

# MINI CHALLENGE



**MINI CHALLENGE 2021**

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# THE MINI CHALLENGE - A NEW DECADE, A NEW ERA.

The **MINI CHALLENGE** is the Championship for the new MINI in the UK, enjoying great grids, colourful cars and close racing.

Over the years the **MINI CHALLENGE** has built a reputation for affordability, fairness and fun, and benefits from being the only Championship to enjoy the support of **MINI UK**.

2020 marked a landmark year for the series, with the headline **JCW Class** enjoying a highly successful first season on the BTCC Package, cementing its status as the natural stepping stone for drivers aiming to race in the BTCC.

2021 will mark another step forward, as we expect the full marketing potential of the BTCC Package to be fulfilled following the restricted 2020 season.

The multi-class structure enables drivers with varying degrees of experience and budget to be part of the **MINI CHALLENGE**, whilst providing a natural route for progression.

The **Cooper Class** provides close, fair, entry-level racing, and will make three guest appearances on the TOCA Package in 2021.

For 2021 the **Cooper S Class** will become the core of a new series designed to deliver a Multi-Marque, Touring Car style experience. More details to be announced soon.

Scrutineering controls mean that fairness is maintained so that drivers and teams can be sure that only skill and legitimate knowledge will have a bearing on race results.

Budgets are also kept under control through restrictions on testing, tyre use and widespread use of control parts in areas where any performance advantage could be gained.

The **MINI CHALLENGE** is 'The Place to Race'.



# THE JCW CLASS.

The ultimate in MINI racing, for drivers who want a touring car experience at a fraction of the budget.

The **JCW Class** sits at the pinnacle of the **MINI CHALLENGE**, offering a specification closer to that of the BTCC cars it shares a stage with than any other single make championship in the UK, but at a fraction of the budget.

Goodyear slick tyres, a Damico tuned 2 litre engine, Quaife sequential gearbox, 3-way adjustable Nitron dampers and Alcon brakes ensure the **JCW Class** provides the perfect stepping stone to touring car racing while representing the 'Best of British'.

## JCW Season Entry:

2021 Entry Fee: £15,950

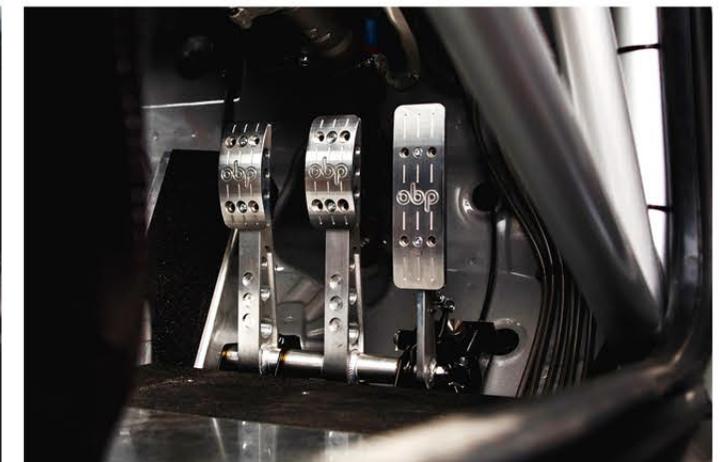
Earlybird discount: Register by 11/12/20, £13,950 paid by 12/02/21

All prices plus VAT at the prevailing rate.



## Specification:

- Shell lightning programme
- Welded in cage with side impact strategy
- 2.0lt Turbo with oil cooler, 275bhp
- Specialist Control Systems motorsport ECU
- Forge Intercooler, Radiator & Induction
- Scorpion Stainless exhaust system
- Owen Developments spec turbo
- Quaife sequential dogbox, motorsport clutch
- Bespoke uprated driveshafts
- Tran X plated limited slip differential
- Lightweight flywheel
- Goodyear 235/17 slick and wet tyres
- 17" Team Dynamics wheels
- OBP pedal box with Alcon master cylinders
- HEL braided brake hoses
- Powerful Alcon brakes with floating discs
- Mintex brake pads
- 3 Way adjustable Nitron dampers
- Powerflex Black Series bushes
- Bespoke touring car Inspired aero kit
- Durable BTCC style splitter
- Cosworth full colour dash
- Weight c1160kg with driver



# JCW CALENDAR.

Donington Park	16-18 April
Oulton Park Island	14-16 May
Croft	11-13 June
Goodyear Tyre Test Snetterton 300	08 July
Snetterton 300	30 July-01 August
Knockhill	13-15 August
Silverstone National	24-26 September
Brands Hatch GP	08-10 October



# THE COOPER CLASS.

It might be the first rung on the ladder, but the Cooper Class often produces the most exciting racing the MINI CHALLENGE can offer.

As a result the Cooper Class made three highly successful guest appearances events on the BTCC calendar in 2020, meaning they will return to entertain fans at another three events on the highest stage in UK motorsport during the 2021 season.

The entry level Cooper Class car uses a 130bhp 1.6 litre normally aspirated engine, 6 speed manual gearbox and Goodyear slick and wet tyres, limited to two new tyres per race meeting.

## Specification:

- 130 BHP 1.6lt engine
- Single way adjustable AST dampers
- Adjustable toe and ride height
- Bolt in cage
- Ultra robust 6 speed gearbox
- Team Dynamics 15" wheels
- Goodyear slick and wet tyres
- Rear wing

In the interest of simplicity and keeping control of budgets, the adjustability of the cars is kept to a minimum. Modifications to toe, ride height and the single-way AST control dampers are all that is available, making the Cooper Class the ideal place for drivers to gain experience.

The car is best suited to drivers new to car racing, those with some karting experience, or those who want to experience the close, fair racing of the MINI CHALLENGE on a high profile stage, but with tightly controlled budget.

## Cooper Season Entry:

2021 Entry Fee - £10,450

Earlybird discount: Register by 11/12/20, £9,450 paid by 12/02/21

All prices plus VAT at the prevailing rate.





## COOPER CALENDAR.

Brands Hatch Indy (TOCA)	03-04 April
Thruxton (TOCA)	08-09 May
Snetterton 200	26 June
Goodyear Tyre Test Snetterton 300	08 July
Oulton Park Int.	24 July
Croft	07-08 August
Thruxton (TOCA)	28-29 August
Donington Park GP	18-19 September

# THE AWARDS.

While the overall Championship Titles are the main aim within each class, there are a range of other Awards on offer in the MINI CHALLENGE.

The race winner, runner up and third place in all four classes will be awarded trophies in all races. The overall **MINI CHALLENGE** Champion, Class Winners, Runners Up and 3rd Overall will receive end of season trophies.

As well as the overall class championships, points are also awarded towards a number of other titles throughout the season.

The **Rookie Cup** is awarded to the top newcomer in each of the classes, allowing those new to the Championship the chance to fight for a title of their own whilst getting to grips with new machinery.

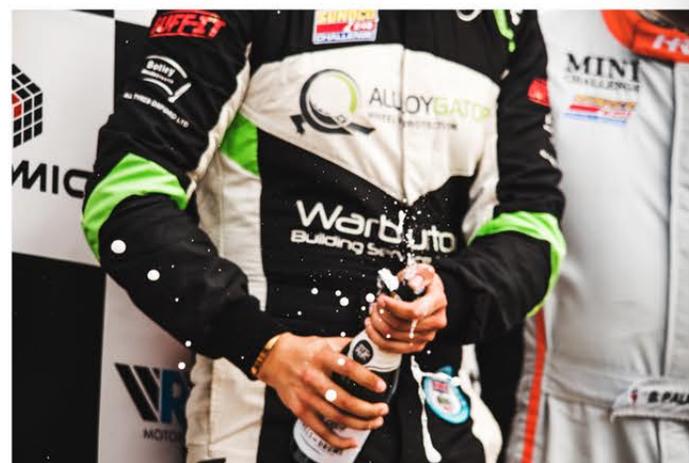
Similarly, the **Graduate Cup** will be awarded to the highest placed 2nd year **MINI CHALLENGE** driver in each class.

For those competitors over the age of 40, points are awarded towards the **Directors Cup**, meaning drivers of all ages and experience levels have the chance to claim a crown.

To reinforce links with the BTCC, the **JCW Class Champion** will once again benefit from a BTCC test funded by Goodyear Tyres, providing an opportunity to experience what is required to compete at the highest level as they seek to progress up the motorsport ladder.

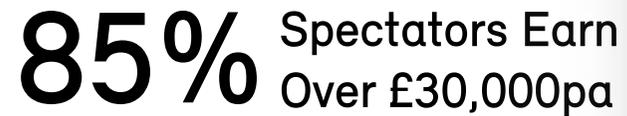
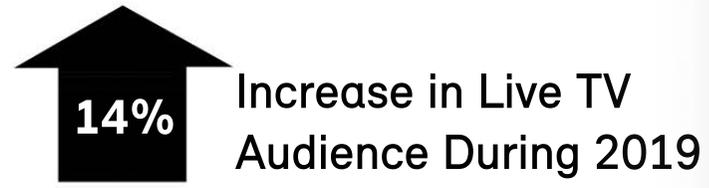
The **JCW** and **Cooper Classes** are also eligible for the Sunoco 240 Challenge, where the winning driver is given a race seat in the Sunoco liveried muscle car during the 240-minute endurance race on the Friday before the Rolex 24 Hours at Daytona.

As well as the opportunity to compete at one of the world's most famous circuits, also included in the prize are all flights, accommodation, and a **Sunoco 240 Challenge** race suit.



# MEDIA COVERAGE.

The MINI CHALLENGE has enjoyed a new level of exposure and engagement in 2020 as part of the BTCC package, making the championship a powerful marketing platform for teams, drivers and sponsors alike.



*BTCC audience data taken from 2019 championship brochure.*





## HOSPITALITY.

The **MINI CHALLENGE** is able to offer a VIP experience for drivers and their guests through its bespoke, high quality hospitality unit. Serving breakfast, lunch and afternoon tea, as well as speciality drinks throughout the day, the unit provides a hub for drivers and their partners to welcome guests to experience all the action of the **MINI CHALLENGE**.

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