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S P E E D



Porsche Carrera Cup GB
benefit from our success



Scotland has a proud motorsport heritage, with Formula 1 World Champions in Jim Clark and Sir Jackie Stewart, and Colin McRae as World Rally Champion. Success in the world famous Le Mans 24 Hours Race has transcended the decades through the victories of Ecurie Ecosse in the D-Type Jaguars in the 1950s, the Tom Walkinshaw (from Prestonpans) Racing Jaguar XJRs in the 1980s and the two outright wins by Dumfries's Allan McNish with Porsche in 1998 and Audi 2008. My purpose in setting up Celtic Speed in 2009 was to provide a platform for talented young Scottish drivers to continue those traditions and reach the highest echelons in world motorsport. In 2013 Celtic Speed is fortunate to have two excellent drivers representing us in the Porsche Carrera Cup GB

Rory Butcher is already an experienced championship winner and title holder in national single seater and sportscar racing. Stefan Di Resta combines his inherent speed from dominating in UK kart racing for many years with his family's natural competitive flair. Both are destined for success in the arena of international sports car racing and Celtic Speed aims to take them there. Along the way, Celtic Speed, our drivers and our team will be the focus of much media attention providing the opportunity for Scottish companies to receive exposure for their brands and products in a very dynamic way. I hope you will join us as partners and reap the benefits of association with our success.

TOMMY DREELAN
TEAM PRINCIPAL
CELTIC SPEED

Celtic Speed - A Scottish Success Story

2011

- Porsche Carrera Cup GB - Pro Am 2 Class Champions
- 8 Pro Am 2 Race Wins
- 14 Pro Am 2 Podiums
- Porsche Carrera Cup GB Pro Am 1 Class Vice Champions
- 5 Class Race Wins
- 15 Class Podiums
- Team of the Weekend Award -Rounds 7/8 Oulton Park

2012

- Porsche Carrera Cup GB Overall Race Winners
- 2 Race Wins
- 9 Podium Finishes
- 2 Pole Positions
- 3 Fastest Laps
- 1 Lap Record
- Most Improved Driver of the Year Award
- Team of the Weekend Award - Rounds 9/10 Croft Circuit

BENEFIT FROM OUR SUCCESS



OUR TEAM CAN BE YOUR TEAM...

Partnering Celtic Speed is a very dynamic means of promoting a business and its products, bolstering a marketing strategy and/or providing customers, suppliers and staff with a memorable day out at some of Europe's most spectacular motorsport events.

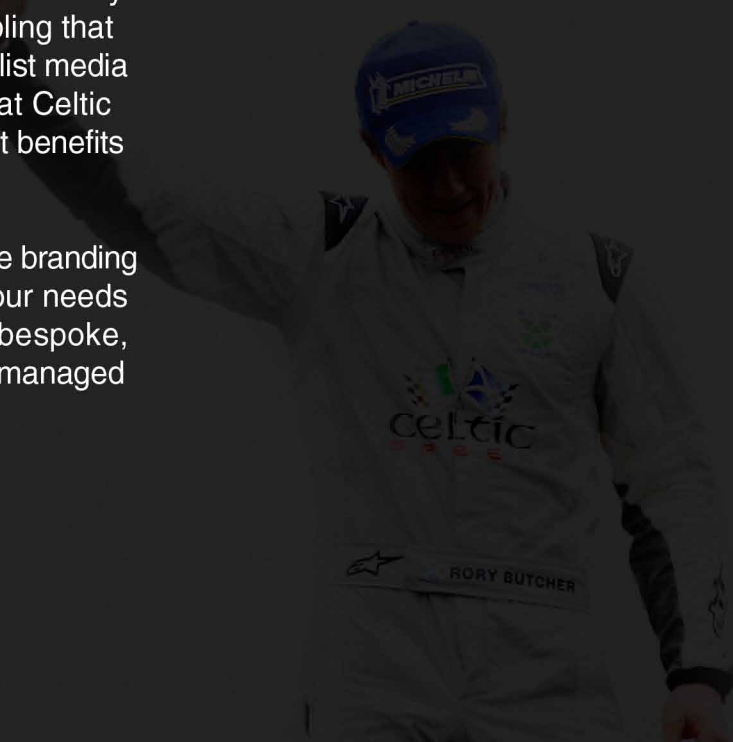
Winning drivers and teams at all levels of motorsport attract significant media interest, bringing with it extensive awareness of commercial partners, brands and products. This is ably demonstrated by the global exposure which respected brands such as Red Bull, Vodafone, Mercedes-Benz, Siemens and Santander have achieved through investment in motorsport.

Rory Butcher and Stefan Di Resta are outstandingly talented young Scottish drivers. Celtic Speed is one of the leading racing teams in the UK and we believe that Rory and Stefan have the ability to lead our team to greatness. Our mission is to take them to the pinnacle of international motorsport whilst simultaneously providing our commercial partners with the opportunity to benefit from their success. Like any business, success in motorsport requires investment. However, as an integrated marketing, communication and branding tool, it works.

Using the Porsche Carrera Cup GB, Celtic Speed is putting our resources and experience behind Rory and Stefan to enable them to get to the top. Our team can be your team. We are assembling a portfolio of partners and sponsors who will share in the benefits of our success.

Association with Porsche alone, a recognised international luxury brand, brings kudos to any product or business. Coupling that with UK and European TV coverage, press and specialist media articles and corporate hospitality at events means that Celtic Speed has the ability and structure to deliver significant benefits and returns on our commercial partners' investment.

Various investment packages are on offer from team title branding to personalised support and trade roles. Whatever your needs and level of investment, Celtic Speed will deliver a bespoke, objective-driven and measurable plan which would be managed throughout the relationship.





Rory Butcher

Age: **25**
Place of birth: **Kirkcaldy**
Occupation: **ARDS Race/Rally instructor**
Employer: **Knockhill Racing Circuit**
Racing Car stats:
Races entered: **109**
Wins: **32**
Podiums: **70**
Pole positions: **28**
Fastest laps: **40**
Race win Perc: **30%**



Stefan Di Resta

Age: **23**
Place of birth: **Uphall**
Occupation: **Graphic Designer/Club Promoter**
Employer: **Self Employed**
Karting stats:
Races entered: **110**
Wins: **35**
Podiums: **66**
Pole positions: **32**
Fastest laps: **60**
Race win Perc: **32%**



Added Value Opportunities

- Premium hospitality from Porsche GB
- Porsche Hot Lap Experience
- Major Event Tickets
- Thrilling Experience Days
- Trackside Advertising & Trade and Promotion Stands



Added Value Opportunities

Porsche Hot Lap Experience

Watching our drivers on TV or live at the biggest and best race circuits in the UK is one thing, but partnering them as they take on the twists and turns of Knockhill in the teams actual racing car is another. The Celtic Speed Porsche Carrera Cupcar kicks out an amazing 450BHP and has a tonne of grip.



**WOW YOUR CLIENTS AND EMPLOYEES WITH
FLAT PASSENGER LAPS!!!**

Check out our hot lap videos on Youtube
via Rory Butcher's website.

Experience Opportunities at Knockhill

Major Event Tickets



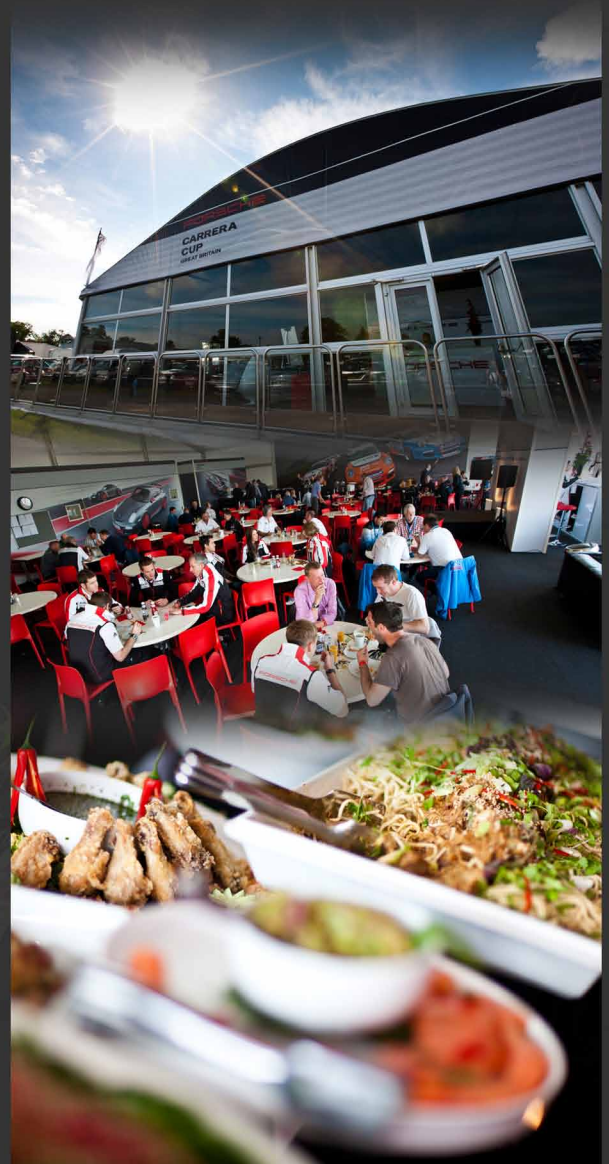
Thrill Experience Days



For more info visit
www.KNOCKHILL.com

Premium Porsche Hospitality

- Entry Ticket to Race Circuit
- Entry Pass to Porsche Hospitality Centre
- Breakfast, Lunch and refreshments in the Porsche Race Centre
- Guided tour around the Celtic Speed team base and race cars by Celtic Speed drivers
- Live Coverage of races on big screen TVs
- Driver Interviews on Porsche Centre Stage



Celtic Speed takes great pride in supporting Scottish Motorsport at grass roots level and, in doing so, plays a vital part in providing a real stepping stone for the next generation of Scottish Motorsport talent to cultivate and refine its racing skills.

For Rory Butcher and Stefan Di Resta, participating in the Scottish Mini Cooper Cup played an important part in their racing development. In 2013 the Mini series enters its ninth championship season with support from Celtic Speed.

Once again, the championship, which will be held over 15 rounds at Knockhill, has attracted a bumper 32-car grid of drivers, ranging from complete novices to seasoned racers. Not only are the races incredibly exciting to watch and be a part of, but they are also fiercely competitive.

The Cup races have a dedicated one hour television slot aired on Motors TV (SKY Ch413) each month. These broadcasts attract substantial viewing figures throughout the UK and the rest of Europe, details of which are provided below.

Celtic Speed's commercial partner will automatically receive race day entry tickets to all of the Scottish Mini Cooper Cup events in 2013.

Motors TV – Viewing Figures

Motors TV (Sky Ch413), Europe's well established high-speed television channel, covered over 300 hours of Scottish Motorsport in 2012. Each programme has an average audience in the UK of 15,000 viewers.

The coverage further extends to 38 countries in Europe with subscribing households (in English, French, German, Greek, Serbian) as follows.

UK & Ireland:	9,700,000
France & Overseas:	1,670,000
Holland:	1,135,000
Germany:	885,000
Rest of Europe:	4,150,000

Total: 17,540,000 viewers in 16.5 million homes.



Porsche Carrera Cup GB

Di Resta to Porsches with Celtic

SCOTTISH MINI RACER STEFAN di Resta will step up into the Porsche Carrera Cup GB this season with Scottish team Celtic Speed.

Di Resta, younger brother of Force India Formula 1 ace Paul, will drive alongside fellow Scot Rory Butcher, who won races with Celtic Speed in last year's Carrera Cup GB.

Celtic Speed senior race engineer Paul Leach said: "We're planning to give Rory the best possible chance to challenge for the overall title and we are very excited about Stefan

signing with us for 2013. "Now we are keen to talk to drivers about our third and final seat."

The team is planning to relocate to the Midlands shortly and expand into the Porsche Supercup in 2014.



Butcher was fifth in 2012 with Celtic Speed

Di Resta unopposed at Rowrah

By MaryAnn Hooley
Stefan Di Resta was back as a guest driver and won twice against the regulars who suffered various misfortunes.

Saturday was soggy from morning onwards which suited Stefan Di Resta more than others. Qualifying was also wet and Robert Dunlop and Scott McLaughlin were on identical times, with David Whalley in fifth. After rain had been forecast, Stefan Di Resta was the only driver to start the race. He was unopposed and won the race. He was also unopposed in the second race. He was unopposed and won the race. He was unopposed and won the race.



Di Resta was unopposed and won twice

Final 1
1 Stefan Di Resta
2 Scott McLaughlin
3 Robert Dunlop
4 David Whalley
5 James Pika

Final 2
1 Stefan Di Resta
2 Scott McLaughlin
3 James Pika
4 Robert Dunlop
5 David Whalley

Wishes Granted
Stefan Di Resta won both races at Rowrah. He was unopposed and won twice.

Results
Final 1
1 Stefan Di Resta
2 Scott McLaughlin
3 Robert Dunlop
4 David Whalley
5 James Pika

Final 2
1 Stefan Di Resta
2 Scott McLaughlin
3 James Pika
4 Robert Dunlop
5 David Whalley

Scottish Mini Cooper Cup
Di Resta makes Mini race debut

STEFAN DI RESTA, YOUNGER brother of Force India Formula 1 driver Paul, had a brief racing debut at Knockhill last weekend. Karter Di Resta qualified 10th of 27 Scottish Minis, just 1.2s from pole, having done only one test before the event. But he was then involved in a multi-car incident early in race one and had to sit out the rest of the weekend.

He now hopes to appear in the series again to gain licence

"I've never had the raw ability that Paul's had, or the hunger, so that's why it's a hobby for me, but I've always been at the sharp end because Paul has crafted me into being a fast driver."

Di Resta's debut was impressive but brief

Final 1
1 Denis Gorman
2 James Gorman
3 Tom Healy
4 James Gorman
5 Stefan Di Resta
6 Jake Hughes

Final 2
1 Stefan Di Resta
2 Tom Healy
3 James Gorman
4 Bobby Gorm
5 Jake Pika
6 Robbie Delahay

KGP wins for Gorman & Di Resta

By MaryAnn Hooley
Denis Gorman won the first final and guest driver Stefan Di Resta came through to take the second while Gorman suffered a 150 penalty.

Stefan Di Resta was in the lead as the lights were green and Healy, Gorman and Di Resta were the three who were in the lead. Di Resta was the fastest and took the lead. Di Resta was the fastest and took the lead.

Final 1
1 Denis Gorman
2 James Gorman
3 Tom Healy
4 James Gorman
5 Stefan Di Resta
6 Jake Hughes

Final 2
1 Stefan Di Resta
2 Tom Healy
3 James Gorman
4 Bobby Gorm
5 Jake Pika
6 Robbie Delahay

motors BTCC at Knockhill special reports

Hero Butcher raises stakes

HOY! Gissa drive

DAVE THE RAVE HAS TO FIND A PLUS POINT ON TV

SECONDS OUT AS RYAN HITS FORM

PETE'S IN A SPIN AT SILVERSTONE

WIN EXCLUSIVE PTT WALK

motors

Butcher homes in on victory

RORING!

DUMBRECK'S FALKEN GETS ITS WINGS CLIPPED

ROCKETS BLOW

WIN EXCLUSIVE PTT WALK

motors

Rory's on roll with road show

BUTCHERED

RORY CARVES UP PORSCHE RIVALS

Happy

Little lads

motors

UPHILL BATTLE AS RORY GETS WIN

Explosive

8 motors

AL: YOU WONT LEWIS

Stepping stone

YOUNG PORSCHE ACES TAKE ON SUPERCUP

MICHAEL'S MOORE IMPRESSED AT GP

8 motors

CELTIC ACE BUTCHER CARVES UP OULTON

WIN EXCLUSIVE PTT WALK

motorsport

BUTCH WINS A BRIT

TEST TORQUE

DUMBRECK HAS A POWER PLAY

Explosive

motorsport

Rory's rocking after landing a GT drive

Explosive



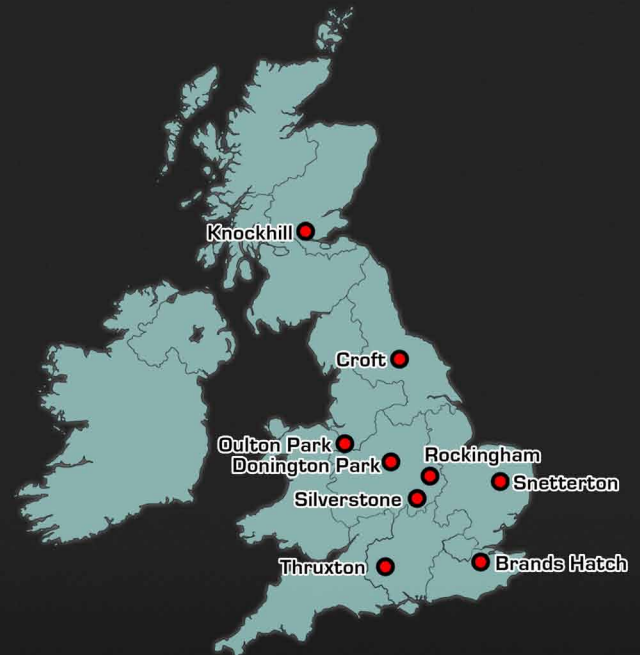
Fast Facts About The Porsche Carrera Cup GB



- Pinnacle of British Motor Racing- Stunning cars, top teams, and drivers
- Major support series to the MSA British Touring Car Championship
- Excellent geographical spread, with races from Brands Hatch in Kent to Knockhill in Scotland.
- 20 races over ten race weekends
- 19.5 Million TV Viewers between ITV1 and ITV4 (141 live hours and 88 highlight hours)
- 371,000 Raceday Spectators over 10 race weekends
- Over 51 hours of Radio coverage broadcast to 152 radio stations and 54 million listeners
- Full race coverage is available on www.ITV.com/ITV4 for 28 days after it has been broadcast



Brands Hatch (Indy)	30/31 March
Donington Park	20/21 April
Thruxton	4/5 May
Oulton Park	8/9 June
Croft	22/23 June
Snetterton	3/4 August
Knockhill	24/25 August
Rockingham	14/15 September
Silverstone	28/29 September
Brands Hatch (GP)	12/13 October



Branding Opportunities with Celtic Speed...

- Car livery/branding
- Driver's helmet & overalls branding
- Event hospitality
- VIP programmes
- Promotional materials & merchandising
- Staff incentives/rewards
- Customer incentives/rewards
- Driver appearances
- Use of show car
- Track days
- Website links
- Twitter updates
- News releases sent directly to company
- Regular activity reports
- Use of images
- PR campaign, targeted at specialist, lifestyle and specific trade media



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