



# Apex Motorsport Marketing Ltd

[www.apexmotorsportmarketing.com](http://www.apexmotorsportmarketing.com)

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## About Us

### Clive Bowen, Managing Director



Clive Bowen, Managing Director of Apex Motorsport Marketing, is a qualified graduate mechanical engineer, educated at the University of Portsmouth. Following graduation in 1986 he initially undertook graduate training with Rolls-Royce plc, after which he commenced his work in international commercial facilities design and project management. From 1991 to 1999 he established contract manufacturing, design and project management agreements with, and oversaw the design, project management and operation of multiple operating facilities for, a number of international manufacturers.

In 1994 he began to develop his previously amateur interest in motor racing into the professional motorsport engineering consultancy he now runs; in 1997 he teamed up with Paul Berger for a project in Dubai which resulted in the Dubai Autodrome. From 2000 to 2006 he was a member of the West Surrey Racing Ltd. team where he managed commercial and engineering activities and established his race circuit design and project site master plan activities. Clive is an active member of the UK's Motorsport Industry Association that contributes to the definition of international motorsport development.

### Ben Willshire, Director



Ben Willshire was destined to be professionally associated with motorsport: he was born into a family with two previous generations of motorsport professionals. Ben graduated from Hertfordshire University with a 1st Class Honours degree in Motorsport Technology and Management in 2006.

Ben's experience through university provided him with a variety of technical and commercial skills. Working as a Senior Design Engineer at Apex Circuit Design Ltd and now as Director of Apex Motorsport Marketing, Ben has worked successfully with top names in motorsport from around the world on a variety of projects including race series promotion, motorsport strategies, and race circuit design.

As a British Championship superkart racer, Ben understands the needs of race drivers, race teams, circuit operators and motorsport event promoters.

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# What do we do?

## An Overview of Apex Marketing Services

- » **Driver and Team Portfolios and Proposals**
- » **Website Design & Web Business Strategies**
  - » **Digital Media inc E-Brochures and E-zines**
  - » **Driver Press Releases and Media campaigns**
    - » **Race Car Livery & Crash Helmet design**
    - » **Race Driver Media Training Services**
    - » **Motorsport Psychology**

Welcome to the one stop shop for Motorsport Marketing.

As a subsidiary company to Apex Circuit Design Ltd., Apex Motorsport Marketing offers a range of services which utilises the design expertise and motorsport experience developed over 20 years of professional motorsport experience by the team.

Apex provide a number of specialist motorsport marketing services, offering race drivers the opportunity to advance their careers from all aspects including sponsorship support, media campaigns, driver psychology, race livery and website design.

A number of our services are detailed within this document but feel free to contact us for further details on how we can assist you.

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# Services

## Driver and Team Portfolios and Proposals



Apex Motorsport Marketing specialise in the production of high quality marketing portfolios for race drivers, teams and championship coordinators. Each of our portfolios are tailored, providing our clients with a bespoke service and product.

We have proven experience in creating driver and race team sponsorship proposals and our client base for this type of material ranges from International kart racing, Formula BMW, Formula Ford, Formula Renault, Formula 3 and A1GP.

Apex work closely with our clients to ensure our designs are suited to the high demands of motorsport today. We can provide varying levels of tailored sponsorship packages with the inclusion of relevant motorsport demographic information, driver and team livery schemes and bespoke graphic design.

Visit our website and download our sample documents to view our work.

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# Services

## Website Design & Web Business Strategies



Apex have a wealth of international experience to assist race drivers, teams and motorsport businesses with a unique service devised to provide motorsport website designs but also enhance business opportunities through the internet. All of our web designs specifically include the optimisation of web searches, provide quantitative statistical visitor feedback and in turn optimise visitor experience, online sales and the opportunity for business development in motorsport.

Our websites are designed with client input to develop graphical content and style and function. Our clients include international race teams, race car manufacturers, motorsport dealers/specialists, race circuits and race drivers.

Apex ensure our clients benefit from an eye for clean design combined with the latest use of web technology. These include RSS feeds, statistical data feedback, flash player content, embedded video and audio footage with proven and reliable hit results.

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# Services

## Digital Media inc. E-Brochures and E-zines



As creators of the internationally read online karting magazine, www.kart-zone.co.uk, Apex are proven to deliver the Worlds first and finest digital media to the motorsport industry. We offer a full design, creation and implementation service of online electronic brochures, magazines, newsletters and catalogues which are proven to deliver results and engage customers and investors using the latest digital publishing techniques.

Our digital productions can also be created from an existing PDF document or redesigned to suit a clients requirements. Apex are capable embedding video footage and a variety of interactive tools into digital media documents whilst maintaining a 'clean and crisp' appearance and approach.

Electronic publications are downloadable, providing the target audience with easy access. This contemporary approach is economical and sympathetic to todays environmental demands. Our digital media products have proven favourable to motorsport retail businesses and by existing motorsport publications looking to capture new markets via digital media.

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# Services

## Press Releases & Media Campaigns

**ZAAMIN JAFFER**  
Press Release

**Zaamin Jaffer set to race Formula Ford with Raysport**  
05 December 2008 - FOR IMMEDIATE RELEASE

Zaamin Jaffer has confirmed he is to be a contender in the 2009 British Formula Ford Championship with team Raysport.

The 18 year-old, who lives in the UK and Dubai, has worked hard over the past 12 months to secure a drive in the 2009 British Formula Ford Championship. Having achieved a variety of successes in national Karting events and Formula BMW tests, Jaffer is now set to do battle in arguably one of the World's most competitive single-seater formulae.

Ray Racecar Engineering was established in 1971 by founder Bert Ray and his son Gavin. The family operated race team, known as Raysport, are best known for being the longest-running Formula Ford manufacturer in the world and for their success with the tuition of many drivers over the years; some of whom have gone on to win the coveted McLaren Autosport Young Driver of the Year award.

Jaffer has prepared for next season with the help of the Andy Priaulx Performance Management programme; he was selected as a development driver earlier this year and will continue to work with their experienced team in 2009. He commented on how excited he is about the forthcoming season;

"I've driven a lot of the UK circuits already and I'm especially excited about racing at Spa. I'm confident that we have the best team to achieve success and I look forward to good results in the Scholarship class in 2009".

Jaffer began his rigorous testing programme last week at Donington Park and is also scheduled to test at Brands Hatch and Snetterton in the coming weeks.

**Press Release**

**Apex Motorsports Marketing to support JDM Allstars drift series**  
16 December 2008 - FOR IMMEDIATE RELEASE

Apex Motorsport Marketing (AMM) are delighted to announce that they will be helping to promote the JDM All Stars Drift Series in 2009.

Drifting is a high-skill level motorsport in which drivers control a car while it slides from side to side at high speed (approx. 80 to 100mph) through a fixed course. The sport requires that drivers take their vehicles beyond its limits of grip and hold it at the largest angle possible through a series of bends with the highest speed and the best style. Drifting is an increasingly popular sport among the male, 14-25 demographic who are technically aware and loyal to their favourite brands.

The JDM All Stars have taken the international stage by storm and have taken the traditional concept of a motorsports event and turned it into a modern entertainment element combining exciting on-track action with exciting commentary, celebrities, DJs and more. They will have 5 cars campaigning at all major UK events and will also be attending most other major motorsports festivals throughout Scandinavia and mainland Europe in 2009.

In 2009 JDM All Stars will also be introducing the JDM Action Series which will bring together the extreme sports of Supermoto, moto-x, skating and BMX-jumping with the fresh motorsport of drifting. Apex will partner with the JDM All Stars to promote the new series.

Opportunities exist for media, trade and commercial partners for the 2009 season. These opportunities vary from vehicle branding, truck livery, trackside promotions, corporate stands and online advertising, and much more. For more information on the available opportunities please contact Ben Wilshire@apexmotorsportmarketing.com

Apex recognises the importance of race driver and race team promotion; our PR services allow drivers and race teams to publicise themselves professionally to an international audience.

Apex design and regularly publish race driver and race team press releases to include latest news, results and sponsorship promotions. All of our press releases are issued to a large database of motorsport contacts including the international motorsport press and media for maximum exposure. Apex also have media access to key motorsport photography and press websites.

Apex press releases are designed to a bespoke specification, incorporating driver or team logos and colours. Our Press releases are featured internationally in motorsport magazines and websites such as Autosport, Motoring News, Crash.net and Karting Magazine.

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## Services

### Race Livery & Crash Helmet Design



Sponsorship is the essential element needed in every driver or team's career when competing at the highest level of motorsport, with logo coverage and placement being a highly important element to every sponsorship deal. Apex partner with Racewraps Ltd to offer you the highest quality race livery design and production service available to increase driver and team sponsorship opportunities.

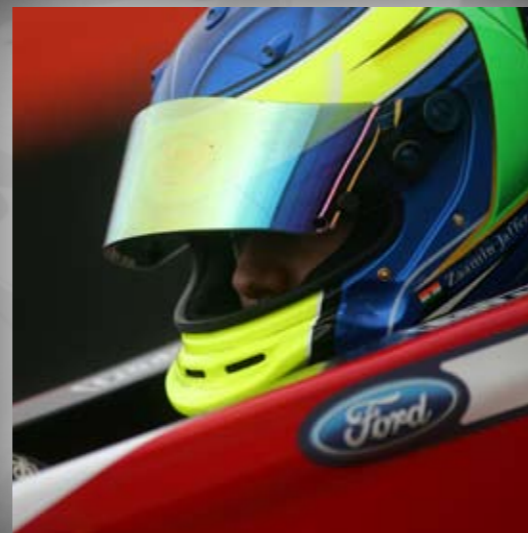
Racewraps has been established for just under 2 years with huge success in many series including Porsche Carrera Cup GB, British GT and FIA GT, with our cars having appeared in many automotive publications. This has led to an increase in projects, with the latest being British Touring Car entrants and a British Superbike team for the 2009 series. This collaboration between Apex and Racewraps enables us to provide a professional bespoke race livery design service by supplying 3D renders of the car, truck, bike, or helmet which can then be used to target potential sponsors, along with ensuring your vehicle is the best looking one on the track. All designs can easily be transferred into real vinyl spreads for production.

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## Services

### Motorsport Psychology



Traditionally sport coaching has placed its emphasis on what was seen as the primary sporting requisites; physical fitness and technical skills. However, within any given group of athletes having equal physical fitness and technical skills, the athlete with the finer mental skills will emerge victorious. As a result, Apex offer services through our specialist, Gavin Gough, to assist racing drivers in one of the most important but overlooked skills; psychological mind set.

Apex have worked with drivers ranging in age and ability and from karts to FIA GT. The techniques applied by Apex allow a driver to mentally prepare weeks and months before a race meeting and to enable him or her to achieve and maintain peak performance under all conditions.

Apex provide sports psychology sessions either during race meetings or away from the circuit in private sessions for full race teams, groups of up to 8 drivers or for one to one sessions. Some of the topics typically covered are start line preparations, positive mind sets, first lap scenarios, team relationships, overtaking and race car bonding.

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## Contact Us

### The One-Stop-Shop

Apex Motorsport Marketing is operated by motorsport professionals, enthusiasts and racing drivers.

We are a One-Stop-Shop for motorsport marketing, providing a cost-effective, convenient and professional service to all levels of motorsport from karting to formula car racing.

If you would like to know more about our services please visit our website and contact us.

[www.apexmotorsportmarketing.com](http://www.apexmotorsportmarketing.com).

### Contact Apex Motorsport Marketing:

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