

THE  
WINNING  
TECHNOLOGY

COVENTRY, SOLIHULL AND WARWICKSHIRE

A large, blurred checkered flag in the background, with colors ranging from black to bright yellow and orange, suggesting motion and speed.

**Gateway to**  
**motorsport**  
**valley**®

# gateway to motorsport valley



**Coventry, Solihull and Warwickshire (CSW), the Gateway to Motorsport Valley, has been identified as a top ten Motorsport sub-region in the UK.**



The UK is recognised as being home to the world's premier motorsport cluster, Motorsport Valley®, an area which dominates the global production of racing cars. The UK motorsport industry is worth an estimated £5 billion and employs a workforce of over 40,000 people, including more than 25,000 engineers.

The CSW motorsport industry (incorporating high-performance engineering and tuning) comprises over 250 companies and in excess of 4,500 full-time workers.

## Coventry, Solihull and Warwickshire:

- a world-class cluster of motorsport and automotive consultancy companies
- a high number of performance engineers across all disciplines
- a leading university R&D and training infrastructure orientated towards the motorsport industry
- low volume car manufacturers
- a large market share of the international motorsport supply chain
- the UK's premier short circuit stock car and speedway venue: Coventry Motor Speedway
- the long-established drag-strip: Shakespeare County Raceway
- a number of race and rally events
- European centre for motorsport exhibition and business events



# gateway to pioneering consultancy

A world-class concentration of companies are located in CSW, delivering to mainstream automotive companies, low volume roadcar producers and the global motorsport industry.

World-class companies located in the sub-region include:

- **Prodrive** – Automotive design and consultancy specialists
- **Ricardo** – Powertrain design and development experts
- **TRW Conekt** – Automotive consultancy in engineering knowledge and technology
- **HPL Prototypes** – Design and prototype show car manufacturers
- **MIRA** – Home to extensive research and test-track facilities

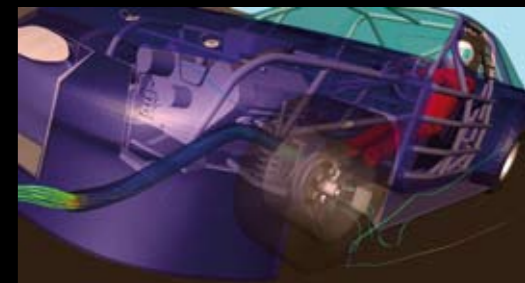
## CASE STUDY: Ricardo UK

**Location:** Midlands Technical Centre (MTC), Leamington Spa

**Web:** [www.ricardo.co.uk](http://www.ricardo.co.uk)

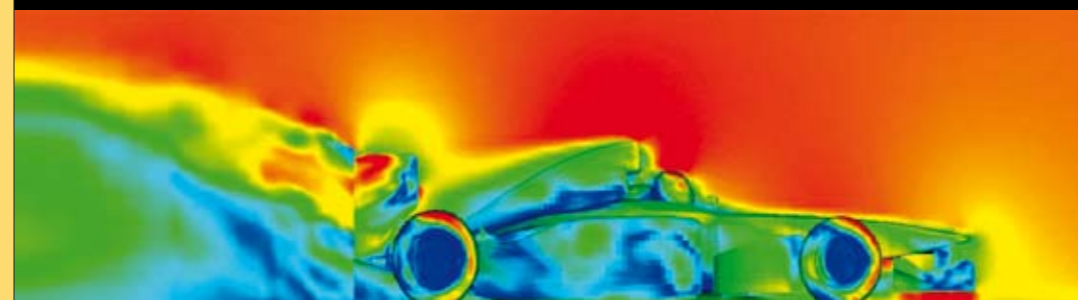
Ricardo is a leading automotive engineering consultancy with a global reputation. Ricardo operates from a number of technical centres in the UK and across the world. The company's service portfolio includes product design, electronics and control, computer simulation, analysis, prototype manufacture and development testing. Based in Warwickshire, Ricardo's Midlands Technical Centre employs around 380 personnel, around one third of which are utilised in motorsport. Ricardo are involved with a wide variety of motorsport programmes including the Mitsubishi and Ford WRC teams and a number of Le Mans teams including Peugeot and Audi. Ricardo have also been appointed by the FIA to provide

technical support and advice on the development of future regulations in the FIA Formula One World Championship. Other high-profile projects include the development of a highly advanced transmission system for the Bugatti Veyron.



“The presence of an experienced and talented workforce in the CSW sub-region was an important factor during our location considerations.”

Ricardo UK (Warwickshire)



# gateway to strength and diversity



## CASE STUDY: Aston Martin

**Location:** Gaydon, Warwickshire  
**Web:** [www.astonmartin.com](http://www.astonmartin.com)

Aston Martin is one of the most distinguished sports car manufacturers in the world.

It has produced exclusive, hand-crafted sports cars for over 90 years. In that time, only 35,000 Aston Martins have been built and more than 80 per cent are still in use, cherished, driven and raced by enthusiastic owners around the world. All Aston Martins are now produced at the company's world headquarters in Gaydon,

Warwickshire. Gaydon is a dedicated, high-technology facility where the V8 Vantage, DB9 and the new DBS are hand-built at a series of work stations by technicians and craftsmen.

This hand-craftsmanship has nothing to do with nostalgia. Hand-craftsmanship can deliver superior finishes and unique details. It can also deliver engineering and design solutions for an exclusive sports car that mass production would find impossible.

CSW boasts a world-class presence amidst an extensive range of activity across the automotive spectrum, including low volume car production through to internationally renowned performance engineering.

This distinctive characteristic of the sub-region has been further strengthened by major public and private investment in research infrastructure.

This comes to life in the CSW universities of Warwick and Coventry and the Warwick Manufacturing Group, all of which are geared specifically to the motorsport industry.

**“The Warwick Manufacturing Group is an outstanding example of combining academic excellence with industrial relevance - a unique international contribution of which we are all proud.”**

Tony Blair, former UK Prime Minister



Essential to the success and growth of motorsport in the CSW sub-region has been the firm base provided by extensive institutional support for the industry in the sub-region – more so than anywhere else in the UK.

The sub-region is home to:

- The industry's two key trade associations: the Motorsport Industry Association and the Motorcycle Industry Association.
- The motorcycle sports governing body: the Auto-Cycle Union.
- Major national and international exhibitions.
- An array of private and public motorsport clubs.
- Birmingham International Airport and Coventry Airport provide major transport hubs for the UK motorsport industry.
- The centre of the UK's motorway and rail infrastructure.

# gateway to industry support

## CASE STUDY: MIRA

**Location:** Watling Street, Nuneaton  
**Web:** [www.mira.co.uk](http://www.mira.co.uk)

MIRA Ltd is an engineering centre of excellence, recognised as the UK's leading independent design, development and FIA accredited test services organisation. MIRA delivers tailored solutions ranging from individual tests to large-scale turn-key projects.

Operating around the world, across the whole range of transport technologies, MIRA's customer base is truly global. This encompasses the major OEMs, race teams, component

suppliers and other independent consultancies throughout the world.

The 2005 and 2006 seasons saw MIRA in partnership with two race teams, as their technical sponsor. The alliances resulted in a clean sweep of both the team and driver titles in both the British Touring Car Championship (BTCC) and the Stock Car Speed Association (SCCA).

At the UK HQ, a core of over 450 dedicated employees working in state-of-the-art facilities, in concert with advanced modelling techniques are concentrated into a highly secure 760-acre site.



# gateway to motorsport exhibitions and events

Motorsport tourism is booming in the CSW sub-region as everything from events to museums showcasing motorsport draw in the crowds.

The CSW sub-region is home to the world's major motorsport exhibitions and events.

These include:

- **Autosport International Show** is Europe's leading motorsport trade show attracting over 90,000 visitors each year, including over 25,000 business attendees who

visit over 850 exhibitors from across the globe.

- **The International Historic Motorsport Show** is held at Stoneleigh Park, Warwickshire, and attracts over 450 exhibitors and 21,000 visitors.
- **The International Motorcycle and Scooter Show** sees the latest bike launches from major international manufacturers, attracting over 150,000 visitors each year.

- **Heritage Motor Centre** Centre attracts 60,000 visitors every year and is home to the largest collection of classic British cars.
- **Coventry Transport Museum** attracts 340,000 visitors a year and houses the largest collection of British road transport in the world, as well as the record-breaking Thrust 2.
- **National Motorcycle Museum** is recognised as the finest and largest motorcycle museum in the world, attracting 250,000 visitors a year.

## CASE STUDY: Coventry Motor Speedway

**Location:** Brandon

**Web:** [www.coventrymotorspeedway.com](http://www.coventrymotorspeedway.com)

Coventry Stadium was first opened in 1928 as a greyhound and speedway track. In 2002 it benefited from a £2m investment and is now attracting over 280,000 visitors a year across all disciplines.

The introduction of greyhound racing in 2004, alongside speedway and stock car racing allowed the stadium to be seen as a successful

greyhound facility with motorsport being the beneficiary of this success.

Coventry Motor Speedway is a premier motorsport venue in the sub-region. Recently, the venue has upgraded its services tremendously in terms of spectator facilities including bars, restaurants and undercover seating.



## Personal profile

**Name:** Scott Nicholls

**Age:** 29

**Profession:** Speedway rider

Scott has enjoyed huge success with the Coventry Buildbase Bees speedway team since joining for a record fee in 2005. After taking over as captain midway through his first season, Nicholls has led the club to five major honours in three years, during which time no other Elite League club has won more than one. The four-times British Champion is also captain of his country, and a regular competitor in the World Championship series. Scott's place in Coventry's history books is assured having been captain of the team which completed a clean sweep of Elite League, Knockout Cup and Craven Shield trophies in 2007, the 60th successive season of racing at Brandon.

## CASE STUDY: Motorsport in the Midlands

**Location:** Newtown Road, Nuneaton

Motorsport in the Midlands is a unique partnership that was formed in 1998, and has since driven forward many new and exciting initiatives. The core programme of events includes the annual Rally of the Midlands - potentially, the largest short-break visitor attraction in the Heart of England area in terms of rally-sport; Autotests; Solo Events; Classic Transport Shows and Runs all of which are held in and around the town centres. In addition, the partnership covers a wider field, working with Further Education establishments; vehicle manufacturers; venue operators and motorsport championship organisers.

Supported primarily by Nuneaton and Bedworth Borough Council; Hinckley and Bosworth Borough Council; Creative Media Communications; North Warwickshire and Hinckley College; Bedworth Radio Control Car Club; Nuneaton Motor Club and the Regional Development Agencies as well as associated businesses in the motor industry, the team are always looking at proactively generating interest and opportunities across a broad cross section of motorsport.

Recent initiatives have included the introduction of Junior Rally Days in partnership with educational

establishments as part of an incentive scheme for the students to work harder and improve grades. A youth engagement project in an area of Nuneaton and Bedworth was also launched recently with over 200 young people attending the open evenings with 80 registering for the scheme. Again the project is centred around engaging young people between 12-19 years of age on a rewards based system which will see them being given the opportunity to drive a fully prepared rally car on a specialist stage. Plans for the future include developing a disabled motorsport package.



# gateway to international supply chains

## CASE STUDY: AB Motorsport

**Location:** Longfield Road, Leamington

**Web:** [www.abmotorsport.co.uk](http://www.abmotorsport.co.uk)

AB Motorsport specialise in the supply, manufacture and fitment of parts for fast road and competition cars, as well as the build and preparation of Championship winning rally cars.

The business was originally set up to service the grassroots sector of motorsport, particularly road rallying. This has expanded into providing components for the fast road car market. The company carries out its own R&D work including internal manufacturing and outsourcing to local and national fabricators.

A world-class concentration of companies across the international motorsport supply chain are located in CSW, generating a synergy of innovation that is unrivalled elsewhere in the UK.

This includes:

- Engine Developments (Judd) – a former Formula One engine supplier which is now involved in developing engines for sportscars competing in the prestigious 24 Hours of Le Mans race.
- Caparo AP Braking – market leaders in the design and manufacture of bespoke braking products with extensive capabilities in the design and production of clutch actuation components.
- Recaro UK – manufacturer of seats for a wide range of applications including motorsport and aerospace.
- Visioneering – the company which built the record-breaking JCB Dieselmax also serves the global motorsport, automotive, aerospace and defence industries with manufacturing expertise and ground-breaking innovation.

## Why CSW?

One of the key reasons for AB Motorsport being based in Leamington is the easy access to the national road network.

Excellent transportation links have enabled businesses based in the CSW sub-region to flourish and expand.

CSW is positioned in the heart of a national motorway network, with the M1, M6, M5, M40, M69 and M42 all running through the sub-region. Rail links are equally good, with commutes to London stations often taking less than 1 hour. Birmingham International Airport and Coventry Airport provide excellent air travel links.

**'Nowhere in the UK is more than a 5 hour drive away.'**



# gateway to transport links



## CASE STUDY: Applied Cooling Technology

**Location:** Water Orton, Warwickshire

**Web:** [www.britheat.co.uk](http://www.britheat.co.uk) / [www.titan-lite.com](http://www.titan-lite.com)

Applied Cooling Technology is an umbrella organisation for three businesses engaged in the heat exchange market – Britannia Heatex, Elfin Technology and Titan-Lite Motorsport. Based in the county for over 20 years, the company has recently opened a facility in Florida, USA. Titan-Lite Motorsport is involved in manufacturing heat exchangers to a variety of industries including motorsport, marine and power generation. The company's reputation for quality and innovation is first amongst its peers and the organisation now has over a dozen patents covering

a diverse range of technologies. Furthermore, the Titan-Lite construction technique imparts the ability to combine disparate materials such as aluminum, stainless steel, titanium and carbon-fibre. Product development for the motorsport industry in recent years has involved the testing of cooling solutions for various race categories such as Karting, Dirt-Biking and NASCAR. It is hoped that the latest thermal enhancements should result in the Titan-Lite core surpassing all others to become the most efficient cooling core in the world of motorsport.

# gateway to motorsport teams

The UK is home to the majority of major teams and manufacturers, including those competing in Formula One and the World Rally Championship.

The sub-region is home to a number of world class low-volume roadcar producers, including the world headquarters and manufacturing facility of Aston Martin at Gaydon.



## CASE STUDY: Prodrive

**Location:** Fen End, Warwickshire  
**Web:** [www.prodrive.com](http://www.prodrive.com)

Prodrive is one of the world's largest and most successful motorsport and vehicle technology businesses with annual sales of more than £120 million and employing nearly 1000 staff in the UK, Australia, Asia-Pacific and North America. In motorsport, Prodrive runs the Subaru World Rally Team and Aston Martin Racing from its Banbury headquarters and runs the V8 Supercar team, Ford Performance Racing, from Australia. Since its formation in 1984, Prodrive has won six World Rally Championship titles, five British Touring Car Championships and two GT1 class wins at Le Mans, most recently in 2007 with Aston Martin Racing. In 2008, Prodrive enters the Formula One World Championship with its own team for the first time.



In addition to motorsport, Prodrive offers its technical expertise and project engineering skills to the mainstream automotive market. It has particular expertise in the design, calibration and testing of powertrains, vehicle dynamics, control and systems integration,

vehicle engineering and performance enhancement programmes. Prodrive's manufacturing facilities, which include a dedicated composites and machining facility, are also offered to customers within the automotive, aerospace and marine industries.

# gateway to skilled employees

The CSW sub-region is home to more than a million people, with its population having grown by 28,000 in the last ten years. CSW now matches Birmingham in terms of population size.

Unemployment rates in CSW are well below national and regional averages and its economy is widely recognised as the most dynamic in the West Midlands.

Dedicated research and teaching activity is a major benefit of the region with specialist courses available at Coventry University, Warwickshire College and University of Warwick, with its Warwick Manufacturing Group.



## CASE STUDY: Cam-Tech Engineering

**Location:** Bodmin Road, Coventry

Cam-Tech Engineering is a small machining company, currently employing around 16 people. Cam-Tech has evolved from its original aerospace roots into the motorsport industry.

The company's main customer is AP Racing, also based in Coventry.

Previous premises were too small to cope with increasing motorsport business, causing the company to move to new premises in Coventry. Business has been so successful that Cam-Tech has now doubled its stock of CNC machines from five to ten, with further expansions in negotiation.





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