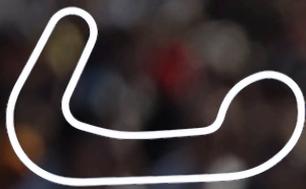




# PROSPECTUS 2026 CIVIC CUP

**CIVIC CUP**

# 2026 CALENDAR



**BRANDS HATCH INDY\***

**4-5 APRIL**



**THRUXTON\***

**16-17 MAY**



**PEMBREY\***

**13-14 JUNE**



**SNETTERTON 300\***

**11-12 JULY**



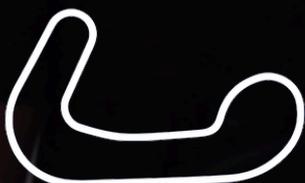
**DONINGTON PARK NATIONAL\***

**8-9 AUGUST**



**OULTON PARK**

**3 OCTOBER**



**BRANDS HATCH INDY\***

**31 OCTOBER - 1 NOVEMBER**

**\*BRITISH TRUCK RACING WEEKEND**

# 2026: A BRAND NEW ERA FOR THE MILLTEK CIVIC CUP

WE WELCOME YOU TO THE UK'S MOST  
EXCITING ONE-MAKE TIN-TOP  
CHAMPIONSHIP, DELIVERING A HOST OF  
BENEFITS & OPPORTUNITIES FOR TEAMS,  
DRIVERS, SPONSORS & STAKEHOLDERS.

OUR 2026 CALENDAR INCLUDES THE BEST  
MOTORSPORT VENUES IN THE UK. THIS YEAR WE  
WILL BE REACHING NEW AUDIENCES AS WE  
MAKE OUR DEBUT AT PEMBREY IN WALES, AND  
RETURN TO THRUXTON.

PROMOTIONAL ACTIVITY, INCLUDING  
LIVESTREAMING, A STRONG SOCIAL MEDIA  
PRESENCE & A GROWING FAN BASE - THE CIVIC  
CUP IS THE UK'S MOST COMPETITIVE SINGLE  
MAKE CHAMPIONSHIP.

**CIVIC CUP**

# **PART OF A NEW PACKAGE FOR 2026**

**IN 2026, THE MILLTEK CIVIC CUP WILL ENJOY SEVEN RACING WEEKENDS OFFERING:**

- **RACING AT SIX BRITISH TRUCK RACING CHAMPIONSHIP EVENTS.**
- **RACING IN FRONT OF BIGGER CROWDS, PROVIDING FURTHER EXPOSURE.**
- **LIVESTREAM ACROSS ALL SEVEN RACE WEEKENDS**
- **FULL ACCESS PADDOCK, OPEN TO THE PUBLIC.**

**THE MILLTEK CIVIC CUP WILL BE PART OF AN EXCITING AND COMPETITIVE RACING PACKAGE IN 2026, WHICH ALSO INCLUDES:**

- **THE TCR UK TOURING CAR CHAMPIONSHIP.**
- **THE British Truck Racing Championship.**
- **THE VAG TROPHY.**
- **THE Pickup Truck Championship.**
- **THE MINI CHALLENGE CLUBSPORT CHAMPIONSHIP.**

The logo for the Milltek Civic Cup, featuring the words "CIVIC CUP" in a stylized, italicized font. The "CIVIC" part is in grey and the "CUP" part is in red with a white outline. The background of the entire page is a blurred image of several racing cars on a track, with one car in the foreground clearly showing "MILLTEK CIVIC CUP" and the number "19" on its windshield, and the name "J. Ruddell" below it. Other cars in the background have "MILLTEK CIVIC CUP" and "D. Marshall" visible on their windshields. The cars are red and black, with various sponsor logos like "MAXIMUM I.T.", "GOODYEAR", and "HONDA" visible.

# LIVE STREAMING

LIVE STREAMING IS AN IMPORTANT PART OF THE MILLTEK CIVIC 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.

## YOUTUBE VIEWING FIGURES

- 2021 SEASON - TOTAL VIEWING FIGURES: 19,796
- 2022 SEASON - TOTAL VIEWING FIGURES: 23,487
- 2023 SEASON - TOTAL VIEWING FIGURES: 202,765
- 2024 SEASON - TOTAL VIEWING FIGURES: 428,687
- 2025 SEASON - TOTAL VIEWING FIGURES: 510,715\*

\*FIGURES ACCURATE AT THE TIME OF PUBLISHING.

**CIVIC CUP**

# 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.

## 2025 SEASON SOCIAL MEDIA FIGURES



@CIVICCUPOFFICIAL  
FOLLOWERS - 19,000+  
REACH - 542,000+



@CIVIC\_CUP\_OFFICIAL  
FOLLOWERS - 3,000+  
REACH - 256,000+



@MS.CIVIC.CUP  
FOLLOWERS: 1,500+  
VIEWERS: 187,000

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# 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.

**CIVIC CUP**

MAXI  
MOTOR

# THE TCR UK RACE CENTRE

THE CHAMPIONSHIP'S RACE CENTRE WILL BE AT ALL SEVEN 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

THE MILLTEK CIVIC CUP OFFERS A RANGE OF TROPHIES & AWARDS TO DRIVERS TAKING PART IN 2026.

- THE MILLTEK CIVIC CUP DRIVERS CHAMPIONSHIP.
- THE GOODYEAR DIAMOND AWARD.
- THE PAUL WINFIELD MEMORIAL TROPHY.

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



A large, clear glass trophy with two handles, sitting on a black base. The base has a white label with the text: 'MILLTEK CIVIC CUP', 'Paul Winfield Trophy', '2025 Third Place', and 'Jamie Petters'. In the background, other trophies are visible, some on black bases with labels.

**MILLTEK CIVIC CUP**

# CONTACT

## CHAMPIONSHIP PROMOTER

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Harlequin  
TEAM WE

TCR  
TOURING CAR CHAMPIONSHIP

WEBSITE:

[HTTPS://CIVIC-CUP.CO.UK/](https://civic-cup.co.uk/)

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