



Press Release
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"Autosport International BTRDA Clubmans Rallycross Championship in partnership with Toyo Tires"

BTRDA Rallycross Championship hits TV

The 2017 Autosport International BTRDA Rallycross Championship in partnership with Toyo Tires will hit new heights this year with TV deal never seen within the Championship before.

Championship manager John Rook has worked hard over the winter months to secure backers to enable the Championship to be filmed and broadcast, including; title sponsors Autosport International renewing their deal and Toyo Tires both coming on board in a 3 year deal.

John Rook, BTRDA Championship Manager said; "The 2017 BTRDA Championship season has never looked better to get a major brand on board like Toyo Tires and for the first time ever the championship will feature in its own TV programme it really does raise the Championship to a new level. With new sponsors, classes, cars a drivers all coming on board for this season it really does look like we could be in for an exceptional year".

The Championship will be filmed by a new production company to Rallycross however one which bring huge amounts of experience and knowledge. A fantastic package of broadcasters has been lined up which will see all 7 rounds of the Championship broadcast in a 48 minute show via the new **MotorsportTV** channel (formerly MotorsTV), and **Front Runner** the first and only free-to-air dedicated Sports Channel in the UK. The extensive coverage will feature races from all 6 categories which mean's everyone benefits from the exposure this will give.

Jean-Luc Roy, the President of Motorsport.tv said; "Thanks to Motorsport.tv, we are delighted to continue offering exceptional exposure to these series, which are dedicated to fans of British motorsport. "In order for viewers to easily locate their preferred championships on the programme grids, we have decided to regroup them under subsections; "UK Club Racing" for passionate amateurs, 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 who has won the tender to produce the coverage is 247.tv which is an independent production company with over two decades of experience. Adrian Battersby the Head of Production is certainly looking forward to filming the Championship in conjunction with Dave Goddard who will do the voice over on all rounds.

"Ryan Scarratt, from Front Runner TV said; We are very much looking forward to broadcasting the adrenaline fuelled action from the BTRDA Rallycross Championship which further strengthens our Motorsport offerings on the UK's only free sports channel. "The non stop action of Rallycross, mixed with dirt, tarmac, and fast cars makes for the perfect combination for our channel. Seeing the rise of Rallycross globally, it certainly makes sense to be involved in this fabulous sport and there is no better way of supporting this at a grassroots level with the BTRDA Championship".

BTRDA Rallycross Championship



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