

Helping the front line, from the front row of the grid...

Last week, a number of motorsport organisations were to be found in the heart of Millbrook in Bedfordshire, on the 23rd and the 24th June, showcasing their wares to the military world at the Ministry of Defence's Defence Equipment and Support showcase event, DVD2010. It's a time for the military world – in terms of both the purchasers of equipment and the front line soldier - to talk directly to the manufacturers of all types of equipment in order for that dialogue and communication to seek to further improve the quality of the equipment on the frontline.

One of the key themes at the moment in the military world is speed of delivery of equipment. And some extremely important needs for the frontline are often fast tracked under a system termed UOR – or Urgent Operational Requirement. And needless to say, motorsport companies tend to hold their ability to deliver to extremely tight deadlines close to their heart. So, the link between the motorsport industry and the military supply chain is a close one – and one where we can offer a lot as a sector.

Indeed, motorsport companies whither or thrive by their ability to get ever improved equipment and technology – be it a tyre, chassis, a complete car or a piece of electronics – to the grid on time. So, the world of the Urgent Operational Requirement is a safe haven for motorsport companies. As is collaboration. And it is both speed and collaboration that are so vital in improving the equipment for the benefit of those on the frontline. So, we've got a critical role to play in a critical world - bringing our ethos of timely delivery to the military supply chain.