

Audi *CUP*



**2026 SEASON
PROSPECTUS**

2026 CALENDAR



BRANDS HATCH INDY*

4-5 APRIL



THRUXTON*

16-17 MAY



PEMBREY*

13-14 JUNE



SNETTERTON 300*

11-12 JULY



DONINGTON PARK NATIONAL*

8-9 AUGUST



OULTON PARK INTERNATIONAL

3 OCTOBER

***BRITISH TRUCK RACING WEEKEND**

2026:

THE AUDI CUP JOINS FOR A

NEW ERA

**WE WELCOME YOU TO THE NEW ERA OF THE AUDI CUP DELIVERING
A HOST OF BENEFITS & OPPORTUNITIES FOR TEAMS, DRIVERS,
SPONSORS & STAKEHOLDERS.**

- WE'VE JOINED THE BRITISH AUTOMOBILE RACING CLUB FOR OUR RETURN IN 2026.**
- OUR CALENDAR INCLUDES THE BEST MOTORSPORT VENUES IN THE UK.**
- REACHING NEW AUDIENCES.**
- WE'LL BE RACING AT FOUR TCR UK CHAMPIONSHIP EVENTS.**

CLOSE RACING, LIVESTREAMING, A STRONG SOCIAL MEDIA PRESENCE & A GROWING FAN BASE ARE REASONS WHY THE AUDI CUP IS GOING TO BECOME ONE OF THE MOST POPULAR ONE MAKE SERIES IN THE UK.

PART OF A NEW PACKAGE FOR 2026

IN 2026, THE AUDI CUP WILL ENJOY SIX RACING WEEKENDS OFFERING:

- RACING AT FOUR TCR UK CHAMPIONSHIP EVENTS.
- RACING AT FIVE BRITISH TRUCK RACING CHAMPIONSHIP EVENTS.
- RACING IN FRONT OF BIGGER CROWDS, PROVIDING FURTHER EXPOSURE.
- LIVESTREAM ACROSS ALL SIX RACE WEEKENDS.
- FULL ACCESS Paddock, OPEN TO THE PUBLIC.

THE AUDI CUP WILL BE PART OF AN EXCITING AND COMPETITIVE RACING PACKAGE IN 2026:

- THE TCR UK TOURING CAR CHAMPIONSHIP.
- THE BRITISH TRUCK RACING CHAMPIONSHIP.
- THE MILLTEK CIVIC CUP.
- THE PICKUP TRUCK CHAMPIONSHIP.
- THE MINI CHALLENGE CLUBSPORT CHAMPIONSHIP.



LIVE STREAMING

LIVE STREAMING IS AN IMPORTANT PART OF THE AUDI CUP, ALLOWING ITS AUDIENCE TO WATCH THE ON-TRACK ACTION LIVE ACROSS THE ENTIRE SEASON.

THE 2026 SEASON WILL BE LIVESTREAMED ON THE TCR UK & BARC YOUTUBE CHANNELS, GOING OUT LIVE & FREE TO A COMBINED AUDIENCE OF OVER 50,000 VIEWERS DURING EACH RACE WEEKEND.

SOCIAL MEDIA COVERAGE

- WE USE THE MOST POPULAR SOCIAL MEDIA PLATFORMS, WHERE DAILY CONTENT & PUBLIC ENGAGEMENT IS KEY TO SHARING THE LATEST NEWS.
- WE PROVIDE UPDATES DURING ALL OF OUR RACE WEEKENDS, USING OUR FACEBOOK AND INSTAGRAM ACCOUNTS TO PROVIDE MAXIMUM SOCIAL MEDIA COVERAGE.



CHAMPIONSHIP MEDIA ACTIVITY

TRADITIONAL MEDIA EXPOSURE

- PRESS RELEASES ARE DISTRIBUTED TO A RANGE OF MEDIA OUTLETS, WITH NEWS STORIES AND FEATURES ACROSS THE SEASON PROVIDED BY THE CHAMPIONSHIP.

CHAMPIONSHIP PHOTOGRAPHY

- A TEAM OF PROFESSIONAL PHOTOGRAPHERS ARE PRESENT AT ALL EVENTS, PROVIDING A SELECTION OF RIGHTS FREE IMAGES ON REQUEST.

PRE-SEASON LAUNCH DAY

- THE 2026 SEASON WILL HAVE AN OFFICIAL PRE-SEASON LAUNCH DAY, WHICH MEDIA WILL BE INVITED TO ATTEND, AT A VENUE TBC.



THE TCR UK RACE CENTRE

THE CHAMPIONSHIP'S RACE CENTRE
WILL BE AT ALL SIX EVENTS IN 2026.

THE TCR UK RACE CENTRE IS AVAILABLE FOR:

- REFRESHMENTS.
- A BASE FOR MEETINGS.
- DRIVER BRIEFINGS.
- PLAYING HOST TO DRIVER & SPONSOR HOSPITALITY.
- SOCIAL EVENTS DURING A RACE WEEKEND.



TROPHIES & AWARDS

IN ITS FIRST SEASON BACK IN ACTION, THE AUDI CUP WILL PROVIDE SILVERWARE AT EACH ONE OF ITS SIX EVENTS NEXT YEAR.

AT THE END OF THE 2026, WE'LL CROWN OUR FIRST AUDI CUP DRIVERS CHAMPION, AFTER SIX EXCITING RACE WEEKENDS FROM APRIL TO OCTOBER.

WE HOLD AN END-OF-SEASON AWARDS EVENING IN NOVEMBER, RECOGNISING ACHIEVEMENTS FROM THE 2026 SEASON.



CONTACT



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