

# Volkswagen Racing Cup 2012



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## WHAT WE ARE ABOUT

The Volkswagen Racing Cup is the longest-running, best supported manufacturer-backed saloon car championship in the UK.

And it's no wonder. With strong grids, a great calendar, close racing and an exciting and varied range of cars competing, drivers, fans and sponsors alike all get a lot from the Volkswagen Racing Cup.

Many of our drivers have stayed with us for many years; others have progressed to Touring Cars, Carrera Cup, GTs and other higher formulae.

But, for us, it's about enjoying our cars, our racing and the friends we make first and foremost.

**We hope you will join us in 2012.**

# Volkswagen Racing Cup 2012



## CONTENTS

In this short brochure we hope to give you an introduction to the Volkswagen Racing Cup UK.

An overview of our regulations, some info about the promotional side, and some contacts and advice on getting started.

But of course a brochure can only say so much – so please also have a good look through our website, and give us a call.

Calendar



Technical



Promotional



Benefits





# Volkswagen Racing Cup 2012

## OVERVIEW

2012 sees continued stability of the calendar and regulations, which is a fundamental principle behind the championship. For, unlike 'one-make' championships, cars developed for the Volkswagen Racing Cup can be assured of many years of racing under stable regulations. This means that teams and drivers can invest in the cost of a new car confident in the knowledge that the car will remain eligible and its value will be retained over years to come.

With Volkswagen Racing UK running the series, direct manufacturer involvement ensures the stability and profile that the championship deserves over future years.

The double header race format of the racing features seven weekends which keeps the time and cost commitment of teams and drivers lower than some other series, and provides spectators with a very full day of Volkswagen action.

High standards of driving and presentation befitting a championship with manufacturer backing and television coverage are expected of all participating drivers and teams. But above all, the Volkswagen Racing Cup remains a friendly championship where team spirit and camaraderie in the paddock count for more than on-track heroics.



# Volkswagen Racing Cup 2012

## CALENDAR



The Volkswagen Racing Cup follows a double header calendar format.

The provisional calendar is based around the prestigious Formula 3 and British GT package for the UK rounds. It is a sign of how highly the Volkswagen Racing Cup is regarded that the Championship is again the F3/GT's sole saloon car support race.

For the first time, in 2012, we have been invited to support the prestigious DTM's only UK visit, at Brands Hatch. This is a very exciting, high profile meeting, with a lot of exciting racing and famous faces around the paddock.

And, as another first, the Championship will be racing at the legendary Spa Francorchamps circuit. We will be a part of the Volkswagen festival held there – supporting the famous 25 hour race.

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## PROVISIONAL CALENDAR



Date	Circuit	Event
7-9 April	Oulton Park	British F3/GT
18/19/20 May	Brands Hatch Indy	DTM
9-10 June	Rockingham ISS Long Circuit	British F3/GT
7-8 July	Spa Francorchamps	25hr Fun Cup
4-5 Aug	Snetterton '300'	British F3/GT
8-9 Sep	Silverstone GP	British F3/GT
29-30 Sep	Donington GP	British F3/GT



## Championship Structure

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## WHAT CAR DO I NEED?



For a car to be allowed to race in the Championship, it will need to be a Volkswagen, comply with the regulations and be issued with a Volkswagen Racing logbook.

To be eligible for this, it must either be a car that has competed in the Championship in the past two years, or if it is new to the Championship, it must be less than 10 years old.

Additionally, drivers and teams who have taken part in the past two years can request a logbook for a car for their own personal use. Cars can either be built to the championship regulations or bought ready to race and the championship website is a good source of vehicles for sale: [www.vw-cup.co.uk](http://www.vw-cup.co.uk)

Alternatively the Arrive and Drive option may appeal to drivers that wish to compete without owning a car of their own.



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## WHAT DO THE REGS ALLOW?

The Volkswagen Racing Cup regulations have been carefully developed to remain stable throughout coming years. This means that drivers and teams can confidently invest the time and effort to develop a new car safe in the knowledge that it will remain competitive over future years, and retain its value. That is a central principle of the Volkswagen Racing Cup.

With a system of power to weight governing the performance of the cars, there are ten power categories ranging from 150 to 280 bhp each with a corresponding minimum weight. The power outputs are determined by the championship rolling road only; power tests will be carried out on every car before the season, whilst random checks may be carried out at any time thereafter. Similarly the minimum weights will be determined by the championship scales only, and will be checked after each race.

Scrutineering is taken very seriously in the championship. Power tests are mandatory, ECU software monitored and then regularly interrogated by the series Scrutineer to compare all settings. Periodic in-depth checks are likely to be made to cars, engines and electrical systems throughout the year.





# Volkswagen Racing Cup 2012

## WHERE DO I GET A CAR?

### Option 1 – Build

Many drivers want to build their own car: to choose their exact model, specification, even colour scheme. The discounted prices on the Volkswagen Racing Motorsport parts range can help you with your build. Don't underestimate what is involved in successfully building your own car from a financial and technical point of view – but if you have the resources and experience there is no better feeling than creating your own masterpiece!

For 2012, you are free to build any type of modern Volkswagen, including Scirocco, Golf 6 and new Polo GTI.

### Option 2 – Buy

For those who don't have either the time, capital or expertise to build a racing car from scratch, there are always a number of new and used racing cars for sale in the Volkswagen Racing Cup. Prices at the moment tend to range from £12k up to £30k depending on age, condition, racing pedigree. Volkswagen Racing or the teams involved can all be commissioned to build you a new racing Volkswagen to your specifications.

Best place to look is the Championship website: [www.vw-cup.co.uk/forsale.htm](http://www.vw-cup.co.uk/forsale.htm)

### Option 3 – Rent

There are several teams in the Volkswagen Racing Cup paddock who can rent you a car, and run it for you on an 'Arrive and Drive' basis. See page 24/25 of this brochure for more information.

# Volkswagen Racing Cup 2012

## COSTS



Of course, we all know that no motorsport comes cheap. To race at this level requires more than just talent and commitment. However, we do what we can to keep the costs as controlled as possible.

### ENTRY FEES

Entry fees will not increase from 2011 levels. This means an entry fee of £525.00 for a double header race weekend for the UK rounds, aside from Silverstone GP and Spa round which will cost £600.

The registration fee for the Championship will be £750 plus VAT (see page 20,21 for more details).

### TYRE COSTS

We are delighted to say that with the help of our long-time tyre partner Hankook there will be no inflationary rise in tyre costs for 2012 (meaning that we will likely be the only championship in the UK that doesn't have an increase!) As a guide, this means a cost of £209+vat for an 18" race slick. Most drivers budget on 2 new tyres per race weekend.



# Championship Exposure

# Volkswagen Racing Cup 2012

## PADDOCK CLUB



An integral part of the Volkswagen Racing Cup is the VIP hospitality service that is provided at each race weekend.

The Paddock Club is a dedicated hospitality area hosted by Volkswagen Racing and the hub for all during the weekend. With a high level of hospitality and catering on race day, freshly-prepared hot breakfast roll on arrival, delicious two-course hot lunch, fresh cakes and biscuits during the afternoon and tea, coffee and soft drinks all day it is the perfect place to entertain your guests or just relax.

Each driver is allocated two places for the Paddock Club per race entry and additional can be purchased at special driver rates;

Includes: welcome letter, map of circuit, entry ticket into circuit, paddock lanyard with pass and hospitality wristband

- ▶ Paddock club without circuit entry ticket: £50.00 each
- ▶ Paddock Club with circuit entry ticket: £70.00 each



# Volkswagen Racing Cup 2012

## EXPOSURE

### **PR & Media Service**

The Press Officer for the championship is Nick Carter. Nick is able to provide a full PR and media service for competitors including supplying your local media with pre and post event articles supported by pictures. The Volkswagen Racing Press Officer is on hand for all your media requirements at every event.

### **Images and Photography**

The championship uses the services of Jacob Ebrey Motorsport Photography who are at all race weekends to capture the on and off track activity. These images are free to use and can be found after each weekend on the dedicated web site.

### **Web site [www.vw-cup.co.uk](http://www.vw-cup.co.uk)**

The championship web site is updated and maintained regularly so always has the most up to date information.

### **Crowd**

Thousands of spectators watch the Volkswagen Racing Cup at each event. Also The Volkswagen Racing Cup is a support race for The British Formula Three and GT series therefore attracts a huge following. See over for more details on the numbers.



# Volkswagen Racing Cup 2012

## SPECTATOR APPEAL

Spectator demographics supplied from Sports Marketing survey based on research at F3/GT package. Key findings:

▶ Spectators travel long distances to watch	over 50 miles	40%
▶ Male dominated	Male	81%
▶ Young profile	Under 35	42%
▶ Had a great day	'Enjoyed Day'	96%

Venue	Typical Reported Attendance
Oulton Park	19,000
Rockingham	4,500
Spa Francorchamps	58,000
Snetterton	15,000
Brands Hatch (DTM)	75,000
Donington Park	15,500
Silverstone GP	10,500

The championship is a permanent part of the prestigious Formula 3 and British GT (F3/GT) package, with the best of single-seater and sportscar racing. Additionally, in 2012, the Championship has been invited once again to join high profile race meetings including the Spa 25 hour VW festival and the DTM German Touring Car Championship at Brands Hatch.

Typical reported crowd figures for the calendar are listed left, based on crowd attendances recorded at the same events in previous years.

This represents many thousands of people who see the Volkswagen Racing Cup in person each year.

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## TELEVISION COVERAGE



Footage of the Volkswagen Racing Cup will be shown on Motors TV as a stand alone half-hour programme within their UK motorsport area, giving us and our partners a much higher profile within the motoring and enthusiast community.

Motors TV is a television channel dedicated to news, documentaries and coverage of motorsport and is available in many countries via satellite and cable. It is broadcast 24 hours a day, 7 days a week.

Motors TV reports on a number of race series including most of the highest profile such as the Le Mans Series, the American Le Mans Series and the DTM. Motors TV can be viewed in 37 countries reaching a staggering 16 millions households over all but more significantly nearly 10 million in the United Kingdom.



# Volkswagen Racing Cup 2012

## PRESS COVERAGE

Previews and race reports regularly appear in the national media, both print and on-line. The Championship has a Press Officer and a Photography service to develop coverage:

### National Media Coverage

Volkswagen's Press Office have many times over the past 10 years placed high-profile journalists in selected races or track events to achieve national Volkswagen Racing coverage – EVO, AutoExpress, Fifth Gear, BBC Breakfast, GQ, as recent examples.

### Motorsport Media Coverage

Volkswagen Racing is one of the most highly-covered news and results items in the national Motorsport press – Autosport and Motorsport News, plus on-line website coverage.

### Regional Coverage

Local publications frequently report on local driver and team successes, together with race previews for upcoming events in the area.





# Volkswagen Racing Cup 2012

## WEB PRESENCE

The official Volkswagen Racing website is linked directly from the Volkswagen UK website. The Championship also has its own dedicated website, linking to this.

This sites attract over 18,000 unique visits per month, with links to driver websites, latest news, gallery, TV times, and all Championship information and standings.

Championship Sponsor Partner links are provided from the front page.

**VOLKSWAGEN**  
**Racing Cup**  
With **FUCHS** Lubricants

>>The Drivers >>The Dates >>The Cars

### Welcome to the Volkswagen Racing Cup

Britain's best-supported saloon race championship

Welcome to the Volkswagen Racing Cup with FUCHS Lubricants. Britain's best-supported saloon racing series. The championship celebrated its 10th anniversary in 2010 with the biggest and most diverse grid of racing Volkswagens yet seen, and the first-ever mainland Europe round. Come and catch the action at the British F3 & GT meetings around the UK, or on Channel 4 or Motors TV. Better still, read our section on getting involved...

**Quick links**

- » Archive
- » Arrive and drive
- » Cars for sale
- » Championship info
- » Contacts
- » Current standings
- » How to get involved
- » Latest news
- » Links
- » Partners
- » Pictures, downloads
- » Race results
- » Site map
- » Teams area
- » TV schedule

**FUCHS** **HARTHOOD** **VOLKSWAGEN** **Racing** **BRSCC** **f**

The Volkswagen Racing Cup with Fuchs Lubricants © 2011 email: info@vw-cup.co.uk



## Championship Information

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## HOW DO I JOIN?



All drivers need to register with the championship on an annual basis. The full year registration fee is £750.00 plus VAT. This provides each driver and or team with a number of championship benefits (detailed on the next page).

Registered competitors can enter for all 7 rounds at the beginning of the season or on a weekend by weekend basis. A surcharge is applied for individual entries and should grids become over subscribed, priority will be given to those drivers who have registered for the whole season.

# Volkswagen Racing Cup 2012

## HOW DO I JOIN?



The registration fee includes the following;

- ▶ Television coverage of the championship on Motors TV
- ▶ Dedicated press officer and media service
- ▶ Professional Images and photography service
- ▶ Website providing information about the championship and free advert area
- ▶ Use of the Paddock Club; dedicated race and hospitality centre
- ▶ Dedicated championship Scrutineer
- ▶ Log book for registered cars
- ▶ Permanent Clerk of the Course
- ▶ Full tyre fitting and supply service on event from Hankook
- ▶ Championship Management
- ▶ Technical and parts support
- ▶ Pre-season power test
- ▶ Car livery set
- ▶ An item of team clothing from the Volkswagen Racing Range

# Volkswagen Racing Cup 2012

## GETTING STARTED



The friendly and competitive nature of the Volkswagen Racing Cup is an ideal place for the newcomer to racing to feel welcome, quickly learn the ropes and come up to speed alongside a mixture of novices and very experienced drivers.

The first thing you will need is your competition licence. The category required by the Volkswagen Racing Cup is a Race National B. Apply to the [Motor Sports Association](#) to receive your 'Get Started in Motorsport' pack. Then get your GP to complete the medical form (normally for a charge). These are mainly routine checks.

You then need to book your ARDS test at a racing school. ARDS stands for the Association of Approved Racing Drivers Schools. The test has been compulsory for first-time applicants for racing licences for several years in order to try to introduce a minimum competence level across all newcomers to motorsport. The test is made up of a written test examining flag usage and race procedures, and a driving test to establish that the basics are understood. You will need to go through the ARDS notes, together with a read-through of the Blue Book. The written flags test must be passed, so you will need to spend a little time beforehand to learn these thoroughly.



## Volkswagen Racing Cup 2012

### GETTING STARTED *contd.*

For the driving section, you will receive time with an instructor in a road car, during which he will decide on whether you pass or fail on driving competence. He will be looking for you to demonstrate adequate vision ahead of you, and to judge that you are travelling at a reasonable pace for the circuit. There is no element of timing or any speed requirements. But crucially, you must stay on the track at all times, and be able to string at least two laps together consistently.

With medical, ARDS test and a cheque written, post it all off to the MSA, and your Race National B licence will be in your hands about a week later. You are now entitled to drive on test days on circuit, but before you can actually enter a race, you will need to join a club and register for the championship.

The club that administers the Volkswagen Racing Cup, and much of British circuit racing, is the British Racing and Sports Car Club, the [BRSCC](#). Contact the BRSCC to get the membership application forms. You will need to become a 'Racing Member'. Finally, you need to register with Volkswagen Racing for the Volkswagen Racing Cup. This will entitle you to enter the races, and all of the associated benefits.





# Volkswagen Racing Cup 2012

## ARRIVE & DRIVE

'Arrive and Drive' is the perfect format that suits the many drivers who do not have either the time, facilities or technical expertise to run a racing car to the standard demanded by a modern race championships such as Volkswagen Racing Cup.

There are a number of our professional teams who provide an arrive and drive service dedicated to the Cup, with a range of competitive, professionally-prepared Volkswagens. Guest drivers in our Championship over the past couple of years have been as varied as Touring Car drivers, absolute racing novices and well-known journalists, but all taking part with the principle aim of enjoyment of the event.

Our teams seek to provide coaching and driver development to allow drivers to get the most out of their time behind the wheel. In short, it's a great way to have an enjoyable season's racing, make valuable contacts and friendships in the racing world, and to develop your driving talents without the time and capital outlay of doing it by yourself.





# Volkswagen Racing Cup 2012

## ARRIVE & DRIVE TEAMS

### KPM Racing

Contact: Kevin Poole  
www.kpmracing.com  
Phone: 01327 358645  
E-mail: info@kpmracing.com

Unit 6, Silverstone Business Park  
Shacks Barn Farm  
Silverstone, NN12 8TB

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### Slidesports

Contact: Mark Jenkins  
www.slidesports.co.uk  
01889 270790  
E-mail: info@slidesports.co.uk

3 & 4 Jupiter Business Park  
Airfield Industrial Estate  
Hixon, ST18 0PF



# Volkswagen Racing Cup 2012

## AWARDS DINNER



Volkswagen Racing hosts a Awards Dinner for competitors (teams and drivers) at which the season is celebrated and winners receive their awards for the championship.

The dinner is an informal evening which gives the whole Championship the chance to celebrate success together.



## Volkswagen Racing Cup 2012

### 'FRIENDS AND FAMILY' TRACKDAYS

For 2012, Volkswagen Racing will be holding two trackday events, one in mid-season and one after the racing has finished for the year.

Not only are these for us to thank the Championship's sponsors and partners, but also all drivers are welcome to take part themselves with their race and road cars to say thank you to their own sponsors, team and ever-patient families.

Volkswagen Racing will bring the hospitality equipment and branding to make the Championship's area look and feel appropriate for your guests, and also provide catering facilities.

(Please note that the charge for tracktime will be payable to the trackday organisers directly.)





## Volkswagen Racing Cup 2012

### OFFICIAL TEAMWEAR – SPECIAL PRICES



The Volkswagen Racing Teamwear and Merchandise range of parts is available to all registered drivers and teams, plus of course their families, sponsors and supporters at very appealing prices.

The range includes coats, fleeces, hoodies, caps, T-shirts and Polo shirts, plus accessories such as travel bags.

We have designed much of the range to allow space for you to overbrand with your own team and sponsor logos – which looks smart and professional for you and them.

Contact us via [info@volkswagenracing.co.uk](mailto:info@volkswagenracing.co.uk)



## Volkswagen Racing Cup 2012

### MOTORSPORT PARTS – SPECIAL PRICES



Part of Volkswagen Racing UK's role as Championship Organisers is to provide our teams and drivers with a range of high quality, proven race parts to cover their Volkswagen into a competitive Cup car. Part of our offering to our registered drivers is to offer these parts at a very competitive price, well below what the public can buy them for.

We will also be available for technical support on these parts, ensuring that you can always source spares (most parts are kept in stock to keep your car on the track if a problem occurs).

The parts range, including our Big Brake Kit, intakes and exhausts, engine mounts, suspension kits, wheels and more have all been used on race winning cars in the Volkswagen Racing Cup. And advice is free!



# Volkswagen Racing Cup 2012

## CONTACTS

### Championship Manager

**Sam Roach**

Tel: +44 7866 737343  
s.roach@volkswagenracing.co.uk

### Clerk of the Course

**David Pierre**

Tel: +44 7889 177729  
david@pierre99.fsnet.co.uk

### MSA Eligibility Scrutineer

**Ian Billett**

Tel: +44 7966 936958  
ibillett@aol.com

### Championship Coordinator

**To be notified**

Tel:  
info@volkswagenracing.co.uk

### Media Officer

**Nick Carter**

Tel:+44 1530 563200  
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# Volkswagen Racing Cup 2012

## CONTACTS

### Address

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### Telephone

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Fax:

Email:

01908 210088

01908 210044

[info@volkswagenracing.co.uk](mailto:info@volkswagenracing.co.uk)

### Websites

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The Championship site:

The home site for Volkswagen Racing UK:

[www.vw-cup.co.uk](http://www.vw-cup.co.uk)

[www.volkswagenracing.co.uk](http://www.volkswagenracing.co.uk)

## Volkswagen Racing Cup 2012



We hope you'll  
join us on the  
grid in 2012!

