



The MIA and Motorsport Valley®

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Chief Executive
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The Motorsport Industry Association (MIA)

**...is the trade association serving the
Motorsport Valley Business Community...**

- Founded in 1994
- Nearly 400 international corporate members, who transact over £3 Billion of motorsport business worldwide
- We drive forward business initiatives to strengthen industry profitability and success
- We create networks, strategic alliances and develop new, international, business partnerships
- We interface with Government and the FIA in the UK and globally



Examples of our influential members:

Mercedes GP

Renault F1

Cosworth

Lola Cars International

Magneti Marelli Racing (Italy)

IRL/Indy Speedway (USA)

Alcon

Wirth Research

M-Sport

Cosworth Electronics

Goodridge

Xtrac

RML Group

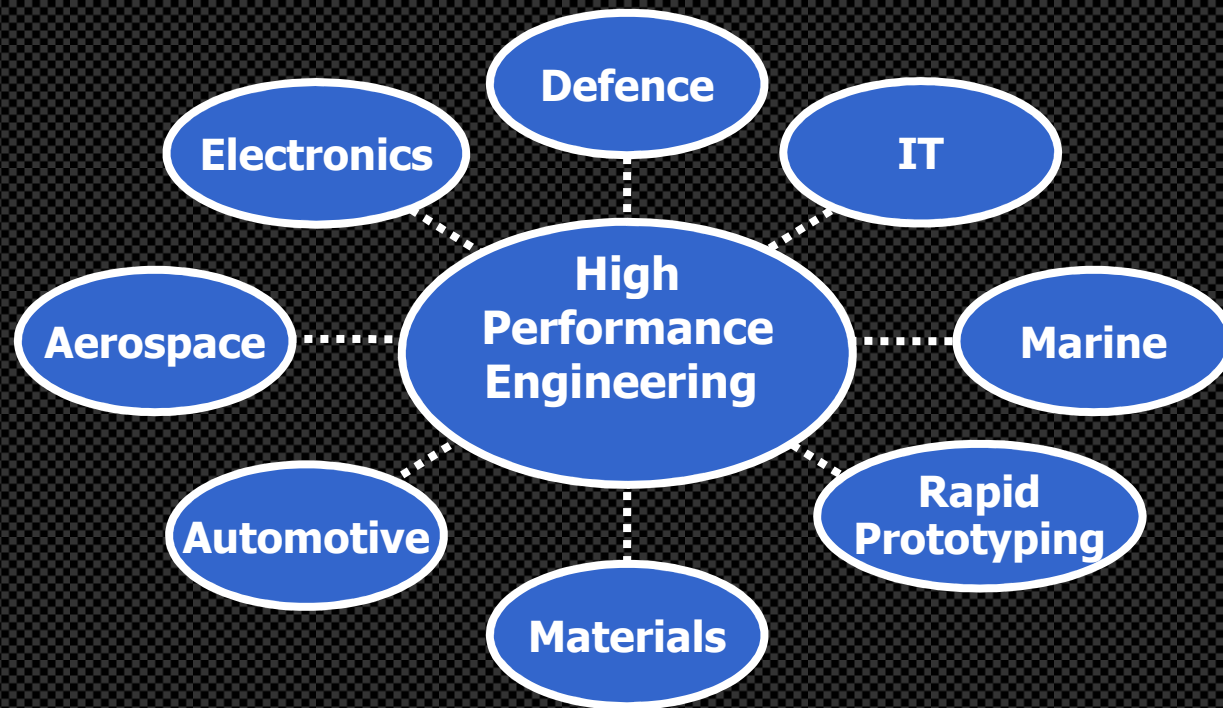
Stack

West Surrey Racing (WSR)

Ricardo

...plus 330 more

High Performance Engineering (HPE)





What is Motorsport Valley?

A business cluster, unique to the UK, which boasts

- 30% of turnover reinvested in R&D
- £6 billion turnover
- Over 3,000 businesses, employing 40,000 people including 25,000 engineers

*"a mature economic business cluster which is number one in the world.
The UK is global leader in the sport and business of motorsport."*

Professor Michael Porter - Harvard University, USA



What is Motorsport Valley?

- An innovative, **global** business cluster that happens to be based in the UK
- High-value; low volume; fast growing
- Know-how and can-do attitude
- Dominates the billion dollar world of F1 –
65% are UK teams with UK engines and chassis
- High rewards; high profits; globally successful



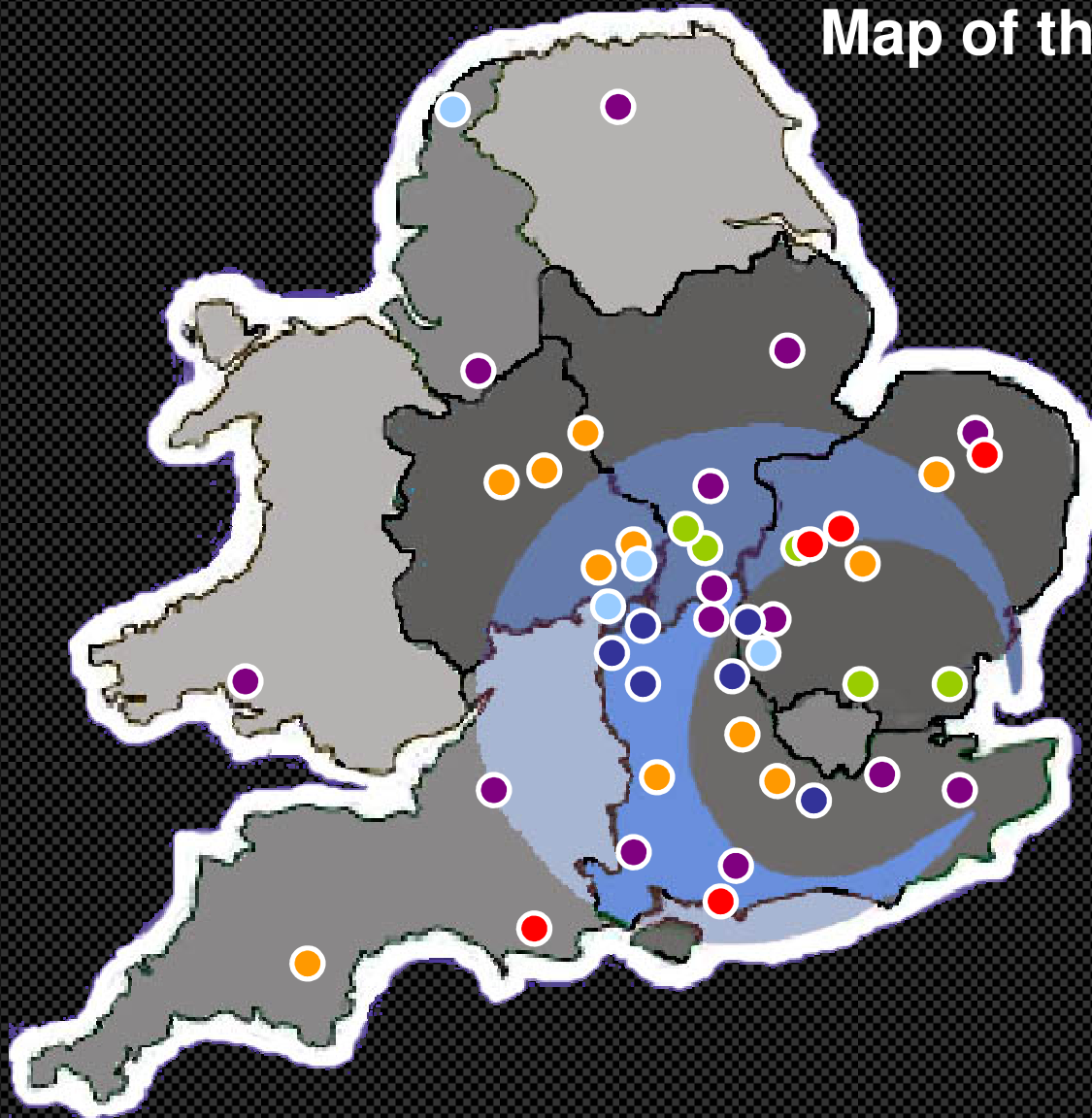
The Bases and Sources of Major Components for Grand Prix World Championship Constructors in 2010

| <u>Team</u> | <u>Base</u> | <u>Engine</u> | <u>Chassis</u> |
|---------------------|-------------|---------------|----------------|
| Renault F1 | UK | France | UK |
| McLaren | UK | UK | UK |
| Ferrari | Italy | Italy | Italy |
| Williams | UK | UK | UK |
| Mercedes GP | UK | UK | UK |
| Red Bull Racing | UK | France | UK |
| Virgin F1 | UK | UK | UK |
| US F1 | USA/Europe | UK | USA |
| Scuderia Toro Rosso | Italy | France | Italy |
| Campos F1 | Spain | UK | Italy |
| Lotus F1 | UK | UK | UK |

...correct at this moment in time - watch this space!



Map of the UK motorsport cluster



- = Race Circuits
- = Formula 1 Teams
- = World Rally Teams
- = Major Race Car Constructors
- = Major Component Manufacturers
- = Major Engine Builders



The UK Motorsport Industry

- ‘*Motorsport*’ is the public brand of performance engineering
- Performance engineering solution providers...
 - rely on processes which are distinct from mass automotive manufacture
 - link to aerospace, marine, defence

An “intellectual community of knowledge”



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