

MPA MEDIA APPOINTED BY GREEN FLAG MSA BRITISH TOURING CAR CHAMPIONSHIP

MPA Media - the Fulham based sports marketing and communications agency - has been appointed as the exclusive support agency for the 2004 Green Flag MSA British Touring Car Championship - the UK's premier motor sport series.

MPA Media is no stranger to the BTCC having played an integral role in the coveted championship's huge national and international prominence during the 1990s.

"Having been responsible for the BTCC's media activity between 1993 and 2000, MPA Media has always had a very special relationship with the championship," says Ben Taylor, Managing Director of MPA Media. "Now, however, we will be fulfilling a far wider role that encompasses not only the media and communications service but also the marketing and promotion of both the BTCC and its ten race meetings throughout the country.

"We are both honoured and excited to be back as part of the proven and ambitious team working to again highlight the BTCC as one of this country's top sporting attractions."

With a long and illustrious heritage dating back more than 45 years, the British Touring Car Championship remains the UK's biggest motor sport draw-card. Over the decades the series has enjoyed many memorable high points, notably during the 1990s when the series received unprecedented national and international exposure.

Alan Gow, the man who masterminded the championship's zenith, has recently returned as Series Director and the series is all set to flourish in 2004. Grids have been boosted by revised rules permitting cars conforming to FIA European Touring Car Championship rules to race in Britain. Further underlining the BTCC's return to prominence, ITV is broadcasting live coverage from five of the ten nationwide race meetings while the remaining action will be screened on ITV as a post-produced one-hour package.

Additional entertainment is assured from what will be the best package of support races ever seen in this country. In 2004 the BTCC will be backed by a mouth-watering selection of single-seater, saloon and sports car championships backed by BMW, Renault, Porsche and SEAT - four of the most evocative and pro-active motor manufacturers in circuit racing.

"We have a fantastic package in place for 2004," confirms BTCC Series Director Alan Gow. "There are ten race meetings, live TV coverage, quality grids, an action-packed timetable and a non-championship event at the British Grand Prix. We are establishing a team to put the Green Flag BTCC back on the mainstream UK sporting map and I am delighted to welcome MPA Media back to the fold."

The 2004 Green Flag MSA British Touring Car Championship starts at Thruxton on Easter Weekend, 10/11 April 2004.

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