



BRITISH TOURING CAR CHAMPIONSHIP | 2022 | JAC CONSTABLE



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WHAT IS THE BTCC DRIVER DEVELOPMENT PROGRAMME?

PMR's BTCC Driver Development Programme is a dedicated route to the UK's premier form of motorsport, the British Touring Car Championship. It was created to give Jac full access to Power Maxed Racing, with a view to him competing in the team's BTCC Programme from 2022 onwards

Results

During Jac's **inaugural TCR campaign**, he saw off tough opposition, **winning two races outright**, stepping onto the podium another handful of times, with **a number of Fastest Laps and pole positions** recorded through the year

Visibility

Thanks to his results and forward thinking, Jac was able to **significantly raise his profile** during the 2021 season. Access to PMR's BTCC programme throughout the year means he **goes into 2022 understanding both the cars and the team**

Experience

2021 was Jac's **first ever competitive front-wheel-drive season**, and he impressed with his ability to get to grips with an unknown car, **winning races quickly in a highly competitive championship**



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JAC CONSTABLE

WHY JAC?

Championship Winning

At just **19 years old**, Jac took the highly coveted **Ginetta GT4 Championship** crown, **winning 13 of 23 races** during the 2017 race season

Reputation

As a **championship winning driver** on the BTCC's TOCA package, Jac has earned an **enviable reputation** as a **professional and well respected** young driver

Commercial Acumen

Running a **successful business** himself, Jac understands the **importance of branding and engagement**, ensuring partners receive **maximum visibility and ROI**

Experience

Jac is a **highly experienced driver**, having won multiple races, including a **class win** at the prestigious **Dubai 24hr "Championship of The Continents"** in 2018

Relationship

Jac has built a strong partnership with PMR, resulting in multiple TCR wins and a strong understanding of how BTCC works from a team perspective



WHY THE BTCC?

BTCC is the most popular form of UK based motorsport, with only Premiership Football ranking higher in live spectator numbers and fan engagement. Despite the effects of Covid-19, 2020 saw the following numbers:

ITV's free-to-air BTCC coverage viewed by over **15.6 million** across **215.4 hours** of broadcasts in the UK

A total reach in **broadcast & print media** of **93.53 million**

Radio reached in excess of **74.8 million** listeners on **218 stations**, with in excess of **3.2 million podcasts** downloaded

Permanently designated an **Elite Sport** by DCMS

Autosport articles featuring BTCC read by more than **24 million** people

The **Official BTCC App** saw over **448,000 monthly visits**

8,284 different news sources posted BTCC related content during the year

In 2019, the championship welcomed nearly **400,000 fans** across 10 race weekends throughout the UK



WHY PMR?

Visibility

Our striking livery and branding solutions makes PMR cars and identity instantly recognisable, both trackside and across all media

Peer group

PMR has firmly established a reputation as one of the BTCC's leading teams

Proactivity

PMR's in-house PR and Communications team are hugely active in social media, with extensive activation programmes providing an impressive audience reach

Relationships

PMR focus on delivery of strong ROI to partners, and provide a dedicated Account Manager to manage activation and content delivery

Values

PMR is united by a culture of excellence, driven by a desire to be the best, both on the track and off

Reputation

With the most successful driver in touring car history competing with PMR in 2021 for a second year running, PMR are one of the most respected teams on the grid

WHAT MAKES THIS PARTNERSHIP UNIQUE?

The relationship between Jac and PMR brings an **entire new take to the idea of sponsorship**, bringing a touring car race winning driver to the UK's **most popular championship**, with the team that took him there

- Jac has access to **PMR's extensive media network**, and will be **promoted significantly by the team**, in order to **develop his media reach** and **promote him as an upcoming star**
- As Jac's Partner, brands will be given **access to PMR's exclusive network of almost 50,000 automotive businesses** across the UK, giving **unrivalled B2B & B2C promotion**
- Jac will form an integral part of all PMR's extensive media activities, maximising visibility and reach
- Jac will be invited to **join the team at all BTCC weekends**, as well as events such as Coventry Motofest (TBC), where he will have the opportunity to **drive the Astra in front of tens of thousands**
- Jac's season in TCR means he has had the opportunity to **understand how PMR operates**, whilst building a relationship with the **same engineers & mechanics that will run his BTCC programme**



WHO DO I NEED TO SPEAK TO?

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