

JENSON BUTTON SETS OUT TO INSPIRE THE NEXT GENERATION OF FORMULA ONE WORLD CHAMPIONS

Congratulations to Go Motorsport ambassador Jenson Button on becoming the tenth British driver to lift the FIA Formula One World Championship. "For the UK to enjoy back-to-back F1 world champions is a wonderful boost for the sport. Thanks to Lewis Hamilton's and Jenson's successes, we are seeing a surge of interest in motor sport – particularly at the grass roots level," reports Colin Hilton, MSA Chief Executive. "We are grateful to both of them for their support of Go Motorsport which shows that there is so much more to the sport than just F1."

Jenson's triumph comes at the end of a remarkable season of success for Go Motorsport ambassadors with Colin Turkington winning the BTCC and David Brabham the Le Mans 24 Hours, plus the LMP1 title in the American Le Mans Series.



The Go Motorsport display wowed the crowds at Bluewater on Button's return to the UK

NEW CHAMPION ROARS INTO BLUEWATER WITH GO MOTORSPORT AND VIRGIN

Fresh from capturing the 2009 FIA World Championship, Jenson Button joined Go Motorsport at the Bluewater shopping centre in Kent for his first public appearance back on UK soil. The event, organised by Brawn GP team partner Virgin Media, provided Go Motorsport with the perfect platform to promote its campaign to 15,000 racing fans and shoppers. A small display stand was created with help from MotorSport Vision featuring a single-seater plus the Lotus Elise raced by the BBC's Jake Humphrey. Go Motorsport handed out thousands of stickers and flyers and directed interested fans to the GoMotorsport.net website for information. "It was fantastic to see so many people turn up," said Jenson. "I literally landed and came straight here. I just hope my success will encourage others to get involved in the sport." High profile celebrities also at Bluewater included model Jodie Kidd and music phenomenon Joss Stone – both enjoyed some rides with Jenson in a red Virgin-branded Mercedes AMG E63.



The Go Motorsport stand at Telford

ENGAGING WITH SCHOOLS

Motor sport was represented at the annual School Sports Partnerships' Conference and Exhibition for the very first time. Run by the Youth Sport Trust and staged in Telford's International Centre, the event draws hundreds of delegates from within the SSP delivery framework including Partnership Development Managers, School Sports Coordinators and representatives from the Further Education Sports Coordinators – in other words all those responsible for increasing sport within our state schools. Those giving inspirational speeches included Olympic medalists Steve Parry and Marc Woods while Ben Bradshaw, the Secretary of State for Culture, Media and Sport gave the closing address. Governing bodies representing just about every sport were present exhibiting to these key decision - making delegates and, for the first time, they were joined by the MSA which was promoting its Go Motorsport school visits programme as well as the British Schools Karting Championship.

PARTY CONFERENCES

The MSA held fringe meetings at both recent Labour and Conservative party conferences to further raise the profile of motor sport among the Westminster decision-makers. The MSA convened a panel including Damon Hill OBE, ITV Sport's Steve Rider, Adam Parsons from the British Olympic Association, MSA Chief Executive Colin Hilton and MSA Council Chairman Graham Stoker. They were joined in Brighton by Sports Minister Gerry Sutcliffe MP and in Manchester by Shadow Sports Minister, Hugh Robertson MP. Hilton outlined the substantial investments made by the MSA into the Whole Sport Plan. Both Go Motorsport and Let's Go Karting schemes were highlighted as part of this comprehensive programme.



The MSA's star studded panel in Manchester



BBC F1'S FRONTMAN TAKES TO THE TRACK

Thanks to Go Motorsport, BBC F1 anchorman Jake Humphrey made his race debut at Silverstone in early October as part of a series of short features screened on TV pre-grands prix showing viewers how easy it is to get into motor sport.

Having first passed his ARDS test to obtain a competition licence, the 31-year-old presenter then contested a round of the popular 'Lotus on Track Elise Trophy'. With moral support from several fellow BBC F1 team members including commentator Jonathan Legard and pit-lane reporter Ted Kravitz, Jake qualified 31st on a full grid and, as viewers to the Abu Dhabi Grand Prix will witness, he then enjoyed a dramatic 20-minute race that included a first lap melee.

"It's been a magical journey," enthused a delighted and relieved Jake afterwards. "The whole point for me to get involved was to show people that they really can be a part of motor sport. It's not just this alien Formula One world operating in far-flung exotic locations, which no one can afford. Motor sport is on your doorstep; it's on rainy Saturday mornings; it's on sunny days at Silverstone. It's just great to have been part of such a fantastic club meeting: special people; great cars and a real passion for motor sport."



RDOs are in classrooms throughout the country

SCHOOL VISITS UPDATE

With the autumn term now in full swing, Go Motorsport's eight Regional Development Officers have stepped up their school visits programme. In recent weeks more than 20 schools have hosted presentations from RDOs and many more are already in the diary for the future. Among the schools already visited are the Armagh High School in Northern Ireland, North Devon College, Ferryhill Primary School, Box Hill school, Pattishall Primary School and 450 pupils at the Killicomaine Junior High School. By the Christmas break, more than 5000 students should have experienced presentations. If you can help to set up a Go Motorsport school visit in your area please contact us via: info@GoMotorsport.net.



Electric race cars in action at Goodwood during the 2009 Greenpower national final

GO MOTORSPORT TEAMS UP WITH GREENPOWER FOR SPECTACULAR ELECTRIC SHOW AT GOODWOOD

For more than a decade Greenpower has been inspiring the next generation of young engineers. Its electric car races for schools programme is a brilliant scheme that, like Go Motorsport, is encouraging teenagers to get involved in motor sport. Thousands of pupils throughout the UK have designed, built and competed in endurance races either as part of their educational syllabus or as an exciting out-of-class team building exercise. Go Motorsport's eight Regional Development Officers are promoting Greenpower during their school visits alongside the British Schools Karting Championship and F1 in Schools. RDOs have also attended Greenpower's regional finals to promote the campaign to the 400 competing schools. A special Go Motorsport display including a Williams F1 car (kindly loaned by RBS) was one of the highlights at the National Final held at Goodwood on Sunday 18 October.



SCHOOL VISITS PREMIER LEAGUE F1 TEAM

Sixteen students were wowed by Williams F1 when the team invited them to experience the Singapore Grand Prix at its headquarters in Oxfordshire. The group of youngsters, from Brooke Weston secondary school in Northamptonshire, were selected to attend the live F1 experience by their local Go Motorsport Regional Development Officer as part of the on-going programme which sees nationwide RDOs visiting classrooms and assembly halls right across the UK.

Thanks to Williams' and sponsor RBS's support for Go Motorsport, the teenagers were provided with breakfast and lunch, a tour of the sensational Williams museum plus an opportunity to sample the team's own race car driving simulator. In addition, they were able to watch the GP from inside a specially-arranged film theatre that included large screens, live timing and even a live phone link-up. Brooke Weston's Nigel Barrett says: "This was a truly fantastic experience for our students. The Go Motorsport initiative has helped to educate, excite and inspire them all."

BRITAIN'S TOP WRC STAR GOES MOTORSPORT

Matthew Wilson upheld local honour on the recent Rally GB with a top six finish en route to seventh in the final 2009 WRC standings. The young Englishman also teamed up with Go Motorsport for his home event. His state-of-the-art Ford Focus RS WRC car competed with Go Motorsport decals displayed on its flanks and, just before the rally started, Matthew found time to show local students from the Fitzalan High School in Cardiff around his car and the Stobart VK M-Sport Ford Rally Team. Khalid Rahmani, the Design and Technology teacher at Fitzalan High said: "Motor sport is a great inspiration for kids."



Matthew Wilson gives local children a lesson in rallying before the 2009 Rally GB

PUTTING RALLYCROSS ON THE MOTOR SPORT MAP

The Lydden Hill Motorsport Club in association with Peter Gwynne Motorsport staged the UK's first Rallycross 'master-class experience' on Sunday 11 October with plenty of pro-active support from Go Motorsport. This comprehensive experience was open to both existing rallycross competitors wishing to brush up their on-track skills as well as newcomers looking at competing in the sport. Supercar drivers Steve Hill and newly crowned British Champion Pat Doran were both present – they passed on plenty of tips and also provided participants with dramatic passenger rides. As further encouragement, those master-class participants going onto to contest either the 2010 MSA British Rallycross Championship or the new Suzuki Swift Sport Rallycross Championship will be given a full refund.



London-based RDO Tom Gaynor visited the F1 in Schools World Championship

F1 IN SCHOOLS FOR SPEEDY STUDENTS

Go Motorsport has teamed up with the UK arm of the hugely successful 'F1 in Schools' initiative. Spanning ages nine to 19 this forward-thinking educational programme was set up to change perceptions of engineering, science and technology. Students use CAD/CAM software to design, build and test a model balsa wood F1 car powered by compressed air. Schools in more than 30 countries now participate in national competitions with the winners progressing to an annual World Championship. The 2009 event has just taken place in London with the Koni Kats team from Ireland lifting the Bernie Ecclestone trophy. Go Motorsport's RDOs are promoting F1 in Schools during their school visits and will be attending regional UK heats. Go Motorsport will also have a larger presence at the UK final which will be staged in January at the NEC during the Autosport International Show.

In Brief

VISIT SAINSBURY'S

Go Motorsport has joined forces with Formula Kart Stars to promote junior karting via special displays outside selected Sainsbury's superstores. Hundreds of Go Motorsport stickers and information leaflet have been distributed to interested shoppers.

NET GAINERS

The GoMotorsport.net website continues to attract more than a 1000 new visitors per week. Competitions to win VIP tickets to the final round of the BTCC and a special ALMS race car model signed by Go Motorsport ambassador David Brabham have proved popular attractions.

THREE CHEERS FOR CROFT

The Croft Circuit in the North East has provided Anthony Dunn, its local Go Motorsport Regional Development Officer, with free tickets to selected events. Dunn is using these tickets to encourage families of children in the schools he's visiting to experience live motor sport action.

BRITISH TASK FORCE TO ABU DHABI

More than 350 British marshals and volunteers have been flown out to the Middle East to perform vital roles at the inaugural Abu Dhabi F1 Grand Prix. "The huge number of dedicated UK volunteers present in Abu Dhabi further underlines the esteem held for the British officials when it comes to the running of major motor sports event such as this," says Ian Watson, Business Development Manager at the British Automobile Racing Club. Go Motorsport has promoted the operation as part of its campaign to attract more volunteers.

IN THE DIARY

The 2009 season may be drawing to a close but there's plenty in the Go Motorsport diary. Meetings with UK Youth, RBS, Silverstone and the Youth Sport Trust are already set up and plans are afoot for an even bigger presence at next January's Autosport International Show thanks to the generosity of Haymarket Exhibitions. A new Go Motorsport ambassador may be in the pipeline, too. Log onto GoMotorsport.net for the news.