



UK Trade
& Investment

USA Business Development Mission - Highlights

Charlotte, NC • Indianapolis, IN



The fast-growing US motorsport market is currently worth in excess of \$13.5 billion and boasts 400,000+ participants, spanning a range of disciplines - from Indycar and NASCAR to Global Rallycross, Off-Road and beyond. The MIA's recent (May 2014) Business Development Mission to US Motorsport's two major buying centres, Charlotte and Indianapolis, confirmed that **there has never been a better time to do business in US Motorsport!**

Charlotte and the surrounding area is home to the single most important and valuable US motorsport series - NASCAR - which has, in recent years, substantially increased its purchases from UK firms as a result of UKTI and MIA activity. It is also home to United SportsCar Championship teams and constructors - a newly-consolidated national series with large potential for UK suppliers.

Indianapolis is historically the US centre for Indycar single-seater/open-wheel race teams. UK suppliers have a long-established relationship in this sector. As well as being home to leading United SportsCar and Global Rallycross Championship teams. Indianapolis is also home to most of the major NHRA Drag racing teams, which is the most popular form of racing in the USA - and full of potential for UK exporters, who have yet to make an impact.

The MIA's long-standing Business Development Mission programme is designed to strengthen business relationships and help organisations grow business in the world's largest motorsport market! 23 delegates from 16 organisations joined the MIA group to engage with major US motorsport companies including: Andersen Promotions, Andretti Autosport, Chip Ganassi Racing, C&R Racing, Dallara, Doug Herbert Racing, ECR Engines, Global Rallycross Championship, Hendrick Motorsports, Ilmor Engineering, Indycar, NASCAR, Penske Racing, Richard Childress Racing, Riley Technologies, Roush Fenway Racing, Toyota Racing Development, and Wayne Taylor Racing.

The mission, supported by UK Trade & Investment, was successful in continuing to strengthen valuable business relationships between US and European companies. Significant business was generated, with delegates reporting an **estimated new order value of nearly £2 million**, and more expected long-term (87% of delegates expect new business as a direct result of their attendance).

"No previous mission has secured nearly £2m of export commitments - a strong result from an exceptional mission!"

Chris Aylett, CEO - Motorsport Industry Association





“We established contacts we have previously been unsuccessful in making, which will lead to additional business.”
Jack Hastings, DC Electronics

“We anticipate supplying at least one new customer as a direct result of the visits organised by the MIA and UKTI.”
Neil Morgan, Good Fabrications



“Very well organised. Good intensive selection of visits. Met some really relevant contacts.”
Steve Bailey, Alexander Associates - Motorsport Recruitment

“An excellent mission, as we have come to expect from the MIA and UKTI.”
Chris Gregory, GST Racing Seals

