



It has long been the ambition of Simon Belcher and Handy Motorsport to move to the pinnacle of British motorsport and onto the British Touring Car Championship (BTCC) stage. The cost of the series has been prohibitive in the past but now with the new generation touring car rules and the reduced costs of the Renault Clio Cup introduced in 2011 the series is now a realistic and commercially viable opportunity for the team to launch – Project BTCC.

Initially the team plan to race in the Air Asia Renault Clio Cup, this is the primary breeding ground and main support and feeder series for the BTCC stars of the future and will allow the team and Simon to fully get to grips with the BTCC events and the running of touring cars.

**BTCC is the biggest motorsport platform in the United Kingdom**

A loyal and dedicated audience, who are passionate about motor racing.

Over 325,000 spectators at BTCC events in 2010

81% of all attendees from ABC1 social class

64% of all attendees are male

Every event is filmed, produced and broadcast live on terrestrial TV, ITV4 and ITV4HD as well as streamed online.

In 2010 it had a UK TV audience of over 14 million and a total of over 94 hrs on ITV4 and 15 hrs on ITV1.

As a former factory supported Jet Ski racer, Simon knows what it takes at the top in preparation to win and commercially to support a top flight team. For over 10 years now Handy Motorsport have been involved in the adrenaline charged Legends Cars Championship and has taken the professionalism and commercial side of the championship to a whole new level.

Project BTCC will see a continued involvement with the Legends Cars Championship as the race craft to drive these cars and the close quarters racing is the very best in training grounds for future BTCC racers, Handy Motorsport will work within the support series of the Renault Clio Cup and Simon will be coached by 2010 Renault Clio Cup Champion and British Touring Car racer Dave Newsham to gain experience before a possible move into the British Touring Car Championship with the new generation turbo charged touring cars.

Watch this space and Project BTCC evolve.....

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

# PROJECT BTCC

Renault Clio Cup car



New generation touring car.....

