

Delivering the spectacle

We're just three races into the 2010 Superleague season, but already I get a sense that people are increasingly impressed with the sheer quality and spectacle of the racing in the series. At Silverstone, Assen and now Magny-Cours, we have all had the privilege of witnessing some of the finest, contemporary single-seater racing seen in a considerable time.

And that's a good thing. Some observers over the last decade have questioned the amount of overtaking that is seen in Formula One and at times, maybe those pundits have been right. However, Formula One is also a pinnacle of technical excellence that is unsurpassed anywhere in the world. So it is at the top of the sport for more than just sheer sporting spectacle.

However, as we can see from NASCAR in the United States, there is a huge market for motor sport where spectacle and quality of racing are the priorities – and to most spectators that is all that matters. And on that front, as well as so many others, Superleague is delivering.

The 2010 Superleague Formula season has so far witnessed six different winners across the first six races, which is testament to the competitive nature of this series. The reasons behind its success are numerous – and it's not just about that glorious sounding MCT V12! The series caters for cars with identical chassis, tyres, engines and electronics. Such a specification not only helps to keep costs down and maximise reliability, it also places a great emphasis on the skills of the drivers and the engineers. Success in the series is down, in the main, to the talent of the driver and the relationship they have with their engineer and team.

Superleague's event format also has its part to play in the series' ability to deliver entertaining racing to the fans. The 45 minute races are short enough to maintain the crowd's attention, but long enough to allow for the racing to unfold and deliver the tension and action the spectators crave. The reverse grid method incorporated in the second race also brings an extra element to the competition and makes the drivers work hard for a place in the Superfinal. Therefore race two tactics and mechanical and aerodynamic set up become even more important to maximise a team's competitiveness and bring home the points.

Those drivers that have formed strong relationships with their teams are benefitting now as the series moves up a gear. And when it comes to maximising the performance of the car, in terms of mechanical and aerodynamic set up, every last tenth counts in a series that is proving to be so competitive.

Bring on the next round!