



**Press Release**  
**For Release 06/03/2017**

### **BTRDA Rallycross Championship to air on Motorsport.tv**

The [Autosport International BTRDA Rallycross Championship in partnership with Toyo Tires](#) will hit new heights this year, as the Championship will be shown on TV for the first time.

Championship manager John Rook has worked hard over the winter months to secure backers to enable the series to be filmed and broadcast, including title sponsors Autosport International renewing their deal and Toyo Tires coming on board in a three year deal.

“The BTRDA Championship has never looked better,” John Rook, BTRDA Championship Manager said. “We’re delighted to welcome a major brand in Toyo Tires and for the first time ever the championship will feature in its own TV programme, which will raise our profile to a new level. With new sponsors, classes, cars and drivers all coming on board for this season, it looks like we could be in for an exceptional year”.

All seven rounds of the Championship broadcast in a 48 minute show via the new Motorsport.tv channel (formerly MotorsTV). Coverage will be aired across major markets in the UK, Europe, North America and Latin America.

Motorsport.tv is now part of the ‘Motorsport Network Group’, a global technology and digital media company which recently acquired Haymarket automotive and racing brands [Autosport](#), F1Racing Magazine, Motorsport News, LAT Images and the Autosport International.

“Thanks to Motorsport.tv, we are delighted to continue offering exceptional exposure to these series which are dedicated to fans of British motorsport,” said Jean-Luc Roy, President of Motorsport.tv.

“In order for viewers to easily locate their preferred championships on the programme grids, we have decided to re-group them under subsections ‘UK Club Racing’ for passionate amateurs, including the Autosport International BTRDA Rallycross Championship in partnership with Toyo Tires, and ‘UK Motor Racing’ for championships with a national interest.

“We wish all of those involved in these championships a successful season, and to those who prefer spending their evenings watching Motorsport.tv, we hope you enjoy the show!”

The production company that has won the tender to produce the coverage is [247.tv](#), an independent production company with over two decades of sports-specific live production experience. Head of Production Adrian Battersby will work closely with Dave Goddard, who will do the voice-over at every round.

### **BTRDA Rallycross Championship**

***Editors Notes; Motorsport.tv can be found on Virgin Channel 545 and Sky 447***



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

[www.clubmansrallycross.weebly.com](http://www.clubmansrallycross.weebly.com)