

## **The future relationship between the automotive sector and motorsport**

The automotive industry is changing at an astonishing pace, driven by globalisation, reductions in pre-production and time to market lead times - and the challenges of a society increasingly driven by a more environmentally responsible outlook

As automotive changes, the motorsport sector is also evolving - and faster than many think. It has always been one of the key drivers of the wider automotive sector, both from a marketing and an engineering perspective. And it continues to offer proactive solutions, ideas, philosophies and outlook that feed into the wider automotive industry.

MCT's Charlie Bamber is ideally placed to look at the relationship between the two in terms of;

- The drive towards a more environmentally aware future - can motorsport help the wider automotive sector?
- Globalisation, the enlightened consumer and motorsport - can motorsport help automotive embrace the global village?
- Below the line collaboration in automotive - are there lessons to be learnt from motorsport?
- Is motorsport able to - still - help the wider automotive sector from a cultural, can-do perspective?

These and other points will be discussed by Bamber in an article looking at the relationship between the two. Should this be of interest, call Richard Postins on 01926 776900.

Menard Competition Technologies Limited (MCT) is based at Leaffield Technical Centre, near Witney, Oxfordshire and offers bespoke solutions to the motorsport, advanced automotive and aerospace sectors. Its United States facility is based in Indianapolis. Expertise includes total engine design, development and manufacturing capabilities, chassis build and development, gearbox dynamometer, as well as total project management and track support.

MCT's customers include leading teams and manufacturers from NASCAR, international sports car series and a number of European and North American single seater championships. MCT has in excess of thirty year's experience at the pinnacle of the world motorsport industry. Its management team boasts championship success across F1, sportscars, touring cars, IRL, CART and NASCAR.