BRITISH AMERICAN RACING

A Tradition of Excellence

"A company with a strong focus..."

British American Racing's Operating Philosophy

British American Racing's Operating Philosophy

"We will concentrate on achieving operational excellence in all aspects of our business."
The Purpose of this meeting.

To outline the parameters and potential of a global marketing partnership

- That makes sound business sense and
- That provides consistent attention to marketing dollars invested

The foundation of a business relationship.

Listen
Understand
Respond
We will not present to you today a specific, generic program.

There is no B.A.R. "rate card".

British American Racing will outline possibilities around which we will build a program specifically tailored to Interbrew's priorities and objectives.

The program British American Racing will outline provides:
- Broad array of direct benefits and values
- Exclusive exposure
- Significant sponsorship opportunities
- Multiple cross-promotion potential
- Market recognition

In other words, a program where $1 invested = significantly greater than $1 returned.

Sports Marketing - a 1990's phenomenon.

In the early 1980's sports marketing represented less than 5% of total marketing dollars spent by major corporations.
In 1999, many major corporations are spending upwards of 40% of their advertising/marketing dollars in sports programs.

Because effective sports marketing programs provide
- Broad targeted reach and exposure
- Exceptional leverage
- Significant spin-off opportunities
- Multiple cross-marketing potential
- Maximum return

In other words, compared to more traditional one-dimensional marketing/advertising programs, a program that will deliver much greater return on marketing investment (i.e. where $1 dollar invested is significantly greater than $1 returned)

• What does work?
• Why does it work?
• How does it work?

The Platform
It is around this platform that British American Racing will build a specific, strategic plan to respond to Interbrew’s priorities.

The single most powerful global sports medium.

Because of its global positioning and frequency, it is a more consistently effective investment of marketing dollars than any of the world’s so-called #1 sports events – eg Olympics, World Cup.
**The Formula One facts:**
- 17 events
- 5 continents
- 15 countries
- 8 continuing months every year
- 209 countries with TV coverage
- 55 billion cumulative global audience
- 600-650 million live every event
- International names and faces
- Global corporate leaders and brands

**Formula One**
- Global
- Local

**China and the Far East are key to any global strategic plan.**

**Formula One**
- Global
- Local
- Highest tech
- Lowest cost
- Strategic
- Business culture
- Top of mind awareness
- Top of mind image

"At the heart of the Interbrew growth strategy are the new national brands in emerging markets."
British American Racing's current major partners offer:

- Credit
- Strength
- Experience
- Willingness to work together
- Business to business relationships
- Global positioning

British American Racing

Expert Partners

British American Racing

Expert Partners

PPG offers:

- High pressure water blasting
- Powder coating
- Paint finishes
These opportunities can be summarised as follows:

- Event Sponsorship
- Grouping support
- Exhibition space
- Delegates
- Hospitality
- Multiple races availability
- Demonstrations for training
- Drag racing opportunities
- Full driving programmes
- Potential ticketing arrangements
- Private invitations
Outset of meeting

This is not a presentation to tell you how you should invest your marketing dollars.

Outcome of meeting

A presentation that outlines the extensive, flexible, highly impactful opportunities that can be provided through a business association with British American Racing.

British American Racing Program Summary

Today's presentation outlines the potential marketing opportunities, a competitive advantage for BAR racing programs.

British American Racing's Strategic Business Partners

British American Racing promotes business opportunities through a variety of integrated marketing and media programs for BAR racing programs.

British American Racing Program Summary

BAR's Expert Partners

Barrett-Jackson, a world-renowned auction company, provides an annual auction for BAR products.

British American Racing

British American Racing provides a unique marketing platform for businesses interested in promoting their brands.

British American Racing A Fully Integrated Marketing Program

- Audience
- Media
- Marketing
- Advertising
- Sponsorship
- Event activation
- Product development
- Sales and distribution
"The Interbrew Triangle"
Operational Excellence

Brands
Interbrew's global brand expansion and positioning is supported and developed through a B.A.R. driven association with British American Tobacco.

Markets
Formula One and British American Tobacco ensure an unparalleled positioning for Interbrew in the global market place especially in emerging Far East Countries.

Operational Excellence
Cornerstone of B.A.R.'s and Interbrew's corporate philosophies.

The company is determined to reach the highest standard in everything it does.

Summary
The British American Racing platform directly responds to and significantly enhances the "Interbrew Triangle" in the most cost-effective manner possible.
"Change is the drumbeat of a new era."

British American Racing is the new era of Formula One and the motorsports business.

British American Racing

- Clean sheet of paper
- Unique vision for the future
- Commitment for the long term
- Solid business foundation & business commitment

"THE FIT"

British American Racing

- Strategic and professional business foundation
- Long-term and broad-based development programme
- Innovative and world-class programme
- Synergies, leverage, and global growth opportunities