

# **THE GRADUATE CENTRE PRESENTS....**

## **Chris Aylett CEO of the Motorsport Industry Association**



### ***The Business World of Global Motorsport***

***The multi-billion dollar business world of motorsport globally televises an engineering challenge to hundreds of millions of homes each weekend. Motorsport enjoys more TV airtime than any other sport and attracts billions of dollars in sponsorship as a result. Chris Aylett is head of the world's leading trade organisation representing this unique industry encompassing sport and business so successfully***

**A Prestigious Lecture Thursday February 26<sup>th</sup>**

**6:00 – 7:00pm The Goldstein Lecture Theatre room AB107  
(Alan Berry Building), Coventry University**

**To reserve a place please contact the Graduate  
Centre Reception or email [grad.uni@coventry.ac.uk](mailto:grad.uni@coventry.ac.uk)**