



PROSPECTUS

2026 TCR UK CHAMPIONSHIP

BECOME PART OF THE FASTEST GROWING MOTORSPORT CHAMPIONSHIP IN THE UK FOR 2026

TCR UK IS EXPANDING ITS REACH, APPEARING ALONGSIDE THE BRITISH GT AND BRITISH TRUCK RACING CHAMPIONSHIPS TO ENGAGE NEW AUDIENCES NATIONWIDE.

THIS HIGH-PROFILE, THRILLING CHAMPIONSHIP DELIVERS UNMATCHED OPPORTUNITIES FOR TEAMS, DRIVERS, SPONSORS, AND STAKEHOLDERS ACROSS THE UK.

OFFERING BETTER VALUE THAN ANY OTHER UK NATIONAL MOTORSPORT SERIES, TCR UK CONTINUES TO GAIN ATTENTION, MOMENTUM, AND COMMERCIAL TRACTION AS WE ACCELERATE TOWARD THE 2026 SEASON.

OUR 2026 CALENDAR FEATURES THE UK'S PREMIER MOTORSPORT VENUES, DELIVERING WORLD-CLASS RACING AT EVERY ROUND.

2026 CALENDAR



BRANDS HATCH INDY*

4-5 APRIL



CROFT

2-3 MAY



SNETTERTON 300*

11-12 JULY



DONINGTON PARK NATIONAL*

8-9 AUGUST



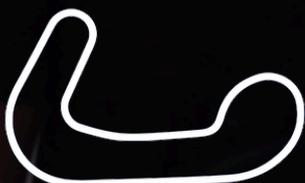
DONINGTON PARK GP**

5-6 SEPTEMBER



OULTON PARK

3 OCTOBER



BRANDS HATCH INDY*

31 OCTOBER - 1 NOVEMBER

***BRITISH TRUCK RACING WEEKEND**

****BRITISH GT WEEKEND**

A NEW ERA FOR TCR UK

WE WELCOME YOU TO THE NEW ERA OF TCR UK, 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 4 BRITISH TRUCK RACING MEETINGS AND A BRITISH GT MEETING.**

CLOSE RACING, LIVESTREAMING, A STRONG SOCIAL MEDIA PRESENCE & A GROWING FAN BASE ARE REASONS WHY TCR UK IS THE FUTURE OF MOTORSPORT IN THE UK.

PART OF A NEW PACKAGE FOR 2026

IN 2026, TCR UK WILL ENJOY SEVEN RACING WEEKENDS OFFERING:

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

**TCR UK WILL BE PART OF AN EXCITING
AND COMPETITIVE RACING PACKAGE IN 2026:**

- **THE BRITISH TRUCK RACING CHAMPIONSHIP**
- **THE MILLTEK CIVIC CUP**
- **THE PICKUP TRUCK CHAMPIONSHIP**
- **THE MINI CHALLENGE CLUBSPORT CHAMPIONSHIP**
- **THE AUDI CUP**

SOCIAL MEDIA COVERAGE

WE USE THE MOST POPULAR SOCIAL MEDIA PLATFORMS, WHERE DAILY CONTENT & PUBLIC ENGAGEMENT IS KEY TO SHARING THE LATEST NEWS.

SOCIAL MEDIA & FAN ENGAGEMENT:

- ACTIVE ON FACEBOOK, INSTAGRAM, TIKTOK, AND X
- DAILY CONTENT TO SHARE THE LATEST NEWS AND UPDATES
- LIVE UPDATES DURING ALL RACE WEEKENDS
- DIRECT FAN ENGAGEMENT TO BOOST REACH AND VISIBILITY
-

2025 SEASON SOCIAL MEDIA FIGURES



@TCRUKSERIES
FOLLOWERS: 15,000+
REACH: 765,000+



@TCR_UK_SERIES
FOLLOWERS: 9,000+
REACH: 121,000+



@TCRUKOFFICIAL
FOLLOWERS: 2,000+
VIEWERS: 208,000

LIVESTREAMING COVERAGE

LIVESTREAMING IS AN IMPORTANT PART OF THE TCR UK TOURING CAR CHAMPIONSHIP, ALLOWING ITS AUDIENCE TO WATCH THE 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: 111,765
- 2022 SEASON - TOTAL VIEWING FIGURES: 239,605
- 2023 SEASON - TOTAL VIEWING FIGURES: 402,971
- 2024 SEASON - TOTAL VIEWING FIGURES: 428,687
- 2025 SEASON - TOTAL VIEWING FIGURES: 510,715*

*FIGURES ACCURATE AT THE TIME OF PUBLISHING.

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

TCR UK OFFERS A RANGE OF TROPHIES & AWARDS TO DRIVERS & TEAMS TAKING PART IN 2026:

- THE TCR UK DRIVERS CHAMPIONSHIP.
- THE TCR UK TEAMS CHAMPIONSHIP.
- THE GOODYEAR DIAMOND AWARD.
- THE TCR UK GEN 1 CUP - TOM WALKER MEMORIAL TROPHY.
- THE DAN KIRBY MEMORIAL TROPHY - THE SPIRIT OF THE TCR UK CHAMPIONSHIP.

OUR END-OF-SEASON AWARDS EVENING TAKES PLACE IN NOVEMBER, CROWNING OUR CHAMPIONS & RECOGNISING ACHIEVEMENTS FROM THE 2026 SEASON.

CONTACT US

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