



MOTOR SPORTS ASSOCIATION  
UNITED KINGDOM

# PRESS RELEASE

## **Motor Sports Association announces appointment of new Business Development Director**

The Motor Sports Association, the national governing body of motor sport in the UK, has appointed Bruce Goddard as Business Development Director. This is a new high profile role established by the MSA to identify, promote and manage motorsport development initiatives and to be the MSA's interface with the recently formed Motorsport Strategic Development Group. The MSDG has been set up in collaboration with UK government and the Motorsport Industry Association to enhance the commercial strength and competitiveness of British motor sport.

Goddard, 48, brings with him a wealth of experience from the financial industry. During eight years at First National Bank he headed sales, marketing and sponsorship functions which included overseeing programmes in both motor racing and superbikes. More recently Goddard has worked as an independent consultant to many top companies within the British motor sport establishment. In the late 1980s and early 1990s, Goddard also competed in historic racing.

"This is an exciting time to be joining the MSA as it is currently entering a period of major change and introducing some important new initiatives to realign UK motor

sport – not least by the setting up of the MSDG. I have specialised in implementing such strategies and am relishing the chance to play what is certain to be a pivotal role in the sport's future."

Colin Hilton, chief executive of the MSA, is delighted by Goddard's arrival. "We received many high quality applicants for this important position and believe Bruce has all the right credentials to meet the challenges ahead both as a key member of the MSA management team and as secretariat of the MSDG. The creation of this new position once again underlines the MSA's commitment to the future of motor sport in Britain."

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