

DRIVER PROFILE

- Like many of today's stars, Lars began his motor racing career in karts. He began racing in 1990 and enjoyed immediate success.
- In 1991 Lars finished 3rd in both the British and British Open Cadet championships behind the victorious Jenson Button, now a Formula One superstar.
- Making swift progress up the racing ladder Lars competed in the top junior class in 1994, the Junior ICA championships. He became Vice British Champion (coming second to current BAR F1 test driver Anthony Davidson) and British Open Champion (beating Jenson Button in the process) despite competing on the smallest budget.
- Lack of finance left Lars unable to race in 1995, and in the 1996 to 1998 Lars was only able to compete in part seasons in Formula A, the highest class of karting. Lars used this time to apply himself more to his education, but maintained his focus on a successful career in motor racing.
- In 1998, at just 19 years of age, he was nominated by his old secondary school, The Willink, to become a school governor, a position he still fills.
- Still on a limited budget for 1999 Lars won one of the UK's biggest prizes, the Formula A British Open Championships, the result of which was a team drive for the rest of the season and an entry into the biggest racing scholarship in the UK: the ELF backed Fastrack Scholarship where the winner receives £100,000 of racing tuition in France at the world famous La-Filiere Racing school in Le-Mans.
- This team drive allowed Lars to show his real potential as a driver, finishing the 1999 season in style and winning the highly prized Fastrack Scholarship where he was selected by 5 times Le-Mans winner Henri Pescarolo to represent Great Britain at La-Filiere for the 2000 season. This was a fitting tribute to Lars' natural talent and determination in the face of the much larger budgets of some of the other competitors.
- By the end of 2000 Lars had finished the season as the highest place non-French driver, in fourth position, after accumulating two race wins, three pole positions, four fastest laps, two second and four third place finishes, and second place in the seasons finale at the Zuhai International race in Hong-Kong. This was all despite racing with a broken thumb for 5 races and a plaster cast (meaning he couldn't grip the steering wheel properly) and 4 mechanical failures, one when on pole position at Magny-Cours.
- 2001 saw only a couple of successful outings in the BARC Formula Renault Championship again due to financial problems.
- Lars believes that to become a truly exceptional motor racing driver, a good understanding of the technology is essential. With this in mind, he has completed an engineering apprenticeship at The Atomic Weapons Establishment, which boasts the best engineering apprenticeship in the world. At his time there he accumulated many accolades, including ONC and HNC certificates and awards for Public Speaking.
- He is currently working at Prodrive, where as an engineer, he has worked on the Subaru World rally cars and the Ferrari Maranello GT and also drives for them at track days.



WHAT THEY HAVE SAID

"I am enormously impressed with Lars Sexton not just for his outstanding professionalism and commitment to succeed, but also for the way in which he understands the essential commercial nature of motorsport today. He will be a great asset to any company that associates themselves with him."

David Richards

Chairman of BAR (British American Racing) and Prodrive

"It was a pleasure to support Lars. He represented ELF oils on and off the track with professionalism and dignity. Definitely a driver to watch for in the future."

Liz Connick

Total Fina Elf

"Once again, we have a very good British driver, as the ELF selection process at Silverstone is fantastic. He managed his tyres very well and finished the race a few seconds in advance of his competitors. It was a very good drive. Its early days in his career, but it looks good for the future."

Henri Pescarolo

Multiple Le Mans winner and ex-Formula One driver

(After Lars' two race wins at Le Mans)

La Filière Elf racing school

"Lars Sexton is part of an exciting breed of new, young racing drivers making his way in British motorsport. We travelled to Le Mans and Pau, in the south of France, to cover Lars and we came away with two race victories, Lars is a pleasure to work with and an excellent driver. He is a personality that we hope will make it to the top in Motorsport."

Enda Brady

Meridian Television



INTRODUCTION

For as long as he can remember, Lars' greatest ambition in life has been to race in Formula One. From his first race at eleven years old and through his rise to being a truly world class racing driver, it is no understatement to say that his life has revolved around his racing career. Problems and misfortune that would be enough to make most give up have served only to strengthen his ambition. Lars possesses not only the skill and determination to make it to the top, but also the professionalism required to deliver consistently outstanding results both on and off the track. This makes Lars one of the most exciting drivers of his generation. Meridian television recognised this when they selected him as one of five young future sports stars most likely to make it to the very top of their profession, and will continue to televise his rise up the motor-sport ranks in the future.

As an international racing driver, Lars has enjoyed success in England, Ireland, Spain, Poland, China and France as part of his early career backing by fuel giants Elf Oils Ltd. He was selected by Elf to be sent to one of the world's best racing schools, La Filière at Le Mans, where for a whole season he was under the guidance of multiple Le Mans winners and ex-Formula One driver Henri Pescarolo.

Lars would like to take this opportunity to thank you for your time in considering this proposal.



THE FORMULA RENAULT CHAMPIONSHIP

Formula Renault UK is one of the world's most exciting junior single-seater championships, which has launched the careers of F1 stars Kimi Raikkonen, Antonio Pizzonia and Pedro de la Rosa.

The Formula Renault cars, designed by Milan-race car manufacturers Tatuus, are all identical, and capable of 0-100 mph in 4.8 seconds. The carbon fibre chassis is built by Italian firm ATR, who manufacture the Ferrari Formula One chassis. Renaultsport, which has committed itself to producing a car that far exceeds the FIA's safety requirements, have further developed the car.

Each Formula Renault race takes place in front of Britain's biggest motorsport crowds. In 2001, over 160,000 filed through the gates to watch the action. Renault UK's championship boasts the fastest lap times, with speeds reaching over 130 mph, in Britain's biggest travelling motorsport package - the British Touring Car Championship's TOCA Tour. In 2002, Renault's championships still support nine of the 10 TOCA Tour meetings, with additional races supporting British Formula 3 and European Truck racing.

With the exposure that came from Kimi Raikkonen jumping from the series straight to Formula One, the Championship is more popular than ever.

**FORMULA RENAULT
UK CHAMPIONSHIP**
www.renaultsport.co.uk



SPONSORSHIP

Sponsors enter a professional, multi-million pound sporting arena run by one of the world's largest motor manufacturers, whose racing history in the UK dates back a quarter of a century. Sponsors are able to use the dynamic profile of Renault UK's championships to help them build brand awareness and also create a powerful image of success through several mediums:

Large Crowds in the UK

- Over the past decades, millions of race fans have filed through the gates and headed onto the spectator banks to watch the championships in action on the circuit.
- Strong promotion and the fact the TOCA Tour package is Britain's most professional sporting arena means crowds flock wherever the action is, from Knockhill in Scotland, Thruxton in Hampshire, Snetterton in Norfolk or Silverstone in Northamptonshire.

Television Exposure

ITV Network Shows Renault Race Highlights

Television coverage of the Formula Renault Championship is at its best ever with highlights broadcast across the entire ITV network. Every round supporting the British Touring Car Championship race weekends is shown on Motorsport UK: a dedicated half hour magazine programme (early Friday mornings and repeated the following Monday morning).



ITV's terrestrial coverage of the two championships reaches an estimated 24 million homes in the UK. In addition, four of the largest regional channels in ITV's network - Meridian, Granada, Anglia and Tyne Tees - are covering the racing from their local circuits with their special weekend daytime programmes. Motorsport UK, meanwhile, gets prime time coverage up to three times a week on Men & Motors: Granada's satellite and digital channel.

In Formula Renault it is every driver's ambition to make it to F1 and Renault is the only motor manufacturer to have a worldwide formula of its own and a Grand Prix team bearing its name. The grid is full of the most exciting young driving talent from around the world who, by learning their craft in Formula Renault, have the opportunity to go on to greater success. Lars himself will progress through Formula Renault and F3 to race in Formula One, and this itself has its advantages.

- The Formula Renault Championship is an ideal way to enter the world of motorsport sponsorship, without the large initial budget required for Formula One.
- Lars Sexton has the potential to become a Formula One world champion driver. With the international celebrity that will bring, exposure of sponsors' brands will only increase as his career progresses.

For further information regarding sponsorship, please visit the Lars Sexton Web site at www.larssexton.co.uk

SPONSORSHIP PACKAGES

At Lars Sexton Motorsport we understand that sponsorship is all about achieving marketing and promotional goals, and providing our sponsors with the best possible return on their investment.

Lars Sexton Motorsport works closely with the sponsor to establish how we can best promote their business. As a result we offer the most comprehensive and diverse sponsorship packages available in the Formula Renault Championship, going far beyond the usual offerings.

For example our corporate karting days can be used as rewards and incentives for employees, as well as allowing their children to enjoy the thrills of motorsport! Furthermore, at private track days, Lars Sexton will offer sponsors and their guests personal high performance driving tuition.

The VIP hospitality available at the races is an ideal place to bring clients to help secure future business in a relaxed atmosphere. Corporate hospitality at such high profile race meetings provides sponsors with unparalleled networking opportunities.

Examples of possible sponsorship packages are as follows:

Platinum Sponsor

- Race car in company colours and majority decal coverage.
- Race support truck in company colours and majority decal coverage.
- Lars Sexton Motorsport team cars in company colours with majority decal coverage.
- Race suit and Helmet in company colours with company decals/logo.
- Full Range of team clothing carrying company logos as title sponsor.
- Full use of race car throughout the contract period for the purpose of displays and shows.
- VIP tickets to all race weekends including the British Grand Prix Support Race.
- VIP hospitality will be provided during all race weekends of the season.
- Unlimited driver appearances.
- Television coverage and huge crowd coverage at race meetings, along with substantial press coverage particularly in the local area.
- Free corporate days for employees and clients, allowing those involved to enjoy the thrill of competing in official karting events with the chance to drive Lars' Championship winning Formula A Kart. Lars will also be available to improve driving and lap times of all drivers, as well as to race against!
- Lars will also be available for one to one driver coaching.
- The benefit of extra long-term exposure as Lars progresses to Formula One.

Gold Sponsor

- Large decals on the racing car.
- Large decals on the race support truck.
- Large decals on the Lars Sexton Motorsport team cars.
- Company logo/decals on Lars race helmet.
- The race car will be available for displays and shows.
- VIP tickets to all race weekends excluding the British Grand Prix.
- Hospitality passes will be available on race weekends.
- Driver appearances.
- Television coverage and huge crowd coverage at race meetings, along with large press coverage particularly in local areas.

Silver Sponsor

- Decals on race car.
- Decals on race support truck.
- Hospitality passes for race days.
- Driver appearances.
- Television coverage and crowd coverage at race meetings, along with press coverage.