

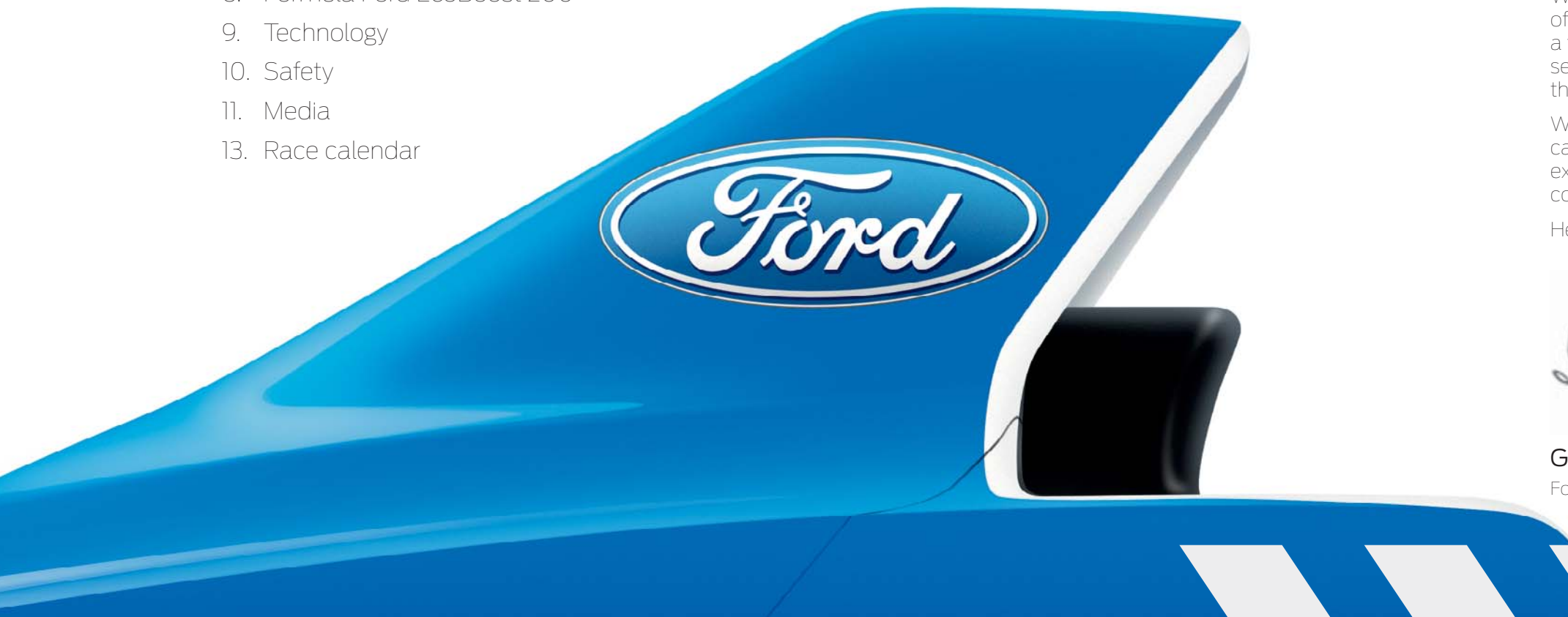


## The 2013 **Formula Ford EcoBoost 200**



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## Welcome to a new era in Formula Ford

Are you ready for the most exciting development in the history of Formula Ford?

The Dunlop MSA Formula Ford Championship of Great Britain is set to transform the junior motorsport scene in Britain next season with the announcement of the sensational new Formula Ford EcoBoost 200. With more power for Formula Ford's turbocharged EcoBoost engines and the addition of front and rear wings, Formula Ford EcoBoost 200 will become the fastest junior single-seater in the UK.

What's more, we are delighted that the Dunlop MSA Formula Ford Championship of Great Britain is to rejoin TOCA, Britain's premier motorsport package. As part of a three-year deal, Formula Ford EcoBoost 200 will become the sole regular single-seater support championship for the BTCC's programme, with three races at each of the 10 TOCA-organised events, plus the benefit of live TV coverage.

We believe that the new and aerodynamically enhanced Formula Ford EcoBoost 200 cars will make a spectacular addition to the BTCC's programme of races and that the exposure to be gained by being with the UK's top-tier series will be of major benefit to competitors and their teams.

Here's to an enjoyable and safe 2013 season.

A handwritten signature in black ink, reading "Gerard Quinn". The signature is stylized and fluid, with a long horizontal stroke at the end.

**Gerard Quinn**  
Ford Racing, Europe



## Why Formula Ford?

The race training gained in Formula Ford has long been recognised by F3 teams as a vital commodity; Formula Ford champions from four of the last five seasons have graduated to F3.

While other racing series have come and gone, Formula Ford has remained consistently true to its original guiding principles. Relatively simple, strong cars that allow young drivers to develop, refine and, ultimately, prove their racing talent before going on to even greater things.

Now for 2013, Formula Ford has stepped up to the next level. Aerodynamic aids have been introduced for the first time and the turbocharged EcoBoost Formula Ford engines have been remapped to boost power output in excess of 200 PS, making Formula Ford the quickest junior single-seater series in the UK.

Ask anybody involved in motorsport and they'll agree that the closest racing and the very best learning experience comes from Formula Ford. It's simple, if you succeed in Formula Ford racing – as a driver, a technician or as a team – the motorsport world knows you've truly got what it takes.



## History of Formula Ford

Launched in Britain in 1967, Formula Ford used a 1600cc 'Kent' engine direct from the Ford range.

The Formula allowed engineers to design their own steel spaceframe chassis to use with the engine, and launched the careers of many great motorsport engineers, technicians and teams.

The Formula flourished in the '70s and '80s with exceptional numbers of competitors producing worthy champions around the world.

The closeness of the racing became a defining quality of Formula Ford, which has continued to this day.

The 2013 Formula Ford EcoBoost 200 represents the biggest change in the formula's history. But 46 years on, it remains true to its founding principles.

THE FASTEST  
JUNIOR  
SINGLE-SEATER  
CHAMPIONSHIP



## Jenson Button The profile of a champion

"Formula Ford was a great championship for me to start my career in single-seater cars. For drivers making the step up from karts to cars, Formula Ford couldn't be a better championship to introduce rookies to open-wheel racing.

"After winning the British Formula Championship and the Formula Ford Festival, the next step up for me was Formula Three. I definitely think that Formula Ford gave me the right preparation and experience needed to move up again in my career."







## 2013 Dunlop MSA Formula Ford Championship of Great Britain

The 2013 Dunlop MSA Formula Ford Championship of Great Britain will be contested over 30 races, offering what is believed to be the highest number of races of any junior single-seater formula, giving drivers the maximum competitive time behind the wheel and exceptional value for money.

The combination of 10 events in front of the BTCC's massive spectator fanbase, allied to the speed and durability of the new Formula Ford EcoBoost 200 – not to mention the exciting new element that will come with the additions of greater power and aero wings – will make Formula Ford the best and most attractive junior single-seater series in the UK.

*30 RACE  
CHAMPIONSHIP  
OFFERING UNRIVALLED  
LEARNING EXPERIENCE*





# Formula Ford EcoBoost 200

Fully-adjustable aerodynamic package.

F3 specification 6-speed sequential gearbox.

1.6 Ford EcoBoost 200 PS engine.

FIA safety-compliant chassis.

On-board data logging and track mapping.

Tubular steel spaceframe chassis.

Ford-design centre-lock race wheels.

Dunlop slick and wet race tyres.





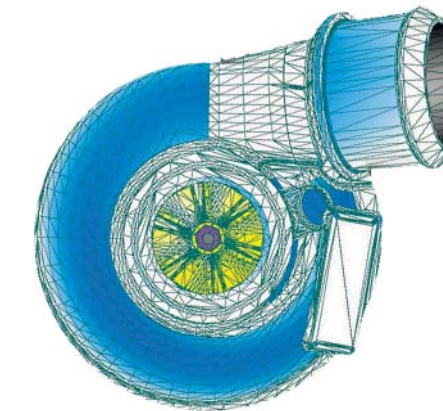


## Technology

The technical revisions to the new Formula Ford engine and chassis incorporate feedback from drivers, teams and manufacturers.

The 1.6-litre EcoBoost turbocharged power unit will have its electronics remapped to develop in excess of 200 PS and be paired to a Formula Three specification six-speed sequential gearbox. Front and rear aerodynamic wings have been added to the chassis and, together with slick tyres, provide young drivers with the most technically advanced junior single-seater racing car in the world – and an unrivalled learning experience.

Sophisticated on-board data logging and track mapping are integrated into the car's electronics to give race engineers the ability to assess and analyse the car's performance data.



## Colin Hilton's view

"Formula Ford offers the perfect recipe for close, exciting racing because the diverse chassis perform differently at each venue, creating spectacular entertainment and enabling different drivers and manufacturers to reach the podium.

"The open chassis is, of course, the very thing which differentiates Formula Ford from other single-seater formulae and provides designers and engineers with great flexibility to be creative; an opportunity only found elsewhere within F3 and F1."

Colin Hilton  
Chief Executive,  
Motor Sport Association, United Kingdom





## Formula Ford EcoBoost 200

What could be more important than safety in a racing car?

This is why Ford Racing Europe embarked upon a 5 year project with the FIA Safety Institute and the MSA to develop a new set of safety standards specifically for steel tubular chassis single seaters. The new 2013 Formula Ford is the result of this development partnership.

The chassis itself passed all of the FIA's latest stringent Formula Three impact tests, proving what we believed to be the case – that a steel spaceframe is inherently an exceptionally strong and safe method of construction.

### FIA safety standards

With the FIA and Ford, we wanted to go further still, and reach a set of standards which would make Formula Ford at least as safe as a current Formula Three chassis, compliant with FIA Article 277.

Each 2013 Formula Ford EcoBoost 200 chassis design will be crash-tested and witnessed by the FIA, and will include the following safety features:

- **Front and rear carbon crash structures**
- **Full-height cockpit side-impact protection panels**
- **FIA-specification headrest**
- **Extractable seat**
- **Collapsible steering column**
- **Wheel tethers**
- **MSA Driver Training Programme**



### Television and media

TV has always been the BTCC's most powerful medium. And with three races at each of the TOCA-organised events, the 2013 Dunlop MSA Formula Ford Championship is set to receive unprecedented media exposure.

As the most widely followed motorsport in Britain, the BTCC 'TOCA package' enjoys huge regular trackside attendance, as well as hours of live coverage in HD quality on ITV4. Formula Ford, as the sole regular single-seater support event on the TOCA package, will enjoy new-found status as the leading junior championship in Britain.

Official viewing figures\* showed that live BTCC coverage on ITV4 and ITV4 HD topped 128 hours in 2011, with a total UK TV audience of 19.4 million. UK radio coverage was similarly impressive with 155 stations broadcasting 55 hours of coverage to an estimated 54 million listeners.

\*All TV data sourced from IFM Sports Marketing Surveys Ltd.

### Magazines and newspapers

Previews and race reports regularly appear in the national media, both in print and online. The championship has a Press Officer and photography service to develop coverage.

#### Motorsport media coverage

Formula Ford is one of the most highly covered news and results items in the national motorsport press – Autosport and Motorsport News, plus online website coverage.

#### Regional coverage

Local publications frequently carry reports on local driver and team successes, together with race interviews for upcoming events in their area.

### Value and exposure

As a manufacturer-backed championship, with MSA GB title status, and exceptional levels of awareness amongst the motorsport community, it's no wonder the Dunlop MSA Formula Ford Championship of Great Britain attracts a very strong media following.

Check out our YouTube channel to get behind the scenes of Formula Ford at:

[www.youtube.com/fordUKTV](http://www.youtube.com/fordUKTV)

With live coverage on ITV4 HD as part of the BTCC TOCA package, plus high levels of press coverage, a strong online presence and our own Twitter feed, our level of exposure to fans – and of course, prospective customers of your sponsors – has never been higher.

*FULL RACE SERIES  
SUPPORTED BY BTCC  
AND TELEVISED ON  
ITV4 HD*



## Spectator Appeal

The overhaul of Formula Ford for 2013 is set to attract a whole new following from the ranks of the BTCC spectators. Exciting, competitive and now more powerful than ever, the new Formula Ford EcoBoost 200 cars will be the perfect support series for the BTCC.

Trackside spectator numbers for the BTCC grew for the seventh consecutive year in 2011. Across the three-day attendance at all ten BTCC meetings, the series welcomed some 366,000+ spectators.

## Paddock Club hospitality service

The championship has its own dedicated race centre for the use of drivers, sponsors, teams and guests.

Full hospitality packages are available at all rounds of the championship. With race meetings the length and breadth of Britain, the Dunlop MSA Formula Ford Championship package provides a superb opportunity for teams and sponsors to entertain guests from all around the world.

## Online

The official Dunlop MSA Formula Ford Championship of Great Britain website is linked directly from the Ford of Britain website.

This site attracts over 30,000 unique visits per month, with links to driver websites, latest news, gallery, TV times and all other championship information and standings.

Our 2012 YouTube films and a selection of the best photography are available to download too.

[www.britishformulaford.co.uk](http://www.britishformulaford.co.uk)



# Dunlop BTCC 2013 Race Calendar\*

\*Provisional dates

Sat 30/Sun 31  
March, Brands  
Hatch Indy, Kent

Sat 20/Sun 21 April,  
Donington Park,  
Leicestershire

Sat 4/Sun 5  
May, Thruxton,  
Hampshire

Sat 8/Sun 9 June,  
Oulton Park,  
Cheshire

Sat 22/Sun 23  
June, Croft, North  
Yorkshire

Sat 3/Sun 4 August,  
Snetterton, Norfolk

Sat 24/Sun 25  
August, Knockhill,  
Fife

Sat 14/Sun 15  
September,  
Rockingham,  
Northamptonshire

Sat 28/Sun 29  
September,  
Silverstone,  
Northamptonshire

Sat 12/Sun 13  
October, Brands  
Hatch Grand Prix,  
Kent





## **RacingLine Limited Championship Organisers**

For all enquiries, please contact:

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