



# **AUTOSPORT** INTERNATIONAL

# EUROPE'S LARGEST

# MOTORSPORT SHOW

motorsportnetwork



# A MUST-ATTEND EVENT

**Autosport International connects motorsport brands, experts and professionals to network, trade, discuss, explore and market their unique showpieces – all under one roof at Birmingham’s NEC from 13 – 16 January 2022.**

94,000 industry professionals and motorsport enthusiasts attend the show every year to see an unmissable combination of cars, stars and live action. From karting to Formula 1, this event brings together all things motorsport in one location across two trade-only days (Thurs/Fri) and two public days (Sat/Sun).



**94,000 VISITORS**



**GLOBAL ATTENDANCE**

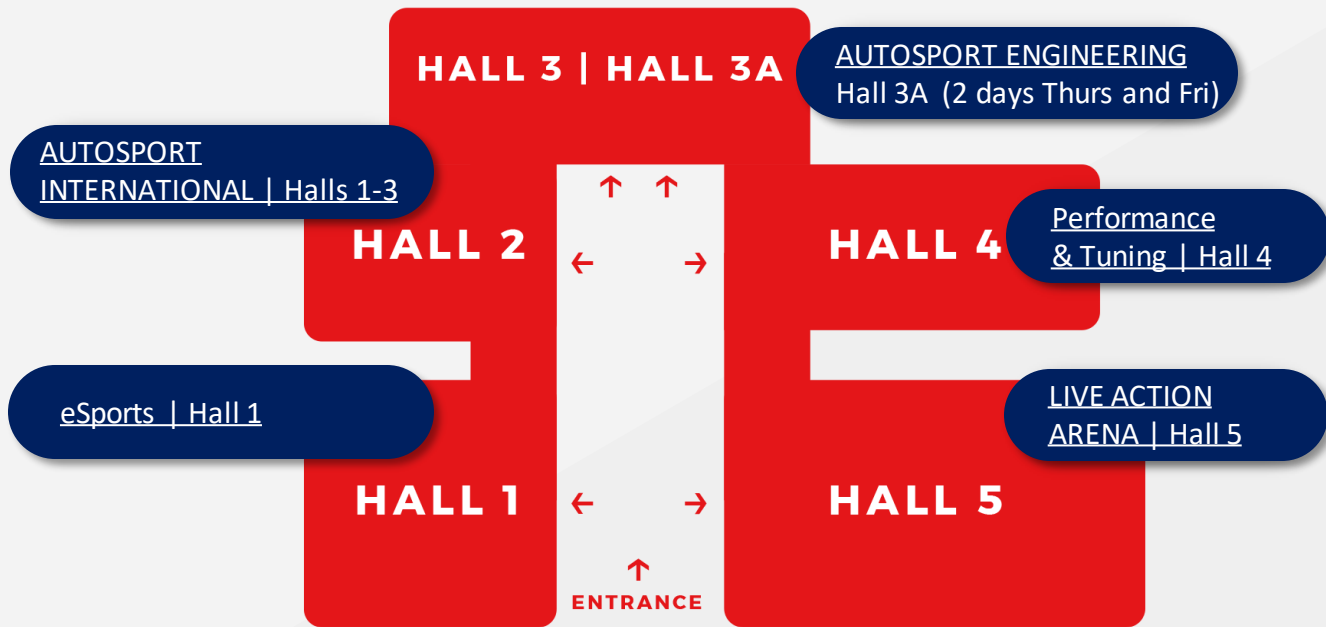


**4 DAY EVENT**



**LIVE ACTION**

# THE FLOOR PLAN



### Racing Division

- Motorsport.com
- Motorsport.TV
- Autosport (New s, analysis, photos, videos) - 21 editions, 15 languages

### Automotive Division

- Motor1.com
- InsideEVs (New s, car reviews, analysis, Marketplace)
- 19 editions, 10 languages

### Games Division

- Motorsport Games
- 704 Games
- NASCAR – HEAT 4
- LeMans Esport Series Esports Competitions

### Live Division

- Autosport International | Performance & Tuning Car show
- ASI Connect App
- Canossa events
- Motorsport Tickets
- MotorsportDays.com
- MotorsportDays LIVE



# WHY EXHIBIT?

Take your brand global and showcase your products alongside 600 iconic brands from the Motorsport Industry. Secure new business opportunities with over 94,000 attendees with the buying power over four days and network with key industry stakeholders and keep up to date with the competition.



## VISITOR INSIGHT

**30,000 TRADE**

**Gender: 91% Male 9% Female**

**64,000 PUBLIC**

**Average income: 50k - 74k**



**87%** of exhibitors gained valuable leads from attending Autosport International 2020

**77%**  **60**

of exhibitors are likely to exhibit every year at Autosport International

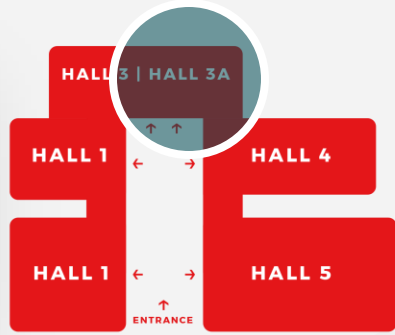
Our global visitors stretch to over 60 different countries

**87%** of business directors agree it is easier to communicate face to face than on the phone or email

**60%** of trade visitors attending Autosport International are looking for new products



# AUTOSPORT ENGINEERING



**The Autosport Engineering hall is trade-only on Thursday and Friday, offering an unparalleled opportunity to exhibit, showcase and network with an international platform.**

Europe's leading platform for suppliers to showcase their latest motorsport technologies and advanced engineering services. Autosport Engineering is a dedicated area, open on the trade-only days of the show - over 250 of the world's leading companies exhibit to a dedicated audience in a professional B2B environment.

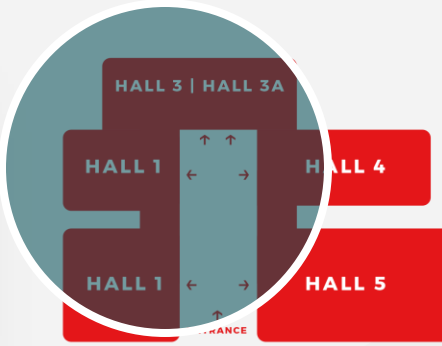
Network with 30,000 industry professionals over the two trade-only days. Discover over 600+ motorsport and automotive brands. Arrange meetings with key decision-makers in companies from over 60 countries worldwide



**EXAMPLE EXHIBITORS**  
 AP Racing | Goodridge  
 Eibach | Helix | HP Tuners |  
 Intercomp | Safety Devices

[CLICK HERE FOR EXHIBITOR RATES](#)

# AUTOSPORT INTERNATIONAL



**Located in halls 1,2 and 3** the show is open to trade visitors on Thursday and Friday to network and do business. The weekend is open to racing enthusiasts, race license holders and families.

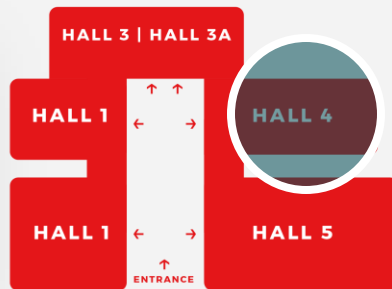
It is an opportunity for brands from all areas of motorsport to showcase their latest products from helmets to racesuits, launch new products and race series. Features include the Autosport Stage and the Motorsport Games live finals. Suppliers can publish news, content, press releases and products to their profiles whilst buyers have a simple, direct channel for enquiries and access to the latest industry news using the links in the website footer.

**NEW – EV in motorsport pavilion, further details to be announced.**

**EXAMPLE EXHIBITORS**  
 Demon Tweaks | AIM Technologies | Draper Tools | Pirelli | Stand 21 | Freeman Mac Gard | Clarendon Specialty Fasteners

[CLICK HERE FOR EXHIBITOR RATES](#)

# PERFORMANCE & TUNING CAR SHOW



Located in Hall 4 and across 4 days, The Performance & Tuning Car show has a strong emphasis on the aftermarket, and provides a great opportunity to engage a new audience who take their car modification seriously. A unique hybrid show delivering a trade audience for 2 days and a 2 day consumer audience. The show features a stunning array of exotic, modified, tuned performance cars as well as car clubs, supercars and displays from top manufacturers within the industry.

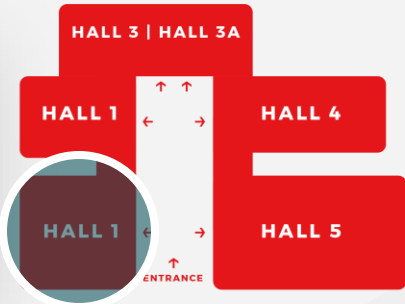
Since its inception in 2008, the Show features an extensive range of contemporary and iconic cars. The growth of the display has attracted some of the biggest names in the tuning industry including AutoXotica and Urban Automotive.

## EXAMPLE EXHIBITORS

Car Audio Security | Liberty Walk | Pipercross | Tarox | Urban Automotive

[CLICK HERE FOR EXHIBITOR RATES](#)

# ESPORTS & MOTORSPORT GAMES



ASI's eSports event in Hall 1 is organised by Motorsport Networks, Games Division and its racing eSports specialist event team, Virtually Entertained, which is based at the Silverstone circuit.

Visitors will watch and take part in the growing world esports activities, including high-profile pro events for the Le Mans Esports, who will host an exhibition race on stage at Autosport International, allowing a team to qualify directly for its finale during the race week of the 24 Hours of Le Mans in June. Plus, rally and rallycross racing will also be represented on the stage as the DiRT Rally 2.0 World Series hosts its grand final on Sunday.

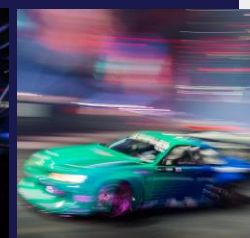
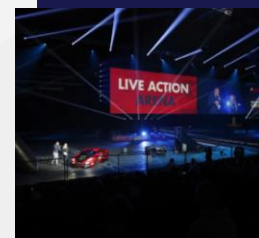
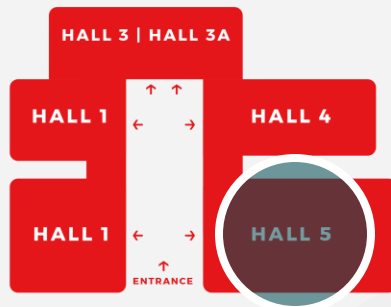


[CLICK HERE FOR EXHIBITOR RATES](#)





# LIVE ACTION ARENA



Described as ‘petrolhead heaven’, the Live-Action Arena returns to the NEC, Birmingham in 2022 as January’s Autosport International Show turns into a spectacular indoor racetrack with a 5,000 seat arena.

A unique experience providing an opportunity to engage with thousands of motorsport enthusiasts. Showcasing some of motorsport’s most fantastic racing cars up close. Consisting of 45 minutes of thrilling entertainment, offering an unrivalled variety of racing action, driving demonstrations, record-breaking stunts and celebrity appearances the Arena kicks off the 2022 season.

Talk to the team about branding & sponsorship opportunities; participating in the action and showcasing your products.

## PAST PARTICIPANTS:

Terry Grant Stunt Team | BRISCA F1 | FMX Stunt Teams | Monster Trucks | Drift Teams | Legends | Monster Athlete, Baggy

[CLICK HERE FOR SPONSORSHIP RATES](#)

# EXHIBITING & SPONSORSHIP

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## Autosport International / Performance & Tuning Car Show

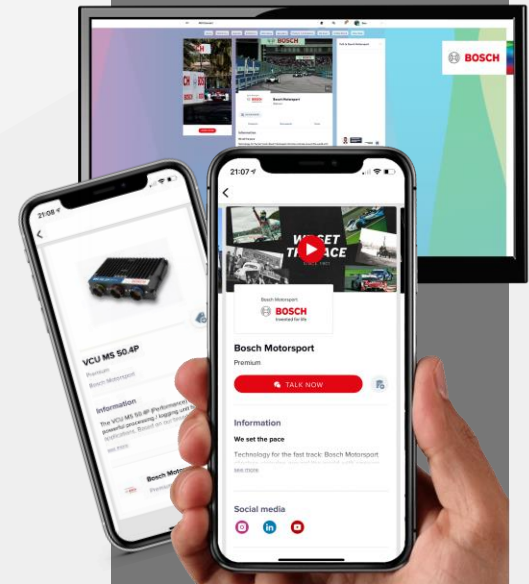
Space Only - £335 per square metre  
Shell Scheme - £360 per square metre

## Autosport Engineering

Space Only - £335 per square metre  
Shell Scheme - £410 per square metre

Merchandisers, Careers and National Motorsport clubs can apply for additional rates.

**AUTOSPORT  
INTERNATIONAL EVENT AND  
APP SPONSOR  
Rate: £25,000\***



- Exclusive package
- Company Profile with marketplace product display
- Dedicated 30 min live stream session  
Company logo displayed throughout live streams
- Badge scanning during hybrid events
- 20% Discount off rate card for ASI 2022

# The team

*Please contact any of the team to enquire or express interest in Autosport International 2022.*



Andy Stewart – Commercial Manager [andy.stewart@autosport.com](mailto:andy.stewart@autosport.com)



Tony Tobias – Head of Autosport Engineering [toby.tobias@autosport.com](mailto:toby.tobias@autosport.com)



Phoebe Pickersgill - Key Account Manager [phoebe.pickersgill@autosport.com](mailto:phoebe.pickersgill@autosport.com)



Ben Whibley – Director of Events [ben.Whibley@motorsport.com](mailto:ben.Whibley@motorsport.com)



Mandy Cox – Operations Director [mandy.cox@autosport.com](mailto:mandy.cox@autosport.com)

Katie Rix – Marketing Manager [katie.rix@motorsport.com](mailto:katie.rix@motorsport.com)