

FORGING CLOSER RELATIONSHIPS EXPERIENCE A DAY TO REMEMBER

The world of corporate hospitality and entertainment is full of one-day events. But nothing compares to the Silverstone Challenge. Any successful relationship-building day, whether it's for clients, staff, or a combination of the two, has to be engaging and memorable. Nothing will live longer in the memory than driving Ferraris, Porsches and other racing and supercars around one of the world's most famous Grand Prix circuits.

Sometimes team-building means taking people out of their comfort zones. How could this be more excitingly achieved than by instructing your guests in how to master a variety of high performance driving techniques in a safe and friendly environment.

Most of all, a relationship-building day has to give your guests a shared experience like no other. And eight hours of high adrenalin fun and hospitality within the crucible of motor sport is an experience that no one will pass up.

You can be sure they'll always remember and value the day they spent with you at Silverstone.

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PRIX CIRCUITS



SILVERSTONE CHALLENGE EXPERIENCE IS EVERYTHING



CHARIOTS OF FIRE

THE ULTIMATE DRIVING HIGH

No two marques of high performance car are alike and each one demands you master a different driving technique. These include controlling oversteer and understeer in front, rear and mid-engine cars, learning how to complete hand brake turns and just what is the correct racing line for fast and slow corners. Don't worry, whatever your driving ability our instructors will soon have you exceeding it and revelling in the sense of personal achievement.

These driving experiences are all different but one thing is always the same – they'll push your levels of achievement to the limit.

1. Ferrari 360 F1 Modena
2. Caterham 7
3. Lotus Exige S
4. Rage Buggy
5. Porsche 911
6. Formula Silverstone
7. Land Rover Defender
8. Ford Fiesta ST Group N Rally



1



5



2



6



3



7



4



8

SOMETIMES
TEAM-
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TIMELINE OF THE DAY

LIVE EVERY SECOND TO THE FULL

Very few F1™ circuits anywhere in the world are equipped to allow you to drive a Grand Prix lap. We can because we've invested in creating the ultimate driving event, the team-building and relationship-enhancing Silverstone Challenge.

08.00

The day begins at 08.00 with registration in the British Racing Drivers Club, the touchstone of British motor sport. Breakfast is followed by a short and entertaining briefing session.

09.00

Then each guest joins their instructors for a morning of driving sessions; immersing your guests in the world of motor sport.

12.45

A two course buffet lunch is served at 13.00 in the VIP suite of the British Racing Drivers' Club.

13.30

Then it's back to the track, or perhaps the rally stage, to complete a full afternoon of intense driving sessions.

17.15 - 18.15

By the end of the day, you and your guests will have had 8 different driving experiences made up of all of the cars featured in this brochure. And unlike any other driving event, the Silverstone Challenge gives you and your guests the opportunity to drive the full Silverstone Grand Prix circuit in Porsches, Ferraris and Lotus. Finally, after the chequered flag has fallen on the last car to make it home, there will be prizes and a presentation ceremony.

GETTING HERE
ONE HOUR
FROM LONDON
ONE HOUR
FROM BIRMINGHAM



Getting here by car

- From M1, exit motorway at junction 15A and take the A43 towards Towcester, Silverstone is signposted from here.
- From M40, exit at junction 10 on to the A43. Silverstone is signposted from here.

Public transport

- Nearest mainline stations are Banbury, Northampton and Milton Keynes.
- Fast trains from London Euston to Milton Keynes take 30 minutes.



Northampton Marriott
Hotel
Eagle Drive,
Northampton NN4
7HW



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FROM SILVERSTONE**

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SILVERSTONE CIRCUIT, TOWCESTER
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FAX 0844 3728 205
WWW.SILVERSTONE.CO.UK



**ROLL OF HONOUR:
STEWART, HUNT,
COULTHARD,
MANSELL, SENNA,
PROST AND
SCHUMACHER
HAVE ALL
CONQUERED THE
CHALLENGE OF
SILVERSTONE**