

R.A.C. Rally Championship 2014 Championship Guide



A comprehensive guide to the 2014 Season for Competitors, Sponsors and Partners



R.A.C. RALLY CHAMPIONSHIP

The best drivers
The best cars
The best events

The R.A.C. Rally Championship is organised and promoted by the Roger Albert Clark Rally Motor Club Ltd.

Contents

01	Welcome	2
02	Heritage	4
03	Championship Rounds	7
04	The 2014 Challenges	8
05	Regulations - Eligibility	11
06	Audience	12
	TV	13
	Press	14
	Internet	15
	Social Media	17
	Internet Figures	18
07	Awards	19
08	Acknowledgements	21
09	The R.A.C. Rally Championship Team	22



Welcome to the R.A.C. Rally Championship 2014



Welcome to the Championship Guide for the 2014 R.A.C. Rally Championship, organised by the Roger Albert Clark Rally Motor Club. This Guide should deliver all the information you need when making plans for 2014.

In its inaugural year in 2013 this all-new championship attracted unprecedented competitor support and has consistently drawn stunning entries with quality and quantity to match.

For example, back in March 2013, on the Rally Marketing Mid Wales Rally, the championship got off to a flying start with a record breaking fifty-five registered contenders taking part. This number bucked the trend of the

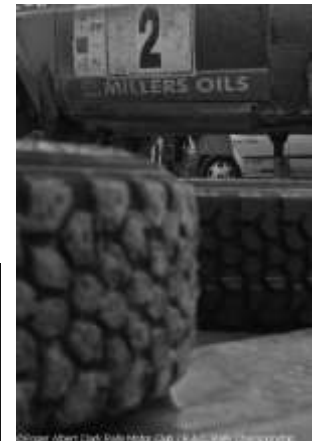
last six years where there had been a significant decline in the number of historic entries received.

In 2014 the championship will consist of seven rounds with the inclusion of the Severn Valley Stages one of the best gravel rallies in Wales. Competitors will count their best six results towards the end of the season awards.

The remaining schedule mirrors the 2013 events, as we are keen to keep faith with the rallies that supported us from the beginning.

Our aim is to have 45-55 stage miles per rally with usually a one day format and rallies on Saturdays wherever possible.

In 2014 we will not include any asphalt rallies but this will be very much under review for 2015.



Welcome to the R.A.C. Rally Championship 2014



It is, and always will be, my aim to provide friendly yet competitive motorsport with transparency in the regulations.

With this uppermost in my mind, our eligibility scrutineer, John Cooper, is approachable and is always very happy to chat about issues either at events or on the phone.

If you have any questions on eligibility, John is your first point of contact. His work on the championship eligibility is backed up by a six-man "Eligibility Working Group".

For 2014 we plan to embrace the **MSA's move to introduce Category 4 (pre '86) into historic rallying** and this will be reflected in our championship regulations and classes.

The championship has first class support. This includes unrivalled TV and motorsport press coverage, a dedicated organising team, great events and, most of all, a sporting and friendly atmosphere.

So, if you are looking for excellent competition on top quality gravel events, and a championship run for the competitors, then look no further. If you thought about **joining us in 2013 but didn't, don't worry** because we will be delighted to see you in 2014.

Colin Heppenstall
Championship Co-ordinator

Our Championship Charter:

- A championship driven by the wishes of the competitors
- Seven first class one-day gravel rallies
- Strict adherence to MSA historic regulations for the appropriate classes
- Category 4 fully incorporated
- Helpful, constructive, open and honest eligibility
- Extensive TV and media coverage for all classes
- Dedicated, enthusiastic and experienced championship organisers
- Sporting and friendly competition

Heritage



In 2014 it is our firm intention to further grow our competitor base. We will do this by encouraging an even greater range of competing cars and crews to register.

The championship offers unequalled TV, motoring press and social media coverage. The media team, headed by Paul Lawrence and Steve Higgins, is on hand at every round to ensure that our competitors receive excellent media coverage for them and their sponsors.

The new season promises to be an outstanding year for the R.A.C Rally Championship as we continue to

grow our numbers and enhance our position as the market leader in historic rallying.

We will do this by continuing to offer reasonably priced and competitive events for all our registered entrants.



Heritage



The people behind the R.A.C. Rally Championship have all been involved in rallying for many, many years. Latterly they have also been responsible for the highly successful Roger Albert Clark Rally, which celebrates its tenth anniversary in November 2013.

With a collective experience stretching back to the days of the Mintex International Rally, they have consistently delivered a superb quality event for their competitors.

The organisers have been proud to have been able to use the name of perhaps the best British rally driver of the golden era of rallying to promote the event.

For that we are grateful to the Clark family and to our patron Mrs Judith Clark in particular.

The Roger Albert Clark Rally has cemented itself at the top of the list of must-do events of the year.

The concept of recreating the heyday of British rallying of the 1960s, 1970s and the early 1980s has been carried forward into the championship.

With the extension of categories and classes to newer two-wheel drive vehicles the

organisers of the championship have increased the appeal to many more competitors who otherwise may not be competing today.

Throughout 2013 the number of registered competitors grew and by the end of the season an impressive total of 88 crews had registered. Our ambition is to take that total to more than 100 in 2014.

The organisers have once again chosen events which have the best gravel stages, are easily accessible to the majority of competitors, with a good stage-to-road mileage ratio; all designed to contain the cost of competing.



Heritage



The 2013 season was an exciting time for everyone involved in the R.A.C. Rally Championship and a great deal of hard work went into making it a success.

We will build on that success to make 2014 an even better season and we look forward to seeing you all on the first round.

The Organisers



Rounds



The 2014 R.A.C. Rally Championship will comprise seven gravel rallies:

- | | | |
|----------|--------------|--|
| Sunday | 2 February | Red Kite Stages
www.redkitestages.co.uk |
| Sunday | 2 March | Mid Wales Stages
www.midwalesstages.co.uk |
| Saturday | 26 April | Tour of Hamsterley
www.tourofhamsterley.co.uk |
| Saturday | 31 May | Severn Valley Stages
www.severnvalleynational.co.uk |
| Saturday | 21 June | Carlisle Stages
www.racrallychamp.org |
| Saturday | 9 August | Neath Valley Stages
www.threecountiescarclub.co.uk |
| Saturday | 27 September | Trackrod Rally Yorkshire
www.trackrodmotorclub.co.uk |



The 2014 Challenges



The 2014 R.A.C. Rally Championship will incorporate three individual Challenges aimed at giving the championship as broad an appeal as possible and ensuring that crews with limitations on time or money or both, can compete for prestigious end-of-season awards.

R.A.C. Clubman Challenge

Running within the R.A.C. Rally Championship will be the R.A.C. Clubman Challenge, which is a new initiative for 2014 aimed at recognising the crews competing on limited resources.

At the heart of the R.A.C. Clubman Challenge will be a six-tyre per event ruling: to be eligible for the challenge, drivers must use no more than six tyres per rally. The crews will compete over the same classic stages as the main championship, with the best six scores from seven rallies counting towards the end-of-season total.

The R.A.C. Clubman Challenge will run alongside the main R.A.C. Rally Championship but will have a different scoring system: it will be a class and category-based challenge, allowing crews from any of the four categories to be the Clubman Challenge champions.

For each car competing in the R.A.C. Clubman Challenge, six tyres will all be marked at scrutineering at each event and only these tyres may be used



during the rally. Any tyres from a previous event that the competitor wishes to use must be taken to scrutineering and re-marked as part of the set of six for that event.

The R.A.C. Rally Championship organisers have always pledged to try and contain costs and maintain a level playing field and the R.A.C. Clubman Challenge is a major part of that commitment.

The 2014 Challenges



The organising team is really excited about this new challenge as it brings a degree of rallymanship into the equation as the type of tyres, compounds, tyre pressures and driving style will all come into play. Any punctures will count as part of the six-tyre rule.

The overall champions, who can come from any of the four categories, will be worthy winners as they will have shown speed, thought and tactical awareness throughout the season.

Welsh Challenge

With five first-class gravel rallies in Wales in 2014, the R.A.C. Rally Championship will introduce a Welsh Challenge.

Competitors will count their best four scores from the five events in Wales towards their end-of-season total.

The Welsh Challenge will run alongside the main R.A.C. Rally Championship but will have a different scoring system: it will be a class and category-based challenge, allowing crews from any of the four categories to be the Welsh Challenge champions.

Points will be awarded for class position and overall position within each category. In addition to the overall award there will also be category and class awards. The championship runs concurrently with



the R.A.C. Rally Championship and competitors can score points in both series. The Welsh Challenge will be contested over the spectacular roads in Wales, the majority of which have featured in past Lombard RAC and Wales Rally GB events.

They include Halfway, Crychan, Route 60, Myherin, Hafren, Pikes Peak, Tarenig, Gartheiniog, Dyfi, Margam and Rheola. No other championship offers the chance to compete on these fabulous stages.

The 2014 Challenges



Northern Challenge

With three excellent gravel rallies in the North of England in 2014, the R.A.C. Rally Championship will introduce a Northern Challenge.

Competitors will count all three scores towards their end-of-season total. The Northern Challenge will run alongside the main R.A.C. Rally Championship but will have a different scoring system: it will be a class and category-based challenge, allowing crews from any of the four categories to be the Northern Challenge champions.

Points will be awarded for class position and overall position within each category. In addition to the overall award there will also be category and class awards. The championship runs concurrently with the R.A.C. Rally Championship and competitors can score points in both series.

This championship will be contested over the fabulous stages in the North of England, most of which have featured in past Lombard RAC Rallies. They include: Dalby, Cropton, Staindale, Langdale, Hamsterley, Gale Rigg, Newcastleton, Arthurs Seat, Chamot Hill and Kershope.



Notes

All three Challenges will, of course, benefit from TV coverage on Motors TV, iRally and the huge publicity that the overall R.A.C. Rally Championship generates.

The major winners in the overall R.A.C. Rally Championship will not be eligible for awards in the Welsh, Northern and Clubman Challenge, thus ensuring a good spread of end-of-season awards.

Participation in the three Challenges will all come within the existing low cost registration fee for the main R.A.C. Rally Championship. Crews will automatically be eligible for the Welsh and Northern Challenges, and will need to confirm their participation in the Clubman Challenge at event signing-on.

Regulations — Eligibility



The 2014 R.A.C. Rally Championship caters for cars from the current MSA historic Categories One, Two, Three and Four: ensuring that all competing cars comply fully with MSA historic regulations.

Additionally there are classes for cars prepared to FIA Appendix K regulations and two-wheel drive cars built up to the end of 1986, which are currently not catered for elsewhere.

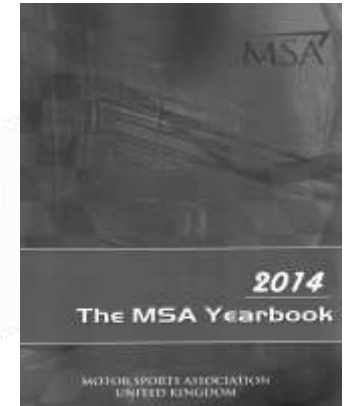
Championship eligibility is treated in a fair, open and transparent manner.

However, for the appropriate classes, current MSA historic regulations will be applied in a firm and responsible way.

To support the role of the appointed championship Eligibility Scrutineer, an Eligibility Working Group made up of suitably qualified individuals will review eligibility in real time throughout the season.

The full championship regulations will be published in due course on the championship website at

www.racrallychamp.org



Audience



With their imaginations fuelled by this new historic series, an estimated 100,000 fans watched the six rounds of the West Wales Rally Spares R.A.C. Rally Championship across the 2013 season.

Additionally, the numbers of people exposed to the championship is massively extended by the TV and press audience.

The championship enjoys a prominent position in both print and web-based media.

A total audience of more than one million people watched the television coverage of the 2013 R.A.C. Rally Championship on Motors TV and via

the iRally app. This broadcasting coverage will continue and grow further in 2014.

With an excellent calendar, which runs from early February to late September and covers the Scottish Borders, the North East and all of Wales, the championship offers a fantastic opportunity for all registered competitors and their sponsors to reach a diverse and discerning audience.

Our spectator demographic is predominantly male in the social classes C1 and C2 [supervisory or clerical and junior managerial, administrative or professional/skilled working class skilled manual workers], thereby giving sponsors first class access to a very important and affluent consumer group.



Audience: - TV



Each round of the R.A.C. Rally Championship will be reported in a dedicated stand alone 60-minute programme, while a mid-season review and a two hour end of season review will mean that there will be at least 11 hours of prime time TV coverage.

With each programme likely to air around six times, the total exposure for the championship will be up to 70 hours. This is the best TV coverage of rallying currently available.

Each round is exclusively reported by Rally TV and aired on Motors TV.

Some of the rounds are also covered by local TV and Radio news programmes.

The benefit of TV exposure cannot be underestimated. This exposure on TV is the reason the R.A.C. Rally Championship has attracted prominent businesses as official TV partners.

We encourage competitors to take advantage of the great TV coverage we offer.



Audience: - Press



In addition to the outstanding TV coverage, each round of the R.A.C. Rally Championship will be reported in the dedicated motorsport press, including Motorsport News, Autosport, Classic and Sportscar, Octane and Pacenotes.

It is apparent that the championship captured the enthusiasm of the motoring press in 2013 and this is set to continue throughout 2014.

In particular, the championship benefits from a season preview, full-page reports of each round

and an end-of-season review in the weekly Motorsport News.

This publication alone has an average weekly circulation of almost 11,000 copies.

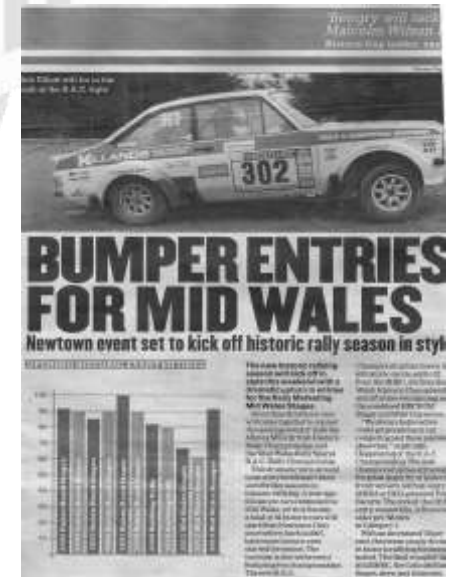
Additionally the championship rounds attract local print and internet coverage, recognising the fact that rallying now generates significant income for the region where the rally is based.

There are regular press releases in the build up to and after each round, as well as a regular flow of releases about the championship and the competitors.

More than 50 press releases will be issued in a full year, which incorporate all the news you and your sponsor will need to shape your season.

The Northern Echo

Capacity entry expected for the historic Tour of Humbershire
The organisers of the 64th RAC Tour of Humbershire, round three of the best state rally sports RAC Rally Championship, are planning for a capacity entry to the rally on Sunday, April 28, with less than a month to go until the County Down-based rally, more than 50 of the 36 available places have been taken and the organising teams expect the entry to be fully booked by the time entries close.
"We are very pleased with how the entry is filling up so far. The local hotels are reporting bookings, so we are expecting capacity entry of 36 cars," said Mark of the course Steve Huggitt.
"We are also looking at trying to extend the entry to 300 cars in case we need more places."
Being a round of the new RAC Rally Championship has given the event a real boost and we're already working on plans to develop the rally further for 2014 and beyond," confirmed Huggitt.
"This will include a couple of new stages to reduce the time spent in service and shorten the day. However, for now it's all systems go for the drivers. There have been several challenging stages, with a 14.3-mile final stage which some competitors have said includes one of the best sections of forest stage they have ever done."
The Tour of Humbershire is a round of four regional championships, including the Mid-Atlantic South West Historic Rally Championship. An agreement is already in place to allow crews in Historic cars to take points on both the RAC and NOR's championships.
The event will include a ceremonial start in the town of Skidby followed on the Sunday evening



Audience: - Internet - Website



The internet has become an integral part of life for most of us and to be connected to the web these days is a must, so an active up to date and informative website is an imperative for the championship.

The R.A.C. Rally Championship builds on the success of the Roger Albert Clark Rally in its use of the internet: a successful internet portal is essential to any operation in this day and age.

The dedicated web team are on hand at every round of the R.A.C. Rally Championship to ensure that all our registered contenders and

followers receive as much up to date live coverage on our social media feeds as is possible.

The championship website has an individual look and feel, which has been designed to reflect the style of the Roger Albert Clark Rally whilst promoting the corporate colours of the championship.

It is maintained year round, often on a daily basis, and is the first point of contact for all our competitors. It has ease of access to all sections. The site uses large buttons to enable ease of navigation to users of all forms of web linked equipment. The site features individual pages for all the information a prospective competitor will need.

We operate an up-to-date news service and event reporting service, linked to our superb press release regime.



Audience: - Internet - Website



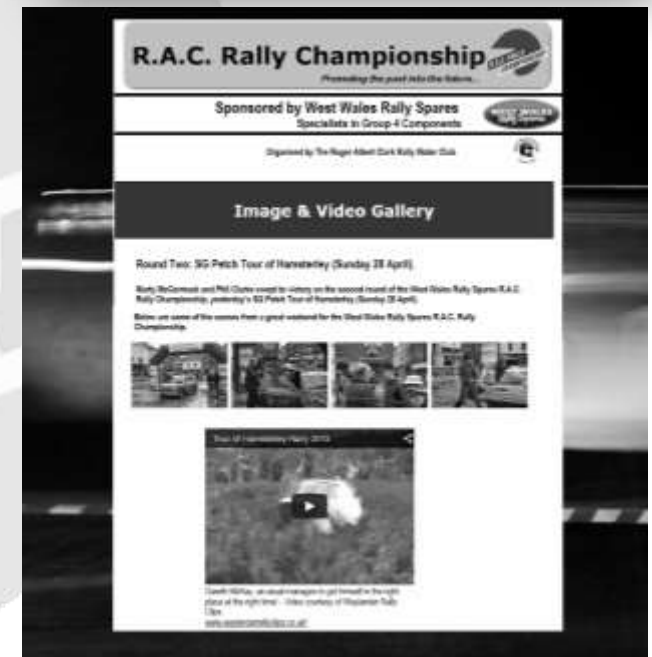
Additionally the site features reports about competitors and their sponsors, as we recognise the benefits of this for the individual and the championship.

When you join with us you can take advantage of this service: make contact with our dedicated press team and we will present your details to the worldwide web. As a service to our major sponsors **we operate a 'one click' service** to their own web sites which increases their web traffic and thus exposure for their business. This can also increase your individual exposure too.

On each round the team regularly updates the site with interview podcasts and video taken at the start, service area and finish where feasible. After each round, event reports are published and images are loaded to the image gallery. Wherever possible the team is on hand to ensure that images are available as soon as possible after the event to reflect the excitement of each round.

The R.A.C. Rally Championship web team is committed to the maintenance of the website with timely and relevant information for the benefit of our registered competitors, our sponsors and the ever-growing fan base.

Find us at www.racrallychamp.org



Audience: - Internet - Social Media



The R.A.C. Rally Championship has a dedicated Media Team. They are on hand at every round to report in real time updating their social media outlets with podcast interviews and video to enhance the spectator experience for all our followers. Being centrally located at scrutineering, documentation and servicing they are able to provide competitor profile reports which can also help enhance sponsor outcomes.

Recognising the explosive growth of social media as an essential way to communicate with an on-line audience the Roger Albert Clark Rally media team has, for a number

of years, successfully utilised both Facebook and Twitter to interact with that **event's followers.**

This approach has now been extended to the R.A.C. Rally Championship. With access to mobile technology the team provides a timeline reporting system which is regularly updated with stage times and the latest overall results.

The championship has its own Facebook Page, Twitter and Tumblr accounts as well **as it's own YouTube channel: our** supporters and followers interact and ask questions of the team thus enhancing their spectator experience.

Facebook and Twitter posts are liked and shared by the online community within moments of being uploaded, thereby extending our web based audience even further. Our base of followers grew throughout 2013 and we fully expect this trend to continue into 2014 and beyond.



facebook.com/RACrallychamp



[#RACRallyChamp](https://twitter.com/RACRallyChamp)



youtube.com/theracrally



racrallychamp.tumblr.com/

Audience: - Internet Figures



Providing a platform for the organisers and teams to share news with the online community, the website and social media feeds provide a lively means for fans to interact and share stories, images and videos of all the action.

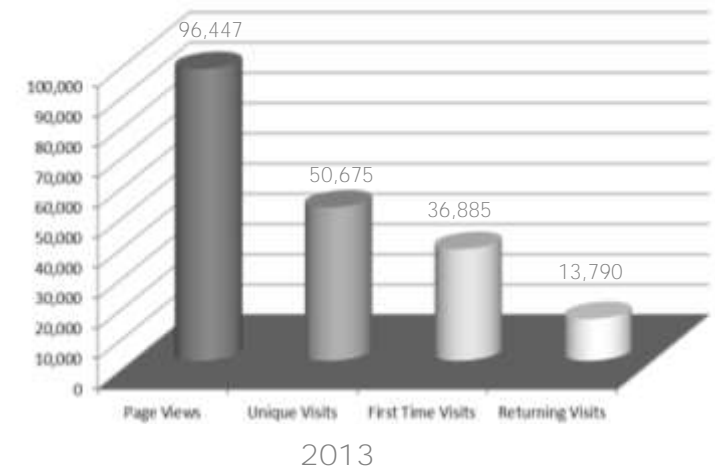
The R.A.C. Rally Championship media team encourage the spectator and supporter to share their experience with others via the various social media platforms which the championship utilises to full effect, thus maximising your exposure.

www.racrallychamp.org

PAGE VIEWS: 96,447

UNIQUE VISITORS: 50,675

AVERAGE VIEWS PER MONTH: 9,364



[#RACRallyChamp](#)

FOLLOWERS: 504

TWEETS: 375



facebook.com/RACrallychamp

LIKES: 1,066

AVERAGE WEEKLY REACH: 3,802



Note: All figures as of 14th October 2013

Awards



The R.A.C. Rally Championship recognises the commitment of its competitors throughout the year and presents major awards for the leading drivers and co-drivers from across the classes and categories.

Additional end of season awards are also presented to the following;

- Most Entertaining Driver
- Under 25 Award
- Best over 55 competitor
- Best performance in a non-Ford

On each round in 2013, the following awards were presented:

- First retirement:
£100 voucher from West Wales Rally Spares
- Last retirement:
£100 voucher from West Wales Rally Spares
- Drawn from the hat:
£100 voucher from West Wales Rally Spares
- Drawn from the hat:
50% entry fee refund from Holton Homes
- Spirit of the Rally:
Product award from Fuchs Lubricants
- Best Improvement on Seeding:
Set of axle brake pads from Mintex
- Hard Charger award:
20-litre jerry can from Green Valley Industrial Supplies



Awards



The end of season awards' evening is an exceptional gathering of all the registered competitors and their crews, at which they can celebrate a job well done and relax in the company of friends and rivals.

This award evening is held at the luxury four-star CASA Hotel in Chesterfield, owned and operated by championship contender Steve Perez. With a high profile guest speaker from rallying history, the evening will conclude the most innovative and competitive yet friendly season of rallying.

Thank You

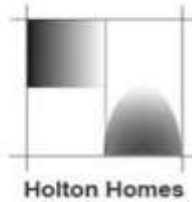
The Organisers and Sponsors
West Wales Rally Spares R.A.C. Rally Championship



Acknowledgements



The organisers of the 2013 West Wales Rally Spares R.A.C. Rally Championship would like to take this opportunity to thank all the supporters and sponsors who helped turn an idea into a reality.



Martin Jones Transmissions



The R.A.C. Rally Championship Team



Colin Heppenstall
Role: Championship Manager

Colin has been involved with rallying most of his life. Through his parents, Colin has had experience at all levels of rallying throughout his adult life being a **Clerk of the Course in his 20's and 30's.**

He brings a wealth of diverse practical knowledge to the R.A.C. Rally Championship and is always to be seen at every round liaising with his competitors.



Nicola Heppenstall
Role: Championship Co-ordinator

Nicola's interest in rallying has been heavily influenced by her father who has been involved in the sport for as long as anyone can remember. Nicola has grown up going along to events.

When she and Colin got together, this mutual interest led to them working together organising rallies and this partnership has been responsible for the Roger Albert Clark Rally and the RAC Rally Championship.

The R.A.C. Rally Championship Team



John Cooper
Role: Eligibility Scrutineer

Involved in rallying for 43 years. Competitor, marshal, timekeeper, steward, Clerk of Course, car builder, team management, service crew and chase driver (original RAC Rally). Chief scrutineer for the East African Classic Safari, Welsh Rally, Wydean Stages and Roger Albert Clark Rally.

E-mail: trenain2@tiscali.co.uk



Simon Wallis
Role: Competitor Representative

Involved in rallying for 41 years. Successful competitor with a passion for historic rallying, car builder and preparer, championship committee member.

E-mail: simonsdkcars@aol.co.uk



Alan Walker
Role: Competitor Representative

Involved in rallying for 30 years. Successful competitor with a passion for historic rallying, car builder and preparer, championship committee member.

E-mail: alan@wpcastings.co.uk



Russ Langthorne
Role: Competitor Liaison Officer

Involved in rallying for 36 years. Competitor, marshal, service crew, service/management. Events include East African Safari, London Sydney, South Swedish, RAC, Scottish, and Midnight Sun to Red Sea

E-mail: russ@acornlodge.plus.com

The R.A.C. Rally Championship Team



Steve Higgins
Role: Media Manager

Involved in rallying for 42 years.
Competitor, marshal, closing car crew, radio operator and webmaster

E-mail: steve.higgins@racrallychamp.org



Malcolm Higgins
Role: Marketing Manager

Involved in rallying for 36 years.
Competitor, organiser, MSA clerk of course, marshal, closing car crew and radio operator

E-mail: marketing@rogeralbertclarkrally.org



John Higgins
Role: IT Manager

Involved in rallying for 23 years.
Marshal, radio operator, closing car crew, videographer and IT guru

E-mail: johnhigg@hotmail.com

The R.A.C. Rally Championship Team



Paul Lawrence
Role: Press and Photography

Involved in rallying for 45 years.
Organiser, marshal, co-driver, reporter and
photographer

E-mail: paul@tfmpr.com



David Winstanley
Role: TV producer

Involved in rallying for 39 years.
Started marshalling as a teenager in 1969.
Started filming in 1984, covering events in
the World Rally and World Sports Car
Championships and the Le Mans 24-hours.

Has filmed in about 60 countries in the past
10 years: this is his 30th year of filming.

Has competed on several long distance
events including the London to Sydney
Marathon, three World Cup Rallies and three
Rally GBs, in 1994, 1995 and 2005.

E-mail: tvallyman.rallytv@gmail.com



For further information, please contact:
Paul Lawrence, Press & PR Coordinator
e-mail: paul@tfmpr.com | Tel: 01952 510382
www.racrallychamp.org



We are grateful to the following people for use of photographs. Tony Boyes [Cover] / Malcolm Higgins / Chris Horner / Paul Lawrence