



## **Driving Value from Motorsport Valley®**

***The high performance energy-efficient prototype community***

**Chris Aylett - Chief Executive  
Motorsport Industry Association**



# Motorsport Industry Association

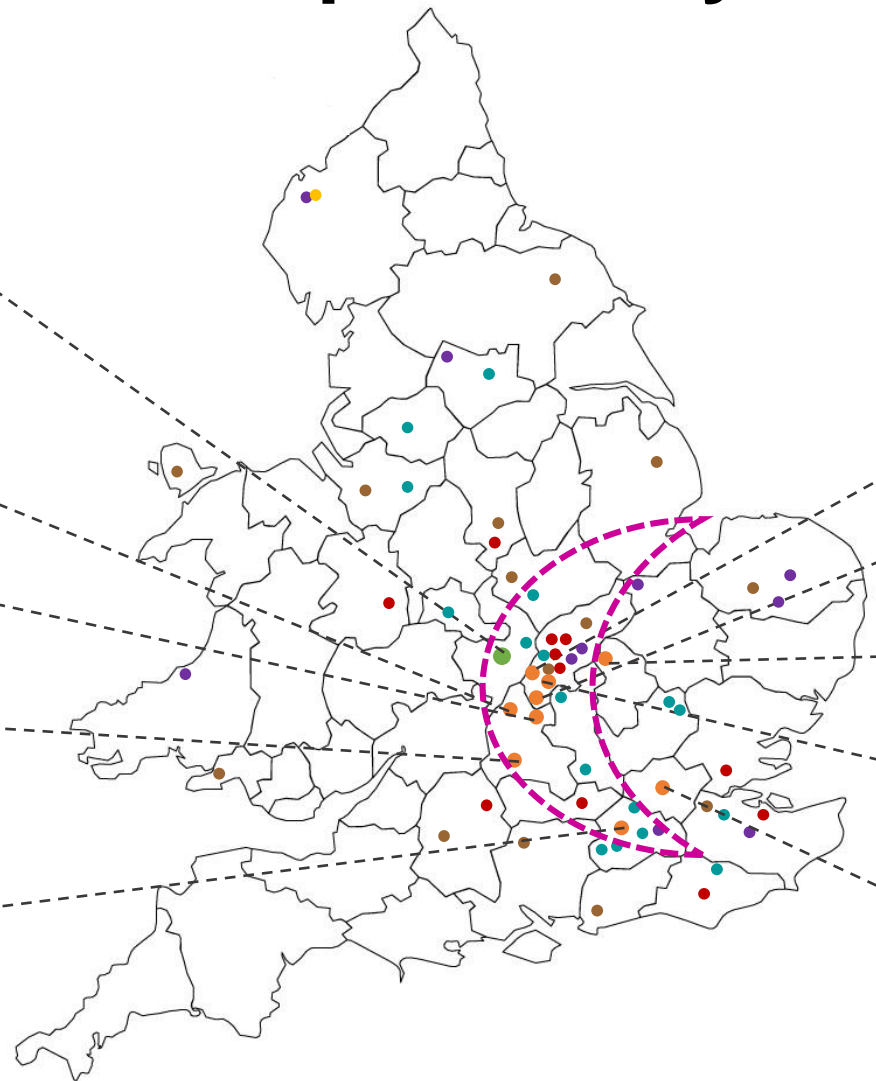
**The only business network organisation serving  
the global motorsport and high-performance engineering industry**

- 300+ international corporate members handle £5 billion of global motorsport sales
- Creates **strategic alliances with government and industries**, building networks and international business partnerships
- **Drives business growth initiatives** to strengthen the motorsport industry, its profitability and success...
- Delivers cross-sector business growth ... **Energy Efficient Motorsport...**  
**...to Automotive... to Defence...to Creative... to Aerospace... to Marine**



# Motorsport Valley®

- MIA International HQ
- Race Circuits
- Formula One Teams and Formula 1 HQ
- Race Car Constructors
- Engine Builders
- WRC Teams
- Leading Race Teams





# Motorsport Valley®

## A World-Championship Team



**8 out of 10**

*Formula 1 teams are based in the UK*



**30% of sales turnover is re-invested into R&D**

*10x that of road-car manufacturers*



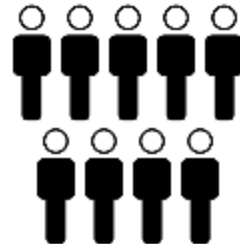
**Over £10bn**

*Estimated global sales turnover*



**4,300**

*Motorsport businesses*



**45,000 staff**

*(incl. 25,000 highly skilled engineers & apprentices)*



**87%**

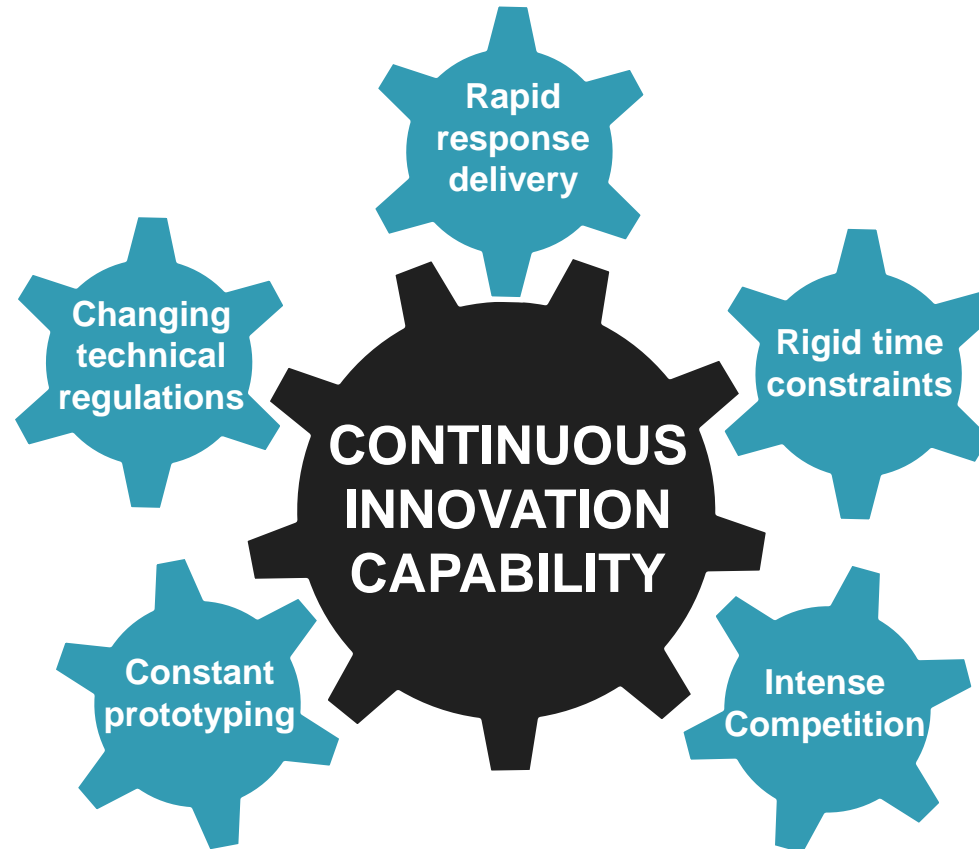
*of UK motorsport businesses export*



# Motorsport's Continuous Innovation

*In motorsport..*

*every second of time,  
every sq. millimetre of  
space and  
every gram of weight  
matters*



**ALWAYS  
DELIVER ON  
TIME  
---  
MUST WIN  
TO  
SURVIVE !**

# Motorsport to Automotive

- **The Efficient Use of Energy is at the heart of all motorsport solutions**
  - electric and hybrid powertrains are growing in popularity on track
- 40% of UK motorsport companies supply mainstream automotive prototyping, R&D, and low volume – it's their main source for future non-motorsport growth





# Jaguar C-X75

**Jaguar C-X75** launched in 2010, developed by Williams F1 and Jaguar Cars in just 18 months! A hybrid-electric 2-seater, 778 HP through four electric motors each driving one of four wheels, and batteries re-charged using two diesel micro gas turbines.





# Jaguar Vector Racing World Record



## AIMS

Electric power, motor and control systems by Williams Advanced Engineering to break World and National electric speed records in a battery powered boat...creating a showcase for capability and linking technology with Formula E world championship

**RESULT June 2018, New World and National records of 88.61mph** for Jaguar Vector Racing V20E breaking previous electric record of 76.8mph set in 2008



# Motorsport to Defence

- M2D started by the MIA in 2007 to help motorsport and defence businesses engage and find new business
- The MIA's M2D has seen motorsport-derived design, fire suppressant, radiators, charge coolers, transmission, brakes, suspension components and seals +++ provide real benefit to defence vehicles in the field



# Motorsport to Aerospace

- Aerodynamically, a race car is an aeroplane in reverse!
- Demands are similar - motorsport uses aerospace grade materials and many motorsport firms have ISO accreditation for aerospace supply
- Forward Composites (ex-Lola) diversified into aerospace composite design, manufacturing for BAE Systems, Thales and Meggitt Defence Systems





# 'RACE-BRED' INNOVATION AND CAPABILITIES IN DEMAND



**AM-RB 001 Hypercar**

**ASTON MARTIN with**

**RED BULL RACING**



# 'RACE-BRED' INNOVATION AND CAPABILITIES IN DEMAND



**Foxhound**

Developed with **RICARDO**



# 'RACE-BRED' INNOVATION AND CAPABILITIES IN DEMAND



**Land Rover BAR**

Developed with **PRODRIVE**

# 'RACE-BRED' INNOVATION AND CAPABILITIES IN DEMAND



## Birmingham Children's Hospital

A data-transfer project with **McLAREN F1**



# 'RACE-BRED' INNOVATION AND CAPABILITIES IN DEMAND



**JCB Excavator project**

KERS developed with **FLYBRID**



# 'RACE-BRED' INNOVATION AND CAPABILITIES IN DEMAND



**Aerofoil Energy used at Sainsbury's**

Developed with **WILLIAMS**



# Motorsport to Automotive Programme



- Since 2012, the MIA has regularly organised successful **'Showcases of Capability'** to leading OEMS including:

***Bentley ▪ Ford ▪ Honda F1 ▪ Jaguar Land Rover ▪ Nissan ▪ Emerald Automotive  
▪ London Electric Vehicle Company  
▪ Morgan Motor Company ▪ Lotus ▪ JCB  
▪ JLR Classic***

- 15,000+ automotive engineers introduced to our world-leading energy-efficient community of innovative, efficient and fast-reacting suppliers



# Contact Details

**The MIA wants to connect YOU with the unique capabilities available in Motorsport Valley**

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