship, with MSA GB title status, and exceptional levels of awareness amongst the motorsport community, it's no wonder the Dunlop MSA Formula Ford Championship of Great Britain attracts a very strong media following.

Check out our YouTube channel to get behind the scenes of Formula Ford:

[Formula Ford YouTube Films 2011](#)

From our own Channel 4 programme, to high levels of press coverage, to strong on-line presence and our own Twitter feed, the following pages outline our exposure to fans – and of course, prospective customers of your sponsors!



Value and Exposure

Television and Media



The MSA Formula Ford Championship has terrestrial television coverage on Channel 4 with its own half-hour programme, supplemented by pan-European supporting coverage on the motorsport-dedicated Motors TV channel.

7 hours of dedicated Channel 4 coverage, plus 125 hours of Motors TV coverage are broadcast.

Official Channel 4 'TVR' viewing figures give viewing figures as high as 224,000 for the showing of one of our races. Ford's media valuation agency have valued this television package alone at £165,000 annually.

To put this in context, the only other motorsport to achieve regular UK terrestrial channel coverage are Formula One, The British Touring Car Championship and the Formula Three and British GT Championships that Formula Ford partner with.



Value and Exposure

Magazine and Newspapers

Previews and race reports regularly appear in the national media, both print and on-line.

The Championship has a Press Officer and a Photography service to develop coverage:

National Media Coverage

Ford of Britain Public Affairs will place high-profile journalists in selected races to achieve national Formula Ford coverage – Channel 5, Autocar as recent examples.

Motorsport Media Coverage

Formula Ford is one of the most highly-covered news and results items in the national Motorsport press – Autosport and Motorsport News, plus on-line website coverage.

Regional Coverage

Local publications frequently report on local driver and team successes, together with race previews for upcoming events in the area.



Value and Exposure

Paddock Club Hospitality Service



The Championship has its own dedicated race centre for the use of drivers, sponsors, teams and guests.

Full hospitality packages are available at all rounds. With race meetings the length and breadth of Britain, plus the best circuits in Europe for the EuroCup meetings, the MSA Formula Ford package provides an ideal opportunity to invite guests from all over the UK.



Value and Exposure Branding Opportunities



Race Suits
Race Centre
Race Car Livery
Paddock Displays



Value and Exposure

Spectator Appeal

The championship is a permanent part of the prestigious Formula 3 and British GT (F3/GT) package, with the best of single-seater and sportscar racing. Additionally, in 2012, the Championship has been invited once again to join high profile race meetings with the Formula Three Masters race at Zandvoort and the DTM German Touring Car Championship at Brands Hatch.

Typical reported crowd figures for the calendar are listed below, based on crowd attendances recorded at the same events in previous years.

This gives a grand total of 234,500 spectators who will watch Formula Ford live through the year.

Venue	Typical Reported Attendance
Oulton Park	19,000
Zandvoort	80,000
Rockingham	4,500
Brands Hatch GP	15,000
Snetterton	15,000
Brands Hatch (DTM)	75,000
Donington Park	15,500
Silverstone GP	10,500



Spectator demographics supplied from Sports Marketing survey based on research at Formula Ford F3/GT package. Key findings:

Spectators travel long distances to watch	over 50 miles	40%
Male dominated	Male	81%
Young profile	Under 35	42%
Had a great day	'Enjoyed Day'	96%



Value and Exposure Online



The official MSA Formula Ford Championship of Great Britain website is linked directly from the Ford of Britain website.

This site attracts over 30,000 unique visits per month, with links to driver websites, latest news, gallery, TV times, and all Championship information and standings.

Our 2011 YouTube films and a selection of the best photography are available to download too.

www.britishformulaford.co.uk





Contacts

Teams , Manufacturers and Officials

Contacts

The Teams



Below are a selection of the leading teams (listed alphabetically) contesting the 2012 MSA Formula Ford Championship of Great Britain and the 2012 EuroCup.

There are of course other teams that we don't have space to list here. Please contact Championship Organisers RacingLine or see the website, www.britishformulaford.co.uk for details of other teams.

Team Name	Contact	Phone	Email	Website
Cliff Dempsey Racing	Cliff Dempsey	07516 430 173 or +353 86 814 8811	info@cliffdempseyracing.com	www.cliffdempseyracing.com
Enigma Motorsport	Linton Stuteley	07804 306513	linton@enigmamotorsport.co.uk	www.enigmamotorsport.co.uk
Fluid Development	Lindsay Allan	01953 714 788	lindsay@fluidmd.com	www.fluidmd.com
Getem Racing	Martin Down	01322 866391	racing@getem.co.uk	
GEVA Racing	Gert Valkenburg	+31 653 171 778	info@gevaracing.nl	www.gevaracing.nl
Jamun Racing	James Mundy	01634 730 888	james@jamun-racing.co.uk	www.jamun-racing.co.uk
JTR	Nick Tandy	07886 862 963	nicktandy@hotmail.com	
KMR	Kevin Mills	07798 754394	kevinmillsracing@hotmail.com	www.kevinmillsracing.com
Myerscough College	Matthew Wright	01995 642222 x2537	mwright@myerscough.ac.uk	www.myerscough.ac.uk
Provily Racing	Gerben Provily	+31 621 892 691	gerben@provily-racing.nl	
Race Car Consultants	David Ellesley	01473 657582	info@racecarconsultants.co.uk	www.racecarconsultants.com
RAYsport	Gavin Ray	07801 899 178	rayracecar@talktalk.net	www.rayracecar.com
RendezVous Racing	Philippe Layac	07540 387031	philippelayac@me.com	www.rendezvousracing.com

Contacts

Formula Ford Championship Officials

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Clerk of the Course

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Technical Delegate

Nigel Jones

Tel: +44 7802 276590
njones6942@aol.com

Championship Coordinator

Penny Mattocks

Tel: +44 7881 627 123
p.mattocks@racingline.com

Ford of Europe Motorsport Manager

Michael Norton

Tel: +44 1268 405978
mnorton2@ford.com

Media Officer

Nick Carter

Tel: +44 1530 563200
nick.carter@maxcomms.com



RACINGLINE



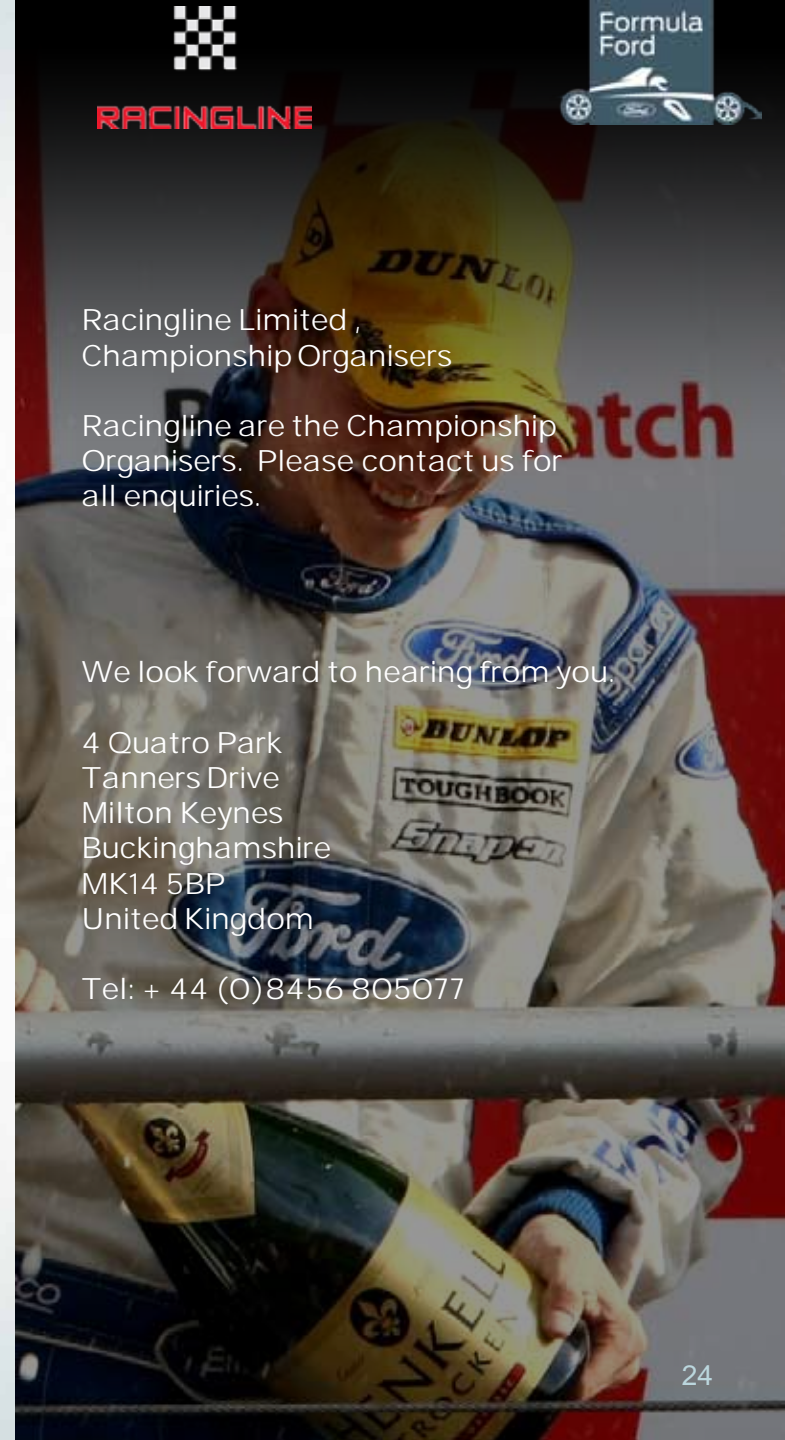
Racingline Limited,
Championship Organisers

Racingline are the Championship
Organisers. Please contact us for
all enquiries.

We look forward to hearing from you.

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Milton Keynes
Buckinghamshire
MK14 5BP
United Kingdom

Tel: + 44 (0)8456 805077



Formula Ford 2012



Contacts Chassis Manufacturers



The following manufacturers (listed alphabetically) currently have new 2012 EcoBoost Formula Ford Cars in build:

Mygale

Bertrand Decoster
Tel: +33 386 21 86 21
info@mygale.fr

FCS Competition Services (UK Mygale Agent)
Alan Cornock
Tel: +44 (0)7860 954238
alan.cornock@btinternet.com

Ray Racecar

Gavin Ray
Tel: +44 (0)20 8686 9364
enquiries@rayracecar.com

Southern International

Lindsay Allen
Mob: +44 (0) 7866 612 633
Tel: +44 (0) 1953 714 788
lindsay@fluidmd.com

Formula Ford 2012

Contacts Engine Builders



The following engine builders (listed alphabetically) are current Formula Ford engine preparation specialists:

Minister Power

Graham Fuller
Tel: +44 (0)1634 682577
info@minister-power.com

Mountune

Roger Allen
Tel: +44 (0)1277 226666
roger@mountune.com

Premier Power

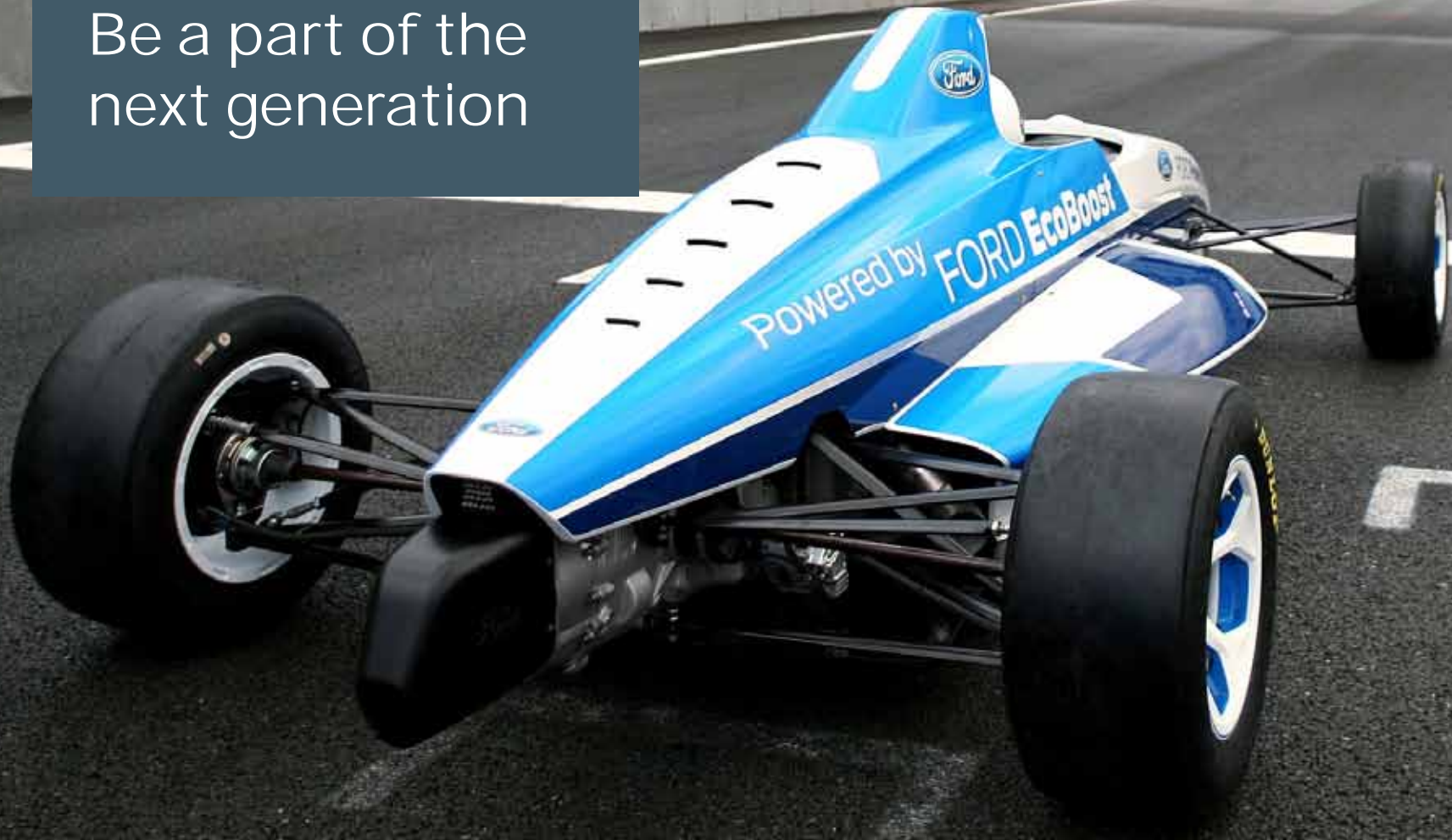
Stuart Cresswell
Tel: +44 (0)1295 788445
info@premierpowerengines.com

Scholar Engines

Alan Wardropper
Tel: +44 (0)1449 767711
scholar-engines@supanet.com

Formula Ford 2012

Be a part of the
next generation



Thank You. We hope you will be on the grid with us in 2012.

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United Kingdom

Ford Motorsport

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All details are correct at the time of going to press, but are subject to change without notice.