



## 3rd European Cleaner Racing Conference at Autosport International



Winning Real Value from  
Energy Efficiency in Motorsport

NEC, Birmingham  
Wednesday 7 January 2009

## Speaker Biographies

### Alan Gow



A lifelong entrant and driver in Australian motorsport – who had diverse business interests in three Melbourne-based car dealerships, commercial property development and agriculture - Alan also became Partner/Managing Director/Team Principal of (the late) Peter Brock's famous Australian racing team. He was also one of the founders of TEGA, the Australian Touring Car Entrants Group, whom are still the administrators and rights-holders of the Australian V8Supercar Championship.

Alan sold most of his businesses and moved to the UK in 1990 and, in 1992, formed TOCA Limited which acquired the rights to the British Touring Car Championship (BTCC) from the MSA. He proceeded to build the championship into the largest of its type in the world and one of the most widely watched motorsport series around the globe.

In 2000 he sold TOCA Limited to the American company 'Octagon Motorsport' (part of the US NASDAQ listed Interpublic Group) and thereafter took a "sabbatical" from managing the BTCC, whilst retaining and licensing the use of the TOCA name for interactive gaming. The 'TOCA' series of racing games established itself as one of the biggest selling titles of its genre.

During the course of 2003 Octagon began relinquishing their ownership of TOCA Limited and attracted Alan to return as Series Director of the BTCC, after it had floundered under the direction of the previous management.

In 2005 a new company (BARC TOCA Limited) was formed by the British Automobile Racing Club to administer the sporting and commercial rights of the BTCC. Alan was appointed Managing Director of this new entity, in order to continue to manage and rebuild the championship to its full potential.

In 2002 Alan was elected to the Board of the Royal Automobile Club Motor Sports Association (MSA) and in January 2006 was appointed Chairman of the Board of the MSA and Chairman of International Motorsports Ltd (IMS) - organisers of the F1 British Grand Prix and the Wales Rally GB.



Media Partners





## 3rd European Cleaner Racing Conference at Autosport International



Winning Real Value from  
Energy Efficiency in Motorsport

NEC, Birmingham  
Wednesday 7 January 2009

## Speaker Biographies

### Alan Gow (cont'd)

Alan is the manager of Australian racing driver James Courtney and also co-owns a Pastoral company in Victoria (Australia) which farms cattle, sheep and wheat.

He has served on various UK boards, committees and panels - for Government, Sport and Industry - some of which include;

- Department of Trade and Industry – Motorsport Competitiveness Panel
- Motorsport Industry Association
- Motorsport Development UK

Alan is 53 years old, married with four children and lives in Cobham, Surrey.

He holds an MSA race licence and competes in some club-level endurance races - albeit irregularly, when time permits. He has held a pilot's licence since 1979 and, throughout the 1970's, competed at International level in water-ski competitions.



Media Partners

