

2022

# BEN TUCK

A PARTNERSHIP INVITATION



Walkenhorst  
Motor Sport



# SHARE IN THE SUCCESS OF INTERNATIONAL MOTOR RACING PROTEGE, BEN TUCK

A 21st birthday has always been a key milestone...

For Britain's Ben Tuck, it unlocked the path to what has become a stellar journey in the high echelon of international GT and endurance motor racing.

It was 2018 when his success in the UK's premier GT sportscar championship attracted the attention of BMW's global motorsport division in Munich.

BMW Motorsport's acknowledgement of Ben's rising status - including an invitation to the prestigious BMW Junior Team shoot-out, propelled him into the international racing arena in 2019, beginning his hugely successful partnerships with the elite BMW M customer racing team, Walkenhorst Motorsport, which continues today.

An ever-growing trophy cabinet is emphatic proof of Ben's skill and stature, as are coveted personal endorsements by the British Racing Drivers' Club - motorsport's most exclusive club - through his BRDC 'Rising Star' and 'SuperStar' awards.

Today, with five years of consistent success in highly competitive motorsport behind him and the momentum continuing to build, Ben is established as one of the brightest young beacons of British motorsport talent.

We welcome you to share in his success.





# BEN TUCK + BMW WALKENHORST = SUCCESS AT EVERY TURN

In 2019, his first year with the crack BMW endurance racing team, Walkenhorst Motorsport, Ben raced throughout the season in the VLN series at Germany's infamous 13-mile, 154-turn Nürburgring Nordschleife circuit in the team's BMW M240i and M4 GT4. Immediately on the pace, he finished the season with a string of five successive podiums, one at the world-famous Nürburgring 24 Hours.

2020 saw Ben move up a gear with the team to contest the new DTM Trophy, competing in Germany, Belgium and Sweden in the team's BMW M4 GT4 against other manufacturer-supported teams from AMG, Aston Martin, Audi, McLaren and Porsche. Victory again came his way, with no less than nine top five finishes and third overall in the championship standings.

Such has been his rate of progress that after just two years with Walkenhorst, Ben moved up to the top echelon of the team in 2021, contesting endurance events, again at the Nürburgring Nordschleife circuit, now at the wheel of the potent Walkenhorst BMW M6 GT3 as part of their top Pro crew.



*Ben Tuck  
Winner, DTM Trophy  
Spa-Francorchamps,  
Belgium, 01-02 August 2020*





# VICTORY AT NURBURGRING

The added pressure of Covid-19 restrictions inevitably caused significant disruption in 2021 - including the cancellation of two early season GT3 races - but despite this Ben took to the wheel of the Walkenhorst BMW M2, chalking up a lap record.

When GT3 racing re-commenced, nothing was to interrupt Ben's winning ways. Indeed, he powered to outright victory of the sixth qualifying round of the series on 11th July with further success to follow







“ Ben is an absolutely focused and charismatic young racer who puts his full commitment into racing and achieving his goals every day. We as a team appreciate his loyalty and determination coupled with his outstanding speed and achievements. Ben is a great team player and we hope to be able to celebrate many common successes together.”

Niclas Königbauer  
Team Manager



**Walkenhorst  
Motor Sport**





Jörg Müller, fellow Walkenhorst Team driver and driver coach with a legendary career spanning 30+ years and more than 60 international race wins to his name.

“I have known Ben since 2019 when he first joined Team Walkenhorst at the VLN. He showed an outstanding performance right from the start at the hardest and most challenging circuit in the world, the Nürburgring Nordschleife.

In 2020 I had the pleasure to work with Ben in the DTM Trophy, and he won his first race at Spa in one of the strongest GT4 Championships in the world and finished 3rd in the championship.

Ben is not only lightning fast, he always stays cool, focused and concentrated, has a great technical knowledge and he is working really well with data and video analysis.

Besides this great racer is a well-educated, happy and friendly person...the perfect racing driver package.”





# THE TEAM

## Walkenhorst Motorsport



Hugely-respected Walkenhorst Motorsport is one of the elite and highest profile BMW M Customer Racing Teams flying the flag on behalf of BMW Motorsport in global motorsport competition. The racing team has scored numerous victories in international competition and in its native Germany is a figurehead of the highest calibre GT endurance racing.

The family-owned parent company, Walkenhorst Gruppe, is one of the largest BMW dealerships in Germany with an enormously successful 65-year track record.

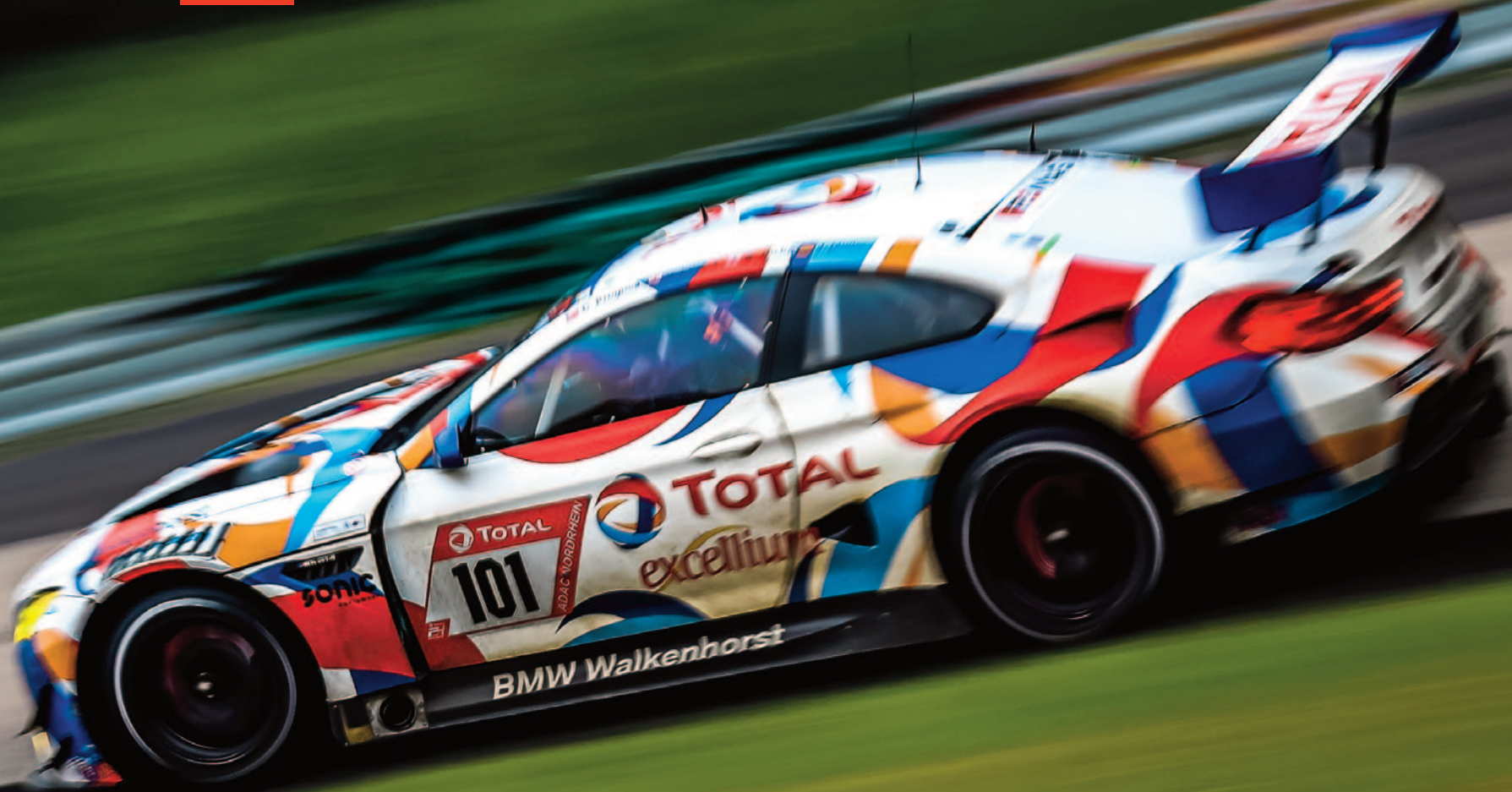
Ben competed at the wheel of one of the team's two BMW M6 GT3 cars in 2021. This 565bhp racing derivative of the BMW M6 road car was initially designed and developed by BMW Motorsport and is now prepared and was run by Walkenhorst in the nine round NLS endurance racing series on the Nürburgring circuit. Competing in the top SP9 PRO category, the car raced in the fastest of all classes, hitting 180mph round this, the most challenging of global motor racing circuits.





2022

# THE NURBURGRING ENDURANCE RACE SERIES





*“It’s a rollercoaster... utterly unpredictable... every lap is different and massively challenging. It can be bone dry in one section, lashing it down in another. My BMW M6 GT3 was in the quickest category and I was pulling 180mph repeatedly. That’s 60mph quicker than the slowest entries and it’s essential to make overtaking decisions in an instant, or you lose time.”*

*Ben Tuck on the  
Nürburgring Nordschleife.*







## 2022 RACE CALENDAR

26 March	NLS 1
09 April	NLS 2
23 April	NLS 3
07/08 May	ADAC Nürburgring Qualifying Race
28/29 May	ADAC Nürburgring 24 Hours
25 June	NLS 4
09 July	NLS 5 Six Hour race
10/11 September	NLS 6
08 October	NLS 7
22 October	NLS 8



The NLS - Nürburgring Endurance Series- is the largest racing series of its type in the world. Nine times a year, 170 cars compete in each race on the world's most scenic yet demanding race track, the Nürburgring Nordschleife. Created in 1927, it is 13 miles in length and a lap includes no less than 154 corners. A former Formula One Grand Prix track, it was famously described by Sir Jackie Stewart as 'the Green Hell.'







## RACE-BY-RACE AUDIENCE

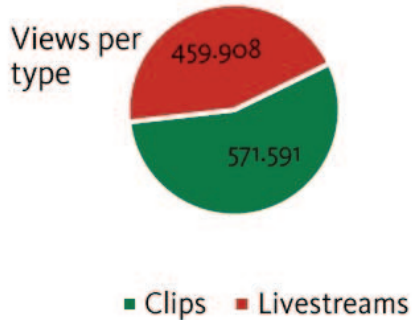
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- \* 10 MILLION+ ON-LINE SPECTATORS

DATA SOURCE: KS MEDIA, GERMANY

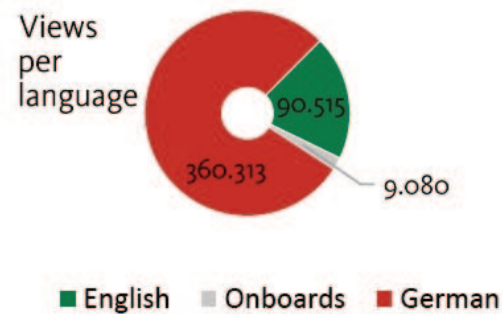




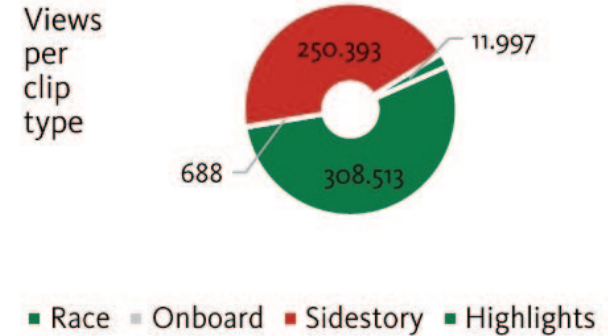
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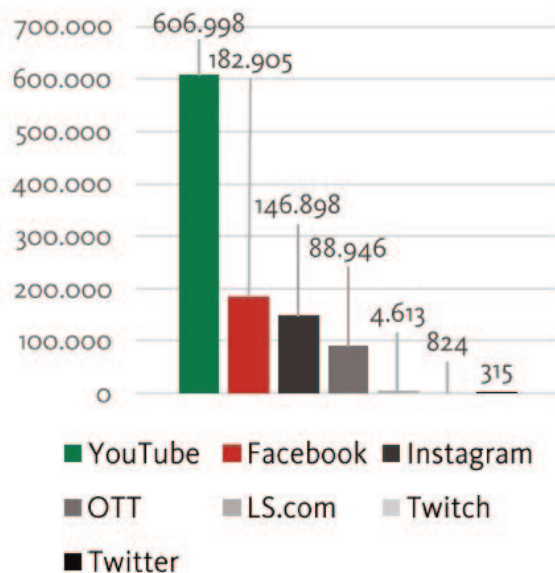
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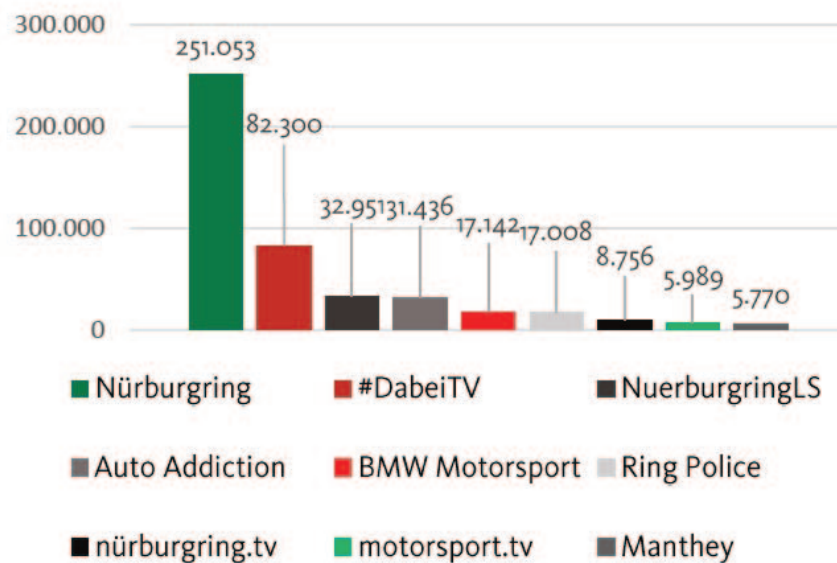
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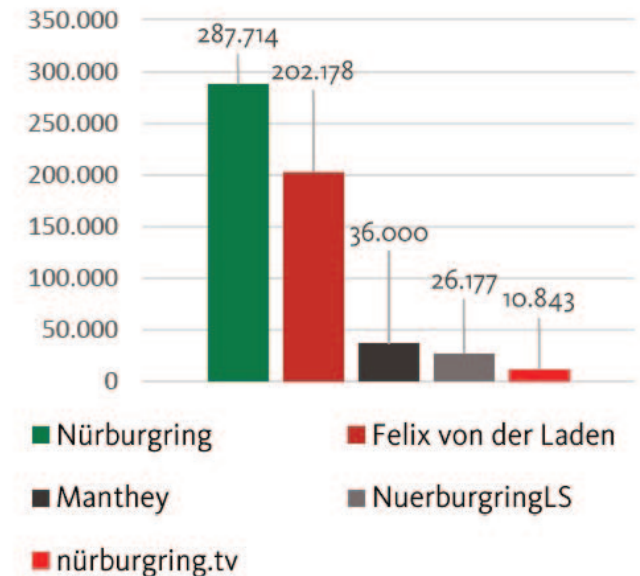
**Views per Platform**



**Top Livestream Providers**



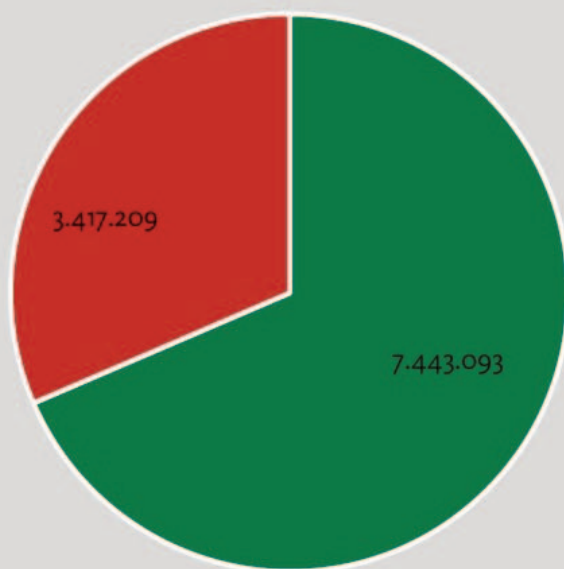
**Top Clip Providers**





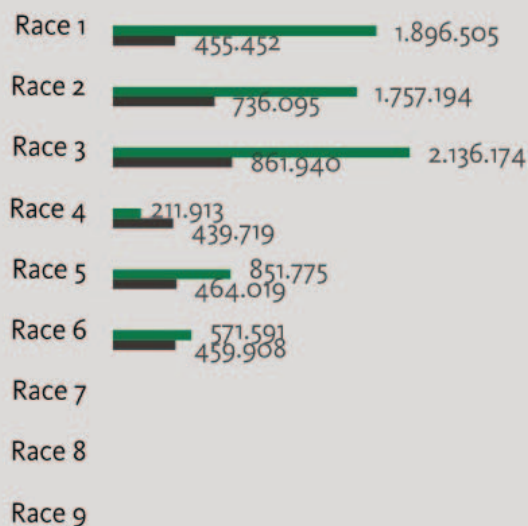
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## Views Per Type



■ Clips ■ Livestream

## Views Distribution And Boosted



0 2.000.000

■ Boosted Livestreams  
■ Boosted Clips  
■ Clips Distribution  
■ Livestreams Distribution

## Top Views Providers

ADAC TOTAL 24h...	8.582
motorsport.tv	9.599
DSK	16.167
Augusto Farfus	16.639
Motor Fanatics	21.065
Fastzone	22.627
motorsport.tv	24.481
Bild	48.258
THE RACE	109.902
BMW Motorsport	126.267
Mercedes-AMG	162.855
Ring Police	200.161
Manthey	230.700
GT-Place	234.807
nürburgring.tv	295.103
#DabeiTV	358.984
Auto Addiction	405.273
Felix von der Laden	1.319.993
NuerburgringLS	1.515.285
Nürburgring	5.642.281

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# BEN TUCK & YOU : THE PARTNERSHIP





# FLYING HIGH WITH OPPORTUNITIES

We are delighted to present to you this opportunity to partner Ben Tuck, his team, existing supporters and sponsors, to share and enjoy the benefits of involvement throughout the 2021/2022 seasons, and hopefully far beyond.

## WHAT WE OFFER

We are realists. We are pragmatists. We deliver value. Three straightforward statements that underline our philosophy when it comes to negotiating and co-operating with our existing and future financial partners. We provide the entry to an arena that's exhilarating, exciting, attention-grabbing and highly promotable for our partners, but fundamentally it's about business and delivering the best return on our partners' investment with us.

## FLEXIBILITY

Flexibility is another of our mantras. We understand that our partners have different objectives to fulfil, and so we individually tune involvement with Ben and the team according to what will work best to achieve our partner's goals and return the maximum value from every pound, euro or dollar spent.

We're not alone in accomplishing this... With their years of experience, the race series' organisers provide us with a first-rate infrastructure and resources to fulfil our and our partner's needs, from highly visible broadcast race exposure, through well-oiled and highly-effective PR, social media exploitation and promotion, to collaboration with race-day hospitality.

Working together with Walkenhorst's own hugely experienced marketing team, we are assured of capitalising on every opportunity.

## A TIERED APPROACH TO PARTNERSHIPS

From our experience of partner requirements, allied to their required level of financial involvement, we have developed a tiered approach to financial investment in Ben.

This is purely the starting line. We then negotiate individually with all partners to fine-tune rights and involvement to suit specific requirements.





# A MENU OF TAILORED BENEFITS



Our partner support is tailored specifically to suit individual objectives. It includes the following fundamentals and can extend to fulfil your widest requirements and wildest imagination.

- Branding - race car
- Branding - team wear and racewear/helmet
- Branding - promotional wear
- Exclusive VIP guest hospitality - race meetings
- Driver & team meets & greets
- Pit garage tours
- Personalised raceday gifts
- Bespoke partner promotions
- Partner staff/customer motivational days
- Collaborative partner marketing
- Dedicated ride & drive staff/customer experiences
- Race car display - shows and events
- Season-long PR and social media activation
- Marketing assets - photo & video



# RACE WEEKEND HOSPITALITY

An example of the exclusive hospitality offered to sponsors at a typical race weekend:

## FRIDAY...

- \* Welcome to the Walkenhorst Motorsport team private hospitality area in the race paddock
- \* Walkenhorst race pit guided tour, according to approved DMSB (German Motorsport Federation) guidelines
- \* Team meet and greet
- \* Passenger rides round the circuit

## SATURDAY...

- \* Qualifying, viewing and hospitality at the Walkenhorst VIP private lounge above the pitlane
- \* Grid walk as competitors are assembled
- \* Team photo session
- \* 12 noon: NLS Endurance race start. 6pm: Race finish
- \* Continuous access to Walkenhorst private VIP lounge
- \* Exclusive catering throughout
- \* Viewing from roof terrace, grandstands and Walkenhorst racing pit
- \* Shuttle to vantage points round the circuit
- \* Access to podium area at the post-race awards ceremony
- \* Complimentary team gift and driver signing



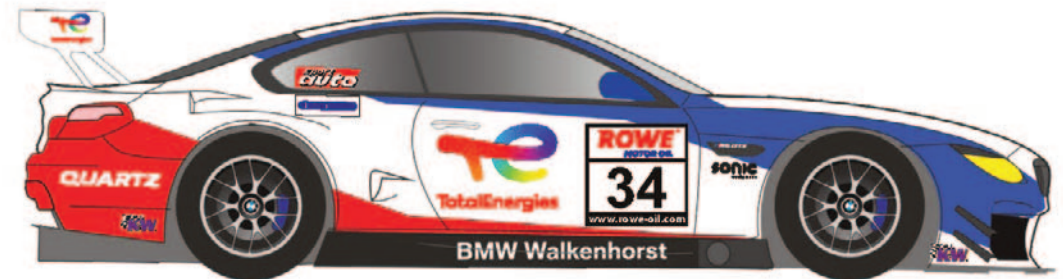
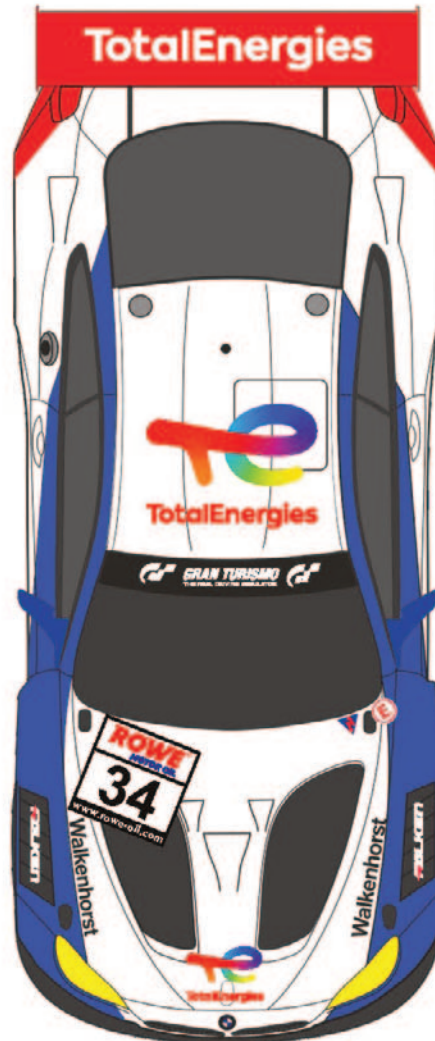
# PARTNER BRANDING PORTFOLIO

## RACE CAR LIVERY: BMW M6 GT3

### Walkenhorst MotorSport

The positioning, size and pricing of on-car branding by Ben's personal sponsors is entirely by negotiation. Please enquire for options.

**Note:** The livery shown here is that of the team cars during the 2021 season. The livery of this year's BMW M4 GT3 team cars is to be announced.





# RACEWEAR + TEAM APPAREL

## RACESUIT



## RACE JACKET



## POLO SHIRT



## HELMET



## RACE CAP



 = available personal sponsorship branding zones. Others by negotiation. Please enquire for opportunities and pricing.

**Note:** The team livery shown here is that of the 2021 season.  
The 2022 team livery is to be announced.

**Walkenhorst  
MotorSport**



**THE 2022 SEASON  
A NEW CAR. A NEW DIMENSION.**





# BMW M4 GT3

For the 2022 season, Ben will continue to race in the top echelon of the Walkenhorst Motorsport team but with an exciting new dimension to his programme. As BMW Motorsport retired the M6 GT3 race car from competition duties at the close of 2021, they replaced it with the all-new BMW M4 GT3, developed from the BMW M4 road car specifically for GT endurance racing. Walkenhorst will campaign two such cars, one of which will be driven by Ben.

He will again contest the NLS endurance race series on the Nürburgring Nordschleife, including the infamous Nürburgring 24 Hours.

**We welcome you  
to join us.**



**Shown here:** Images of the BMW M4 GT3  
in launch BMW factory colours



# BEN TUCK: BEHIND THE VISOR



## A winner's profile on track....

- DOB:** 3rd March 1997, London  
**Home:** Sandy, Bedfordshire, UK  
**Career start:** Graduate of Motor Sport Association Academy  
**2015:** 14 top 5 finishes. 3rd BRSCC Mazda MX-5 Championship  
RSF MSA Young Driver of the Year  
**2016/2017:** Caterham Supersports Championship. 2 wins, 8 podiums, 2 lap records  
British GT Championship - Ginetta G55 (GT3 category) / BMW M4 (GT3 category)  
24H Prototype Endurance Series. Champion - Ginetta G57  
First European race: Spa Francorchamps, Belgium  
**2018:** British GT Championship. Overall runner-up - BMW M4 GT4  
BMW Junior Team selection qualification - BMW Motorsport  
**2019:** Joined Walkenhorst Motorsport BMW Customer Team  
NLS Endurance Series - BMW M240i / BMW M4 GT4  
5 podiums including Nürburgring 24 Hours  
**2020:** BRDC Rising Star award  
Walkenhorst Motorsport - BMW M4 GT4  
DTM Trophy. Won first race; third overall in Championship  
**2021:** BRDC SuperStar award  
Walkenhorst Motorsport. NLS Endurance Series - BMW M6 GT3  
Overall win, NLS Round 6, Nürburgring Nordschleife

## and off-track....

- Favourite meal:** Pizza  
**Guilty pleasure:** Too much pizza  
**Childhood pastime:** Sport, sport and more sport  
**Childhood ambition:** To be a world champion racing driver  
**Talk or listen:** Listen  
**Fitness regime:** Daily cardio, upper body and leg work-out (or else braking is a problem)  
**If not a racing driver:** Footballer or athlete... for sure not a 'normal' job







*"During the 2018 season I found Ben to be very pro-active in developing the BMW M4 GT4 car. He is very much a team player giving 100% at all times. He has been a pleasure to work with and I look forward to doing so again in the future."*

Les Jones, Team Manager,  
Century Motorsports.  
Former Chief Mechanic, Arrows F1

*"Our branding on the car was just the mark of a much deeper and meaningful connection. Ben and his team have given us an excellent way to stand out."*

Paul Holden  
Director, Saturn Systems

*"Ben's career is all geared around him being the very best that he can be. So far the signs are looking very promising."*

Neil Riddiford, iZone Performance Centre

*"My ambition is to be the best, to do whatever it takes... To work harder, to learn faster to think quicker, and to grasp every possible opportunity to pursue a top flight career in motorsport."*

Ben Tuck, Walkenhorst Motorsport

*"We can honestly say that Ben and the team have become firm friends. We really share in the excitement and drama of the sport."*

Keith Payne, Director,  
Trafalgar Technical Solutions



## We look forward to talking with you...

Ben Tuck and Ben Tuck Racing are represented in the UK by X Marque Management. In the first instance, please contact Chris Hodges  
X Marque Management. E-mail: [chris@xmarque.com](mailto:chris@xmarque.com)

For European and Walkenhorst team-based enquiries, please contact Jörg Breuer  
Com Track Management. Tel: +49 163 84 9 84 84

