

# "Motorsports in the Countryside"

The Royal Show

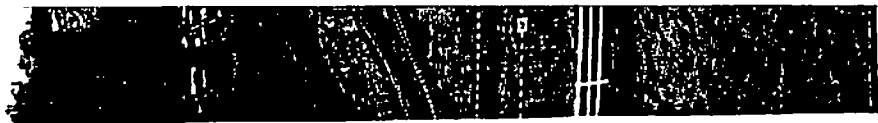
National Agricultural Centre

Stoneleigh, Warwickshire

6th - 9th July 1992

A Report by

The Motorsports Facilities Unit



Photograph



## 1. Introduction

### i) 1991 Royal Show

The R.A.S.E. contacted the M.F.U. Office in the Spring of 1991 with an offer of exhibiting within the New Farm Enterprises Section. Given that this would provide Motorsports with the opportunity of meeting landowners, the M.F.U. attended in the form of an information point providing guidelines on land diversification for Motorsport events. In addition, two off-road motorcycles were displayed which were being raffled by the A.C.U. During the Show the R.A.S.E.'s Jef Tuyn commented that the bikes were not only attracting people to the M.F.U. stand, but adjacent stands aswell. It was at this point that the possibility of a more "active" stand was first discussed and it was envisaged that this would revolve around a programme of A.C.U. Training Trust "Try Our Sport" Days.

In March of 1992, the Motorsports Development Officer, accompanied by A.C.U. Instructors Anthony Lines and Andrew Coke, of the Winchester Project, accompanied Jef Tuyn on a visit to the site that was to become "Motorsports in the Countryside". Such was the scale of the site it was decided that both motorcycle and car sport should be featured under the co-ordination of the M.F.U., with the Training Trust's "Try Our Sport" Days providing the main motorcycling element.

### ii) Previous "Try Our Sport" Days

The A.C.U. Training Trust have been running "Try Our Sport" Days since 1988 and have devised a successful format through the experience gained at such venues as, The Olympia Trail Park (N.E.C. Motorcycling Show); Oulton Park (Motorcycle Fun Day); East of England Showground (B.M.F. Rally); and The Billing Aquadrome (Bikex '91). The "Try Our Sport" Days were run by the A.C.U. Training Trust in conjunction with Anthony Lines and Andrew Coke (Winchester Project) using machinery loaned by members of the Motorcycle Industry Association. The main aim of these days being to introduce newcomers to off-road motorcycling in a safe environment. The 1992 Royal Show, therefore, would provide an ideal opportunity to present off-road motorcycling, and motorsports, to a completely new audience.

## 2. "Motorsports in the Countryside" - 1992 Royal Show.

### The Benefits

There are several obvious benefits for the governing bodies of motorsport in attending the Royal Show, and these can be broadly defined within the following categories.

#### i) Land Diversification

In the current economic climate many farmers are finding it increasingly difficult to achieve a satisfactory income from their land. Motorsports clubs are constantly seeking new venues to ensure that existing ones are not over used, with more sites and the impact upon the environment is dissipated to ensure it's future as a sustainable resource. "Motorsports in the Countryside", therefore, provided the ideal environment for both "sides" to meet.

#### ii) Promoting a responsible image

There can be little doubt that there is far too much informal motorsports use of the countryside at the moment. This is a result of the increasing number of owners of off-road leisure vehicles (motorcycle and car) seeking access to the countryside. Unfortunately, not nearly enough of these belong to affiliated clubs or follow the Codes of Conduct issued by L.A.R.A. The Royal Show, therefore, provided a perfect opportunity to promote the responsible use of the countryside by motorsports clubs. To reinforce this message off-road car demonstrations were organised by the West Midlands Regional Association of the R.A.C.M.S.A., the A.R.C. and the A.W.D.C. (there was also a static display by N.A.S.A), while, for the motorcycle disciplines, motocross demonstrations were put on by riders from the manufacturers official teams and by riders from the Coventry Junior MX Club. All this was in addition to the A.C.U. Training Trust's programme of "Try Our Sport" which, in itself, emphasises safety and good riding practices.

The active demonstrations attracted visitors to the feature, and there were several information points in the "Technical and Education" section to answer questions from interested parties. The M.F.U. designed and produced Land Type Forms for farmers to provide details of the type of land under their ownership, while Fact Packs were also available.

iii) new members

As part of the overall message of the responsible use of the environment being communicated at the Show, the club and Association stands had plenty of information to hand regarding taking part in the sport through affiliated clubs.

iv) media

Apart from the coverage in the specialist Press the Royal Show provided an opportunity for motorsports to put it's case via the general media. Press releases, and general information on the feature, were distributed prior to the Show from the M.F.U. Office; while the R.A.S.E.'s Press Office also produced and distributed Press information featuring "Motorsports in the Countryside".

3. Results

i) potential new venues

All information points reported an excellent response from landowners and visitors to the Show. For the first time landowners were making an approach to clubs, rather than vice-versa, and many positive contacts were made. These contacts have been channelled to the most appropriate club/association for a follow-up site meeting. Those contacts made direct to the M.F.U. will also be subject of a site meeting, to which appropriate regional/centre representatives will be invited.

The table overleaf provides a summary of these contacts.

MOTORSPORTS  
ORGANISATION

NUMBER OF  
CONTACTS

OUTCOME

Association of Rover Clubs (A.R.C.)	2 (+ those from R.A.C.M.S.A. - see below)	Follow-up site visits.
All Wheel Drive Club (A.W.D.C.)	8	All contacts passed on to R.A.C.M.S.A; one mini-safari definite venue in Glusc. which will be used for a trial beforehand to test it out.
R.A.C.M.S.A.	15 (H.Q.) 38 (Reg.Association)	Personal visits; other contacts passed on to other Regional Associations; the A.R.C., B.T.R.D.A.; one event held in Gloucs; 4 definite events planned for other sites elsewhere.
M.F.U.	10	Site Visits & Reports.
Coventry Junior Motocross Club	6	Forwarded to the M.F.U for follow-up action.
National Autograss Sport Association (N.A.S.A.)	25	In process of following up via site visits. Others have been given local contacts.

TOTAL 104

ii) new members

Again, all information points had information and licence application forms to hand out to potential new members. The table below provides a summary of these:

MOTORSPORT ORGANISATION	NUMBER OF CONTACTS	
R.A.C.M.S.A (H.Q) (REG.)	10	
A.C.U.	120	
N.A.S.A.	35	
A.R.C.	1	
A.W.D.C.	3	
C.J.M.X.C.	5	All have attended Club events since then. 3 now members, other 2 still too young, plus many other general enquiries.
TOTAL	228	

The above refers to the numbers of genuine enquiries who were given information regarding local clubs etc, unfortunately it is somewhat harder to trace the number of these who actually become actively involved in the sport.

iii) Media coverage

"Motorsports in the Countryside" was given the usual amount of coverage in the specialist Press (given that it was organised by governing bodies and did nothing but good) i.e. very little. Most of this publicity was in the form of pre-event details, with there being no coverage of the show itself.

This is as always, disappointing and is unfortunately not something that the M.F.U. has much influence over. However, the specialist Press was not the prime target in this instance; rather, using the Royal Show as a means of attracting other areas of the media to motorsports, the real acid test was the coverage achieved elsewhere.

In this, as far as the M.F.U. is able to ascertain, the feature proved quite successful. A survey of media coverage is being conducted by the R.A.S.E. and, while these results have still to be collated, the M.F.U. is aware of the following coverage on "Motorsports in the Countryside".

Birmingham Evening Mail	1 Article
Birmingham Post	1 Article
B.B.C. Midlands T.V.	Short Feature
Central T.V.	Short Feature
Radio Mercia Sound	Interview

#### iv) "Try Our Sport"

The Training Trust's programme of "Try Our Sport" concentrated on providing visitors to the Show with a "hands on" motocross experience. It was aimed at newcomers, and enjoyed the support of the Motorcycle Industry, and was an unqualified success. Such was the interest that many more people could have been introduced to the sport if more track time had been available. Indeed, bookings were being taken for the second and third days as close of the first day approached. All participants were provided with all the required safety clothing and, with fully qualified coaching personnel in attendance, the responsible image of motorsport was again emphasised. In total, 120 people took part and all will receive a badge, certificate, A.C.U. Promotions Pack and a copy of the A.C.U. Newslines. Again, it would be interesting to discover how many of these will eventually join an affiliated club.

#### 4 Conclusions

The M.F.U. has organised two "de-briefing" sessions since the Royal Show, one for the motorcycling bodies and one for the sport organisations, and while it is gratifying that everyone was unanimously behind repeating the exercise there are, obviously, several aspects that could be improved. However, given that this was "Motorsports in the Countryside's" initial year, and the disparate disciplines it embraced, it was an undoubted success.

##### i) The site

For 1992, pre-show discussions between the M.F.U. and the R.A.S.E. had indicated that many visitors to the show would be drawn to the "Country Pursuits" section (of which "Motorsports in the Countryside" was a part) from the entrance at Car Park 3. However, people were still drawn to the centre of the show, from where they filtered back to the more peripheral features. The site, therefore, was orientated towards gate 3 and, with the benefit of hindsight, will require re-orientating towards "Avenue A" for 1993. In addition, too many of the marquees and stands faced inwards leaving the public unaware of what they were walking past.

Another problem with the 1992 site was that all activities i.e. bikes and cars used the whole area and were, therefore, "competing" for track time. This also created a somewhat disjointed presentation for visitors who, despite the activities being timetabled, were not always aware that other displays would follow shortly.

For 1992, the R.A.S.E. requested that the Mountain Bikes be included in "Motorsports in the Countryside". However, at the "de-briefing" it was unanimously agreed that this had not proved beneficial and that the mountain



bikes should have their own area in the future: this has now been confirmed.

Taking the lessons learned from 1992, there now follows a revised site plan for 1993, and the 1992 plan for comparison. It is envisaged that the revised site will be much simpler for visitors to understand, and a more effective means of communicating motorsports' responsible image. Please note that the motorcar demonstration area has been sited next to the adjacent Land Rover demonstration area to re-enforce the overall theme of off-road 4WD vehicles in this part of "Country Pursuits".

#### ii) On-site signage

Following on from the question of site orientation, and the lessons learned, greater emphasis must be placed on creating more visual impact around the visitor walkways. Due to the size of the site it is all too easy for individual elements to become lost in the overall picture while, for 1992, there were not enough clear indicators for the public to appreciate immediately the activities taking place.

To overcome these drawbacks more banners, flags and promotion equipment will be required. Moving the club and manufacturer stands to the Demonstration Road end of the site will help this ; however, there is still a need to create visual impact. More banners and flags (and poles) are required to create height, and the permanent building, in the centre of the site, should also play a role in this. Although it was not possible in 1992, it was proposed that the building could be scaffolded to create a viewing platform for landowners and V.I.P.'s. This whole structure could then be dressed up accordingly. This should be seriously considered for 1993.

Obviously, all this requires a budget and this equation will be considered in more detail in a following section.

#### iii) Media

The A.C.U. Promotions Department conducted the media campaign, with the assistance of the Winchester Project, on behalf of the M.F.U. The campaign was extensive and targeted all known areas using the latest contacts supplied by the C.C.P.R. The R.A.S.E. also conducted their own press campaign and produced literature which included features on "Motorsports in the Countryside". In addition, accredited members of the media who visited the site, were encouraged to experience motorsports for themselves.

For the 1993 Royal Show it is essential that the media campaign is conducted by the Promotions Departments of both the A.C.U. and the R.A.C.M.S.A. (or their delegates) to ensure the greatest possible exposure. In addition, media packs could be produced for circulation both before and during the show.

#### iv) Budget

For 1992, the budget included a number of items that involved a considerable initial outlay, the biggest of which was the chestnut paling fencing and posts. It is envisaged that, if stored, this fencing will not require replacing for five years: if left in situ, it will probably only survive three winters before it becomes ineffective as a crowd barrier.

The 1992 Budget

Expenditure	£	Income	£
Chestnut Paling Fencing and Posts	2644.00	Sale of Unused Fencing and posts	368.00
Hire Van (2 days)	70.00		
Marquees £308.00x3	924.00		
Double Electric Sockets (3)	138.00		
Stand Pipe	55.00		
Petrol	35.00		
Food	60.00		
Hammers/Gloves etc	35.00		
JCB (or similar)	250.00		
Sub Total		4211.00	
+ V.A.T.		736.92	
TOTAL		4944.92	368.00 (inc. V.A.T.)
Overall Cost		4579.92	

The 1993 Budget (Expenditure)	£
Chestnut Paling Fencing and Posts	-
600 yards of rope and posts for MX track	Loaned from A.C.U. Clubs
Frame Tents (or similar) 3	750.00
Double Sockets (4)	184.00
Stand Pipe	55.50
Coaching Personnel from A.C.U. Training Trust	Self Funding
Petrol	100.00
Food (maximum of 18 personnel/day)	750.00
Hammers/Gloves etc	10.00
Promotions, Publicity, and on-site Banners/information etc.	3500.00
Personnel and Administration costs	1000.00 (approx)
Scaffolding	?
P.A. System	?
J.C.B. (or similar)	250.00/day (unless loaned by a club)
<b>Total of known costs</b>	<b>6599.50</b>

#### v) Sponsorship

Despite the obvious benefits of a motorsport feature at the Royal Show, there are undoubtedly considerable costs involved for the governing bodies. Every effort should be made by both the promotions Departments of the A.C.U., and the R.A.C.M.S.A. (or their delegates) to sell the feature to sponsors looking to promote their products to an agricultural audience. This will not only help off-set the financial burden, but sponsors banners and flags will also help to improve the impact of the whole feature.

It has been proposed by the R.A.S.E that an adjacent area be provided for the ancillary product suppliers in motorsport, with the income from the sale of display/retail space helping off-set on-site costs. The Governing Bodies should assist the R.A.S.E. in this matter in every way possible.

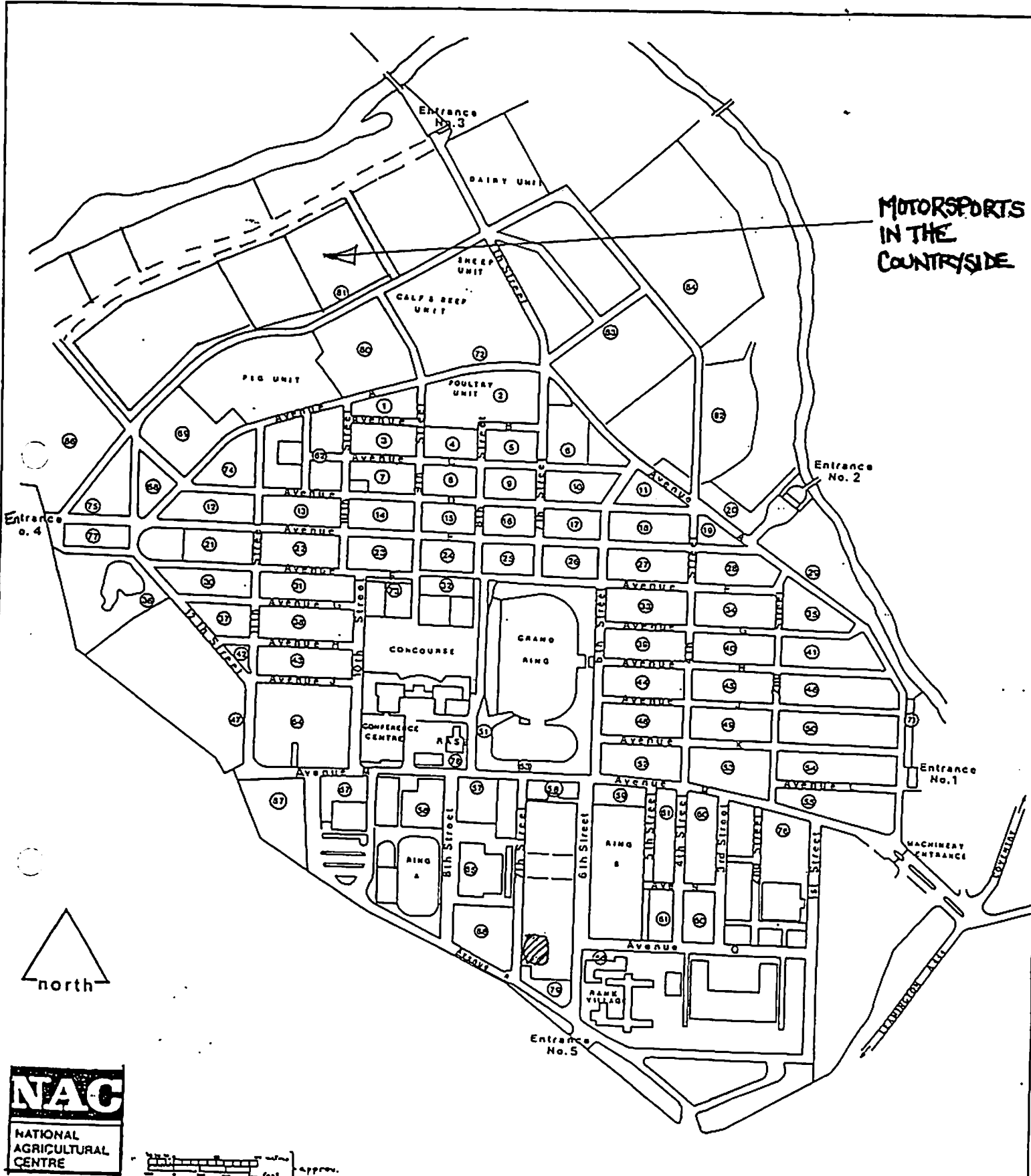
#### vi) Timescale

Many of the weaknesses highlighted in this report can be directly attributed to the short pre-event preparation time-scale. Despite this the 1992 feature was successful and, with a longer lead-in period, future shows should be even more effective. With this in mind, it is essential that the decision to repeat the exercise in 1993 be made as soon as possible. Once this decision has been made the M.F.U. can commence the co-ordination of the feature through a series of meetings with the appropriate bodies, as per 1992.

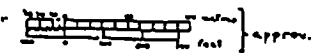
## A P P E N D I C E S

- i) Royal Show Site 1992
- ii) "Motorsports in the Countryside" Site 1992
- iii) Press items in Birmingham Post
- iv) Report from thr A.R.C.'s Tony Kempster (Due to be published in International Off-Roader Magazine.
- v) Proposed Site Plan for "Motorsports in the Countryside" 1993.

**MOTORSPORTS  
IN THE  
COUNTRYSIDE**

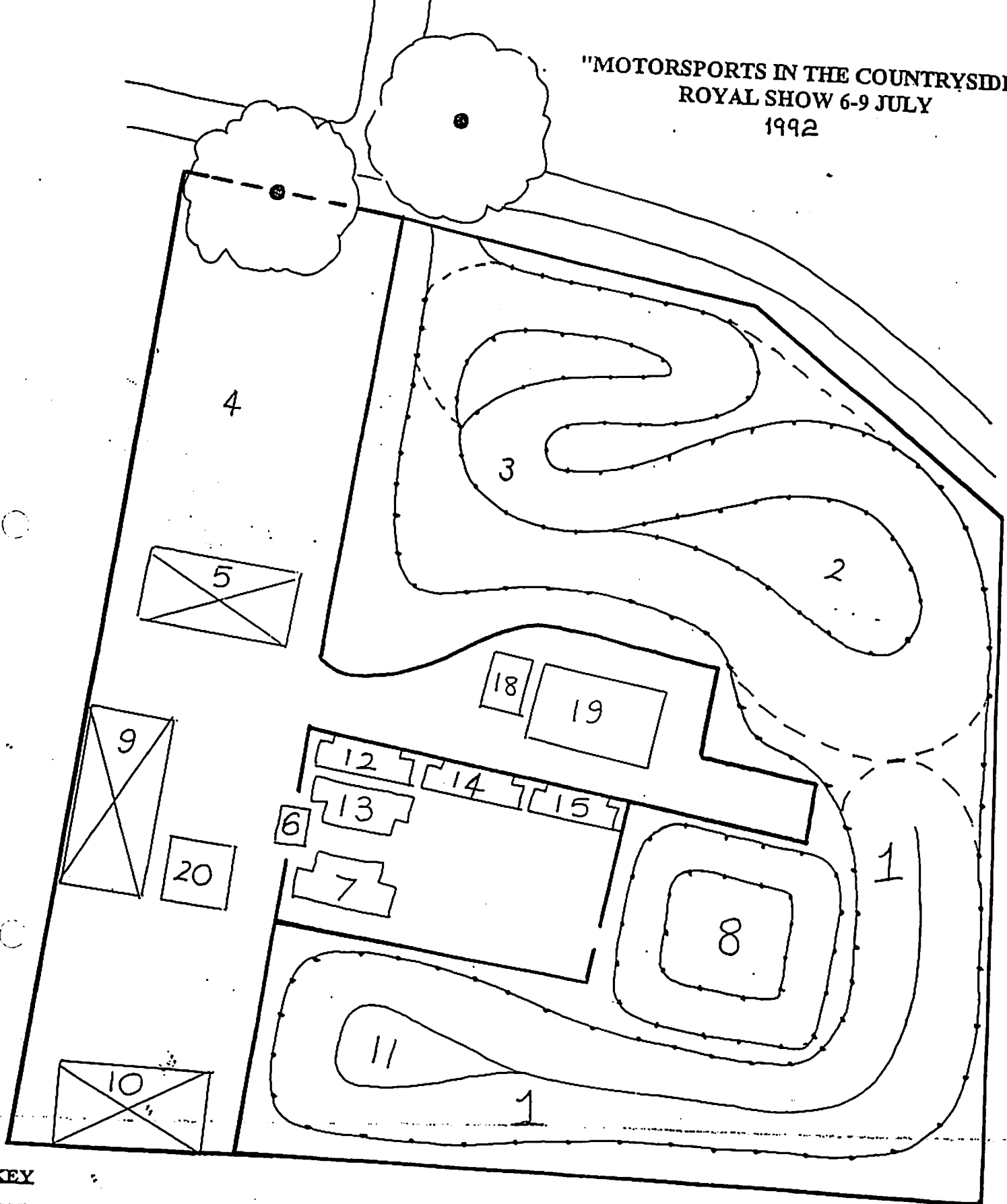


**NAC**  
NATIONAL  
AGRICULTURAL  
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Scale:-	
Date:-	Revised Oct. 1988
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"MOTORSPORTS IN THE COUNTRYSIDE"  
 ROYAL SHOW 6-9 JULY  
 1992



**KEY**

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|---|---|
| <p>————— CHESTNUT FENCING<br/>         - - - - - POST &amp; ROPE</p> <p>1 "TRY OUR SPORT" MOTOCROSS LOOP<br/>         2 EXPERT MOTOCROSS LOOP<br/>         (to be only used by experienced riders)<br/>         3 4 WHEEL DRIVE &amp; CAR TRIALS LOOP<br/>         Whole track to be used for Motocross<br/>         demonstrations by factory drivers.<br/>         4 RACMSA 4 STATIC DISPLAY<br/>         5 RACMSA MARQUEE<br/>         6 ACU CARAVAN<br/>         7 WINCHESTER PROJECT UNIT<br/>         8 "TRY OUR SPORT" BEGINNERS &amp; ASSESSMENT AREA</p> | <p>9 ACU MARQUEE<br/>         10 TRADE MARQUEE<br/>         11 TRIALS DEMONSTRATIONS<br/>         12 YAMAHA<br/>         13 SUZUKI<br/>         14 HONDA<br/>         15 KAWASAKI<br/>         18 MCI<br/>         19 BRICK BUILDING (possible storage for machinery)<br/>         20 Coventry Junlar Moto-ry Club.</p> |
|---|---|

NOT TO SCALE

# The Birmingham Post

## Farming's window on the world

**Organisers are predicting record crowds.**

By **PATRICK O'FLYNN**  
The Birmingham Post

Thousands of exhibitors and visitors from 120 countries were heading for the National Agricultural Centre at Wellesbourne, Warwick, today for the start of the four-day Royal Show.

The show will be opened today by

European Commission vice-president Sir Leon Brittan and organisers hope to top last year's total attendance of 194,000.

Virtually every major name in farming and country pursuits will be represented at the event, with companies eager to show new products.

Mr John Hearth, chief executive of the organisers, the Royal Agricultural Society of England, said though a few big companies were cutting down on the size of their stalls, more than 200 new companies were exhibiting this year.

Mr Hearth said the Royal Show had a proud record for picking up important new trends in agriculture and informing farmers about them.

"We were talking about diversifica-

tion of land uses ten or 15 years ago. Now this is the new buzz word," he added.

Mr Hearth said a new stall to provide information on how to get the best out of the Common Agricultural Policy was expected to be a big hit with farmers.

The stall, "Coping with CAP" will be staffed by experts from eight companies to give specialist advice on adapting to EC agricultural reforms.

He said the show would continue to focus mainly on the needs and concerns of the professional farmer despite an increasing number of leisure exhibitors.

Lord Plumb of Coleshill, former head of the NFU and a trustee of RASE, said the possibility of wet



weather during the week would not necessarily put a dampener on the show.

"Farmers may think they cannot do much on their land so they may as well come to the show," he said.

Every major name in farming and country pursuits seemed to be represented on the showground, from the National Farmers' Union to dozens

of farm machinery maker to the leading suppliers of waxed jackets.

One stand likely to prompt particular curiosity among visitors is run by Her Majesty's Prison Service.

Flowers on the stand have been grown and arranged by prisoners at Hewell Grange Prison, Redditch.

Another stall promotes the Schools Challenge scheme, which seeks to give children a closer understanding of modern agriculture.

For a group of pupils from Sherbourne Fields Special School in Coventry, tomorrow will be the moment of truth when they discover if a sheep they have helped to rear over the spring can win its class in the livestock competition.

Ms Perry said hundreds of children

### Main events in Grand Ring today

- 8.15am: Judging of four and five-year-old ridden Hunters and Performance Horses.
- 10.30am: Band of the Black Watch.
- 10.45am: Award-winning machinery assemblies.
- 11.00am: Official opening of the show, followed by presentation of machinery awards.
- 11.50am: Judging of lightweight ridden Hunters.
- 1pm: Judging of middleweight ridden Hunters.
- 2.15pm: Falconry demonstration by Gemina Parry-Jones.
- 2.35pm: Parade of Hackney and Working Hunter Pony champions and presentation of awards.
- 2.45pm: Renault jumping competition.
- 4pm: Final judging of ladies ridden hunters.
- 4.10pm: Judging of heavyweight ridden Hunters.
- 5.30pm: Parade of the Exmoor Hounds.
- 5.40pm: Sheepdog demonstration by Katy Cropper.
- 6pm: Flying Gunners motorcycle display team.
- 6.25pm: Royal Marines free fall parachute display team.
- 6.35pm: Hot air balloon challenge.
- 6.45pm: Band of the Black Watch.

Entrance to the show today, tomorrow and Wednesday costs £10 Adults (£6 after 2pm); £5 for pensioners and under-16s (£3 after 2pm) and children under five are admitted free.

On Thursday admission costs £8 for adults (£5 after 2pm) and £4 for pensioners and under-16s (£2.50 after 2pm).

The show is held daily from 8.30am to 6pm and car parking is free.



On show: Herolords, Felicity and Curley, being prepared for competition by Miss Nattel Koonler, from Lowerhope Farm, Hereford.

### Skills hunt by eastern Europe

International interest in the Royal Show is booming with a strong presence from eastern Europe this year.

Lord Plumb, in charge of the International Pavilion at the showground, said delegations were attending from many parts of the former Soviet Union.

"We are selling expertise to these countries," he said.

Lord Plumb also said that he was confident South Africa would be represented at the show within the next few years after a long absence.

## Search is on for alternative land uses

The need to find alternative uses for land which can no longer be profitably farmed is a major theme of this year's Royal Show.

As the Common-Agricultural Policy is reformed and the amount of subsidy available for many crops is slashed, British farmers are having to think of other ways of generating income from their land.

A Country Pursuits area covering 30 acres of the Stoneleigh Park showground demonstrates many possible alternatives.

The Royal Agricultural Society chief executive, Mr John Hearth,

said: "The show is taking an ever-wider look at the general rural economy. Farmers are increasingly looking towards other sources of income and that is reflected. The needs of the market place determine how the show develops."

On top of the usual country sports, such as riding, shooting, walking and fishing, other pursuits, like motocross and all-terrain cycling, are on display.

A Motorsport Facilities Unit will give advice on how to host motor events without damaging land or generating excessive noise.

The show will also see the launch of the English Association of Farm Rides, a body which aims to publicise a network of safe, off-road routes for horse riding. Many of the routes being planned will link up with existing bridlepaths.

Officials from the Cyclists Touring Club will also be at the show, keen to negotiate with farmers and other landowners for new venues.

The show will provide farmers with information on how to use their land to generate alternative sources of energy.

Farmers keen on harnessing wind-

power will be advised of potential pitfalls by organisations like the British Wind Energy Association and Warwick University experts.

They will advise on the best way of handling energy and of how to decide whether to use it for powering the farm's immediate needs or to sell it to the National Grid.

Other forms of energy such as solar power, water power and even oxen power will also be on display.

Royal Agricultural Society officials say alternative energy is still in its infancy, but farmers can play a major role in developing its potential.

### Pro high as cro

Farmers start of the optimistic fra

A survey Agricultural the show, fi farmers than this summer

Society d Jackson an many farm and almost machinery months.

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Prospects encouraging 39 per cen yields of oil Mr Jackson

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START

Royal Show week - July 1992

Report by Tony Kempster

This year's Royal Show at Stoneleigh, Warwickshire, included a Country Pursuits section in which many countryside activities were demonstrated. One of these was Motorsports in the Countryside and it was the first time the Show had demonstrated that motorsport should be considered as part of land use diversification.

The Association of Rover Clubs, along with representatives of other members of the Land Access and Recreation Association participated in the event and the four day Show was judged to have been a success in making spectators aware that organised motorsport is a legitimate activity in the countryside.

The Motorsports in the Countryside event was co-ordinated by the Motorsports Facilities Unit which is an integral part of LARA. As there was little time for the various groups to prepare themselves, it was a credit to the MFU that they managed to pull the whole thing together in time for the Show.

Farming and land owning spectators were encouraged to contact the MFU if they wished to make their land available for motorsport. This should lead to an increase in mutually beneficial partnerships between landowners and motorsport event organisers. Indeed, the main purpose of the demonstration was to encourage landowners to make their land available as part of diversification. However, the highlight of *the* demonstration for many spectators was the chance to ride in the passenger seat of a cross country 4x4 vehicle being driven around a simulated trial section.

Our thanks must go to the organisers of the Royal Show for making available the two acre site which, apart from the 'car' side of motorsport which included the ARC, AWDC, the National Autograss Sport Association and the Association of Classic Trials Clubs, was also used to demonstrate motorcycle sport including motocross. Even the mountain bikers had an opportunity of demonstrating their skills in negotiating rough terrain.

The Motorsports in the Countryside site was in an ideal location between the Land Rover and JCB demonstration areas so there was a lot of activity to interest spectators. I understand that the Show organisers want motorsport to be represented on a regular basis at future Shows and planning for a bigger and better display at next year's Show is already in hand.

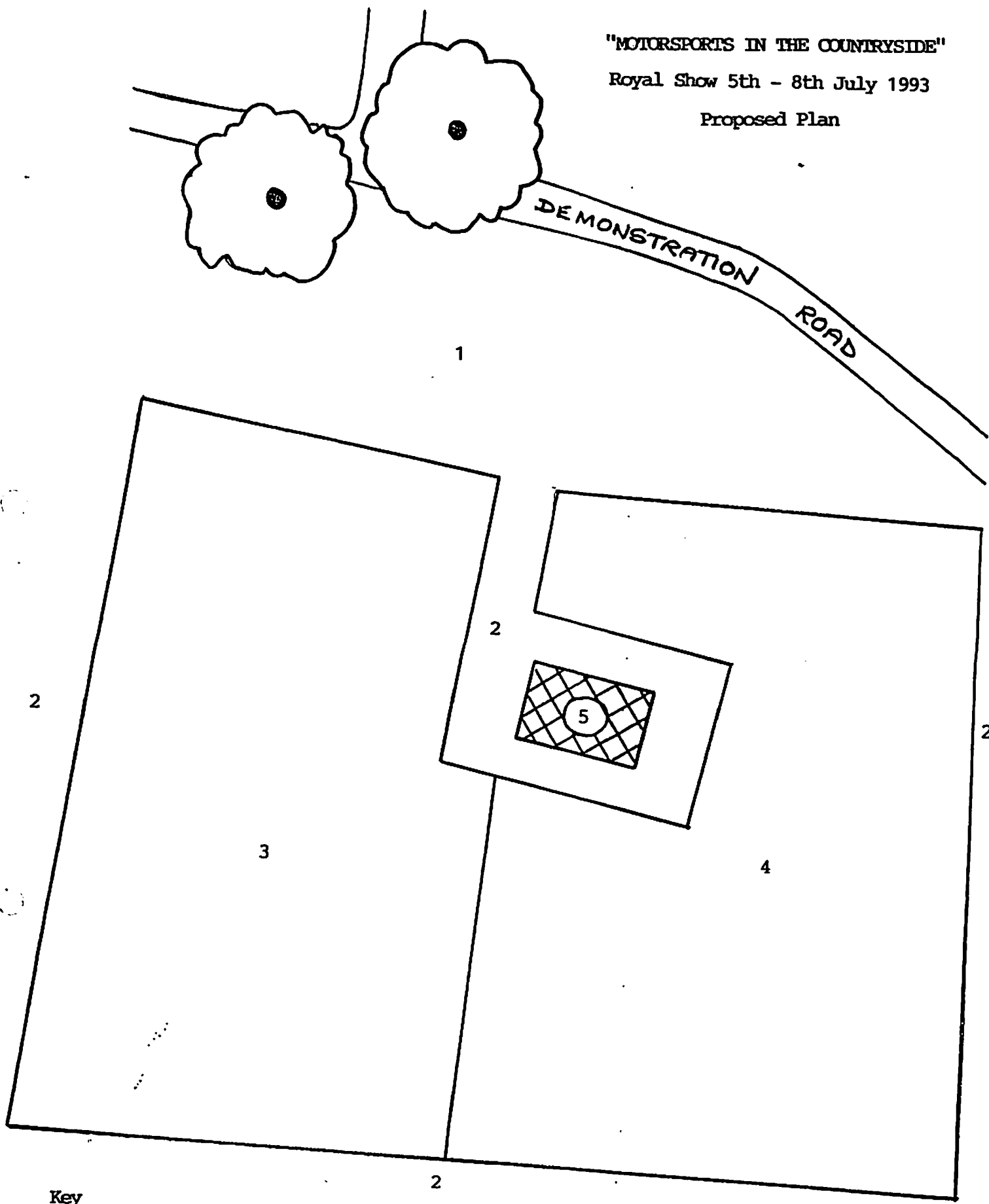
My thanks to all the ARC members from the Staffordshire and Shropshire Land Rover Club, the Red Rose Land Rover Club & the Midland Rover Owners Club who participated in the demonstrations. Also to David Bowyer who gave running commentaries as he drove *the* course and David Mitchell who was present with the ARC Club Shop. As a result of involvement with the Show, there have been many approaches to the RACMSA and the MFU from land owners and this can only benefit motorsport. Land owners can also make direct contact with club secretaries listed in this magazine.

END

"MOTORSPORTS IN THE COUNTRYSIDE"

Royal Show 5th - 8th July 1993

Proposed Plan



Key

- Chestnut Paling Fencing
- 1 Club and participating Manufacturers stands
- 2 Viewing areas
- 3 Motorcycle active area
- 4 Motorcar active area
- 5 Permanent building

## A C K N O W L E D G E M E N T S

The M.F.U would like to thank you the following clubs and organisations for their considerable support in making "Motorsports in the Countryside" so successful:

The R.A.C.M.S.A.

The A.C.U.

The R.A.S.E.

The Leamington Victory M.C.C.

The Association of West Midlands Car Clubs

The A.C.U. Training Trust

The Winchester Project

The Coventry Junior Motocross Club

The A.W.D.C.

Kawasaki U.K.

The A.R.C.

Suzuki U.K

The R.A.C.M.S.A Competitions Department

Honda U.K.

N.A.S.A.

Mitsui Yamaha

WE LOOK FORWARD TO WORKING WITH YOU ALL AGAIN IN 1993

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