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## future vision BUSINESS/F1/MISC: Future vision of Silverstone

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British Racing Drivers' Club And Octagon Motorsports Driving British Motorsport Through Silverstone Vision The British Racing Drivers' Club (BRDC) and Octagon Motorsports Limited today launched the Silverstone Circuit Vision, including phase one of a Master Plan for Silverstone, at the Northamptonshire circuit prior to the Fosters British Grand Prix on July 15. A new group identity for Octagon Motorsports - The Homes of British Motorsport was also unveiled. The identity has been created for its newly integrated set of five world famous UK circuits namely, Brands Hatch, Silverstone, Oulton Park, Snetterton and Cadwell Park. Sir Jackie Stewart, President of the BRDC and Rob Bain, Chief Executive of Octagon Motorsports, hailed the master plan as 'a revolutionary step forward for British Motorsport'. Both expressed their confidence that by 2003 Silverstone would be competing at a world-class level, with state-of-the-art facilities for the media, teams and spectators. Both the BRDC and Octagon Motorsports believe that through the implementation of the exciting Vision, Silverstone will greatly enhance its reputation as a world centre for motor sport and in the longer term will make a significant contribution to the UK's continuing dominance of the world motor sport industry. Sir Jackie Stewart: believes that the agreement between the BRDC and Octagon, with the support of Bernie Ecclestone, has created the investment and potential that would otherwise have simply not been available in Britain. He said: The Vision for Silverstone that we are presenting today is one of a Centre of Excellence for our sport and industry: something desperately needed and undoubtedly in the national interest. The investment over the next five years will provide an outstanding mix of sporting, educational, testing and commercial activity that will maintain Britain's premier position in the motorsport industry world-wide. Beyond the circuit we will have a quality interactive visitors! centre, a Drivers Academy, and new facilities for technical learning and training and for all levels of participatory racing. The overall investment will represent far more than money sunk in the bricks and fabric of the Circuit, it represents the present commitment and potential for investment in future generations of enthusiasts, engineers, mechanics and racing drivers. Rob Bain, Chief Executive of Octagon Motorsports, is confident that Phase One of the Master Plan will elevate Silverstone within the premier tier of the world's F1 circuits. He commented: The Master Plan will ultimately bring greatly increased comfort to spectators, the media and the teams through improved facilities and track access. Through completion of Phase One, by 2003, a combination of reconfiguration and 1.5 km of new track will unquestionably stimulate intrigue and excitement for motorsport fans This includes a spectacular parabolic curve<sup>1</sup> to improve overtaking opportunities and to lend a further dimension to the spectator experience. There will be state-of-the-art, globally-recognised facilities across approximately 20 acres of the circuit to include paddock extension, pit lanes, garages, media centre, race control buildings and associated parking and services. The new Media Centre will accommodate 700 people. Rob Bain stressed that while Phase One of the Master Plan was due for completion in 2003, immediate needs had not been ignored. He said: We have carried out a huge amount of work over the winter months with this year's event in mind. Our priority has been to make considerable improvements to short-term parking and traffic flow and amongst other things we have widened gateway entrances and improved road approach angles, laid six kilometres of new access roads, and installed 660,000 square feet of reinforced meshing for car parks. The team at Silverstone have worked around the clock, and despite the fact that it has been the wettest winter since 1766 and there has been the added time-pressure created by 'foot and mouth', we are confident that the car parks will be dry and robust as they had been for most of the 50 years before last year's event. In late 2002 we will be looking forward to opening Silverstone's gates to a vastly improved road infrastructure. The government's development plan to link the M1 and M40, due for completion in June 2002, will see a 25-mile east-west route pass straight through Silverstone's northern car parks. We have already factored into the master plan the need to relocate parking areas over the next few years and new links from the upgraded M1/M40 link. Octagon Motorsports is a division of Octagon, the global sports and event marketing company. Octagon Motorsports, the group's specialist motorsports division, is a leading owner, manager and promoter of numerous international motorsports properties, series and events including the British Formula One Grand Prix and the World Superbike and Supersport Championships. It is also responsible for the management of five British circuits collectively known as The Homes of British Motorsport - Brands Hatch, Silverstone, Oulton Park, Cadwell Park and Snetterton. -FOSA-

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