



**Smart Motorsport**

and

**lawrence davey**

SEASON 2008

**Legends Cars 2008 Championship**

Are you looking for a way to market your company or product in a manner that is both exciting and innovative?

Have you already considered that being linked to a successful racing team in a high profile motor racing formula would promote the right image, but found other opportunities beyond cost effectiveness?

Would you like to be associated with professionalism, progression and growth?



*We deliver the highest level of commitment and professionalism on and off the race track.  
Teamwork is paramount and contributes to our success.*

*We provide the best platform for advertising partners and sponsors.*



**Legends Cars 2008 Championship**



Lawrence Davey...

## What are Legends Cars?

The cars are spaceframe racers with 5/8ths scale fibreglass bodies (10 different body styles) based on the American NASCAR racers of the 1930s and 40s. Motive power is from a 120bhp sealed Yamaha 1250cc engine which connects with the tarmac via Legends Edition control tyres.

The class promotes close, affordable and above all entertaining motorsport. Two heats and a final are contested at each round. Grid positions for the first heat are decided by ballot. The second grid is a total reverse of the first. Championship points are scored in both heats and these are added together to establish the grid for the final race but with the top points scorers starting at the back of the field. This gives a sporting chance to newcomers or perhaps those not enjoying the best of luck in the early stages of a meeting!

The formula's growth has been almost as rapid as the cars themselves. Legends Cars arrived in the UK for demonstration races during the 1995 season. The following year the first full UK National Championship was contested. A Scottish series was established in 2000 and this gained championship status for 2001.

2008 will again see a full National Championship, a Scottish Championship and also another regional English series - so there is plenty of choice for prospective drivers. Legends Cars are not limited to the UK however and the ultimate aim for a driver must be to contest the World Championship which is held annually at Infineon Raceway (Sears Point) each November.



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## Team Structure

A superbly presented race team displaying your company or brand livery will stand out and attract universal admiration.

Legends Cars and Lawrence Davey will give your promotional activity a very strong identity, endorsing your company or brand as colourful, fun, fast and successful.

We will provide the following for maximum public recognition and media exposure:

- Race prepared Legends Car in your livery
- Transporter and support vehicles sporting your livery
- Team personnel sporting the your livery or logo (Driver, Engineers, Pit Crew and Promotional Assistants)
- All team communications headed with your logo

Whilst the Legends Cars Championship will enjoy and attract its own extensive exposure, we are developing the team's own media and spectator attention. We offer our sponsors and suppliers broad coverage both inside and outside the sport.



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Lawrence Davey...

## Team Exposure

Motorsport commentator Richard John Neil is available to work with the team to ensure its clients achieve the maximum exposure. Richard has an in-depth knowledge and understanding of the sport as well as the necessary contacts to ensure the very best presentation and coverage in the media:

Other projects...

Full colour Coverage in the national motoring media - The team's progress could be followed throughout the season by a leading national motoring magazine who could 'adopt' us for the 2008 Championship.

Advertisements placed in National Motoring Press, Trade Press and Race Programmes.

Team's own internet site featuring profiles and news.

Full coverage in regional newspapers and on regional radio.

Merchandising with full Brand Name brand livery

Corporate Hospitality available for all race meetings, corporate race / test days to entertain your clients, prospective clients or colleagues.



**Legends Cars 2008 Championship**



## Lawrence Davey..

### Profile

#### Age 9-12

Started racing in 1993 in club championship cadet karting. In 1995 he competed in the British Championship and finished 32<sup>nd</sup> out of 70 in his first season and 14<sup>th</sup> the following year. In 1996 he competed in the British Championship again, and finished 14<sup>th</sup>. Also in 1996 he was signed up for the championship series run by the McLaren Mercedes F1 team - finished 20<sup>th</sup>.

#### Age 14-16

In 1998 Lawrence debuted in car racing (Ministox) at Arena Essex Raceway. Qualified for both the English and World Championships in his first season. Finished 8<sup>th</sup> in the National Points Chart.

Lawrence was also chosen to present a children's television show on ITV called Energize. In 1999 Lawrence had 5 race wins and numerous podium finishes. He also led the National Points chart before 'retiring' and moving on to Legends Cars

#### Age 16+

#### Youngest ever race winner

Lawrence is the youngest ever driver to win a Legends Cars race. Since then he has recorded many wins, he's won at the World Finals in California and is generally regarded as one of the formulas most exciting prospects.



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Lawrence Davey...

## Legends – what's been said

"As I waited on the grid for the first race I thought to myself "should I be doing this? Three races later, I thought: Legends are magic, I can't wait to have another go!" - Tony Jardine (ITV F1 pundit)

"If first impressions are supposed to impress, then it was love at first sight... At the end I was completely hooked on these cars, simply because they are so much fun to race." - The Sunday Mirror

"These are wonderful machines, and excellent fun to race. I would love to have another go ... it's honestly been one of the most enjoyable days I've ever had." - Shane Lynch (Boyzone Star and Rally Driver)

"WARNING: The Old Spice Legend Championship car is not a children's toy. It contains small parts and an evil 120bhp motorbike engine. Recommended only for adults and the clinically insane" - Performance Ford Magazine

"Highly addictive, small, perfectly formed - and fast" - Daily Telegraph

"Set to take the UK and Europe by storm" Autosport magazine

"One of the most exciting new motor racing formulae to hit these shores for quite a while" - Fast Car magazine



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## 2008 Legends Cars Championship Race Dates

23/24 Mar, Brands Hatch Rounds 1/2

19/20 Apr, Rockingham Rounds 3/4

07/08 Jun, Mondello Park Rounds 5/6

05/06 Jul, Anglesey Rounds 7/8

26/27 Jul, Donington Rounds 9/10

11/12 Aug, Croft Rounds 11/12

27 Sep, Oulton Park Round 13

11/12 Oct, Pembrey Rounds 14/15

01/02 Nov, Brands Hatch Rounds 16/



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## Legends on Television

Legends Cars is now in demand as a package that provides fantastic viewing both as a live spectacle and a televised sport.

For the 2008 season every race of every meeting is planned to be shown on TV, including repeats this will provide 64 x 30 minute shows through the summer until November.



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## Conclusion

*Lawrence Davey is one of the most exciting and successful racing drivers in Britain today.*

*In 2008 he will again be competing in the most exciting and entertaining motor race series seen in the UK – Legends Cars.*

*Lawrence is great asset to the 2008 Legends Cars Championship and to your own promotional activities.*

*His activities during the 2008 season will include TV and Radio interviews, passenger rides and drivers at track days, public appearances and signings.*