

DRAG RACING



THE FASTEST MOTORSPORT ON EARTH! TEN TIMES MORE POWERFUL THAN F1, THE 8000BHP DRAGSTERS REACH OVER 300MPH IN UNDER 5 SECONDS

Established for 12 years, Santa Pod Raceway's two flagship Drag Racing weekends welcome a large mainstream motorsport audience. As the first and final rounds of the prestigious FIA European Drag Racing Championships, these 4 day events attract over 300 race teams from Germany, France, Holland, Italy, Switzerland, Sweden and Norway.

Drag Racing is one of the only motorsport disciplines where cars and bikes appear at the same meeting and where access to the race paddock is free. The events also offer a wide range of family entertainment including monster trucks, stunt riders, firework displays, trade village, children's activities and helicopter rides.

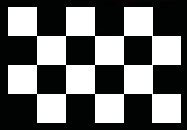
- > Fully televised – 4 half hour shows from each event
- > UK broadcasters inc Motors TV, Channel 5 and Xtreme TV plus international broadcasters worldwide
- > Advertised via TV, radio, specialist and consumer press
- > Additional pre-event and post-event coverage regularly achieved through editorial listings, features and race reporting
- > Attendances have risen by over 44% in the last five years currently attracting 62,000 mainly male spectators over both events including a large family audience
- > Mainly UK residents but many Europeans also in attendance
- > Free admission for children (under 16). Now regularly attracts over 6,000 children per event
- > Prior to each FIA event the "unique visits" to www.santapod.com peak in April and May at 123,000 hits per month and in August and September at 129,000 per month



"Pukka Pies have been a major sponsor of Santa Pod for four years and we feel it's been very effective in communicating our brand positioning to a wide and enthusiastic audience. Santa Pod regularly attracts large numbers of spectators for events and is often featured on TV and in the press giving a good level of brand exposure."

Peter Mayes
Marketing & Business Development Controller
Pukka Pies Limited





BUG JAM



BUG JAM HAS BEEN ESTABLISHED FOR OVER 21 YEARS AND IS NOW RECOGNIZED AS THE LARGEST VW FESTIVAL IN EUROPE

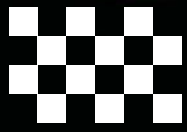
The original and best VW festival, the Bug Jam event encompasses the culture and lifestyle of the VW scene, incorporating music, fashion and of course the cars. Visitors are passionate about VW vehicles, very brand loyal and consumer orientated, always looking for the latest craze to hit their lifestyle.

Bug Jam is a true festival in every sense of the word with a vibrant and fun atmosphere, bringing to life the essence of VW culture.

- > Bug Jam has sold out for the past 3 years, peaking at 31,000
- > Majority of visitors are 17 - 35 year old. 60% male
- > Visitors are attracted from across the UK and Europe with many from the South of the UK
- > The majority of visitors are regular attendees each year, with the event being carefully advertised to those in the 'scene'
- > The crowd is socially active and influential – interests include urban fashion, board sports, alternative and dance music
- > Unique visits to the website peak in July at over 70,000
- > Bug Jam is often referred to as the 'Beetle Glastonbury'



BUG JAM
It's a way of life!



ULTIMATE STREET CAR



THE LARGEST MODIFIED CAR FESTIVAL IN EUROPE, U.S.C. HAS ESTABLISHED ITSELF AS ONE OF THE LEADING AUTOMOTIVE EVENTS ON THE CALENDAR

USC (Ultimate Street Car) is one of the leading styling and modified car events in the youth automotive market. Over the years the event has evolved from "another" car show to a festival that represents the very essence of modified car culture. The show highlights what is new, cool and up and coming in the car scene.

Manufacturers and retailers from all market areas use the event to launch, sell or simply reinforce their position in this urban cruise culture. Visitors' cars are modified and personalised, they are passionate about cars, clothing, music and girls. The audience are very brand loyal and want designer labels and tags.

- > Attendance is approaching sell-out with over 28,500 visitors
- > Majority of visitors are 17-29 years old. 80% male
- > Interests include designer labels, performance parts, gadgets and urban/dance music
- > USC has the fastest growing attendance of any event held at Santa Pod over the past three years
- > Visitors are attracted from across the UK with many from the North, Ireland, Scotland and Wales
- > USC is advertised and featured heavily in key category titles such as Max Power, Redline and Fast Car
- > Over 100 independent car clubs attend the event, displaying a total of over 2000 cars
- > Well established online profile, via magazines, clubs and forums

