

# Our Motorsport PR playbook

Turning technical  
excellence into  
commercial advantage

# 1. The challenge

World-class engineering doesn't always become commercial success.

## **Motorsport has always been the proving ground for advanced engineering**

Whether you're designing race-winning components, developing zero-emissions propulsion, managing a championship, or investing millions in technical partnerships, success increasingly depends on how effectively you communicate your value.

Yet many organisations still struggle to translate technical excellence into commercial opportunity.

Engineering companies cannot discuss much of their work because of confidentiality agreements.

Sponsors often fail to convert technical partnerships into measurable business outcomes.

Federations face the challenge of turning record audience interest into active participation.

The result is simple.

Exceptional capability remains hidden from the people who matter most.

## 2. The GroupWhistle approach: PR+

**Traditional PR relies on the right person reading the right article at the right time.**

**That rarely happens.**

We take trusted editorial coverage and put it directly in front of decision-makers using precision LinkedIn targeting and email marketing.

We call this PR+.

PR becomes part of your commercial strategy rather than simply a communications function.

### **Step 1: Narrative engineering**

We work with engineering teams, technical directors and commercial leaders to develop stories that protect confidential information whilst demonstrating capability.

Rather than focusing on product specifications, we communicate:

- + Engineering pedigree
- + Competitive advantage
- + Technical credibility
- + Commercial outcomes
- + Future technology direction

The result is a narrative that resonates with media, race teams, OEMs, investors and commercial partners.

## **Step 2: Earned media creates authority**

Coverage in respected motorsport, engineering and business media delivers independent validation.

We use that authority to support:

- + OEM relationships
- + Race team partnerships
- + Sponsorship activation
- + Investment raises
- + Grant funding
- + Recruitment

## **Step 3: Precision distribution**

Coverage shouldn't be left to chance.

We amplify editorial content through carefully targeted LinkedIn campaigns and sector-focused email marketing so that it reaches engineering leaders, commercial directors, team principals and decision-makers across the motorsport ecosystem.

## **Step 4: Connecting communications to commercial outcomes**

Communications should contribute directly to business objectives.

Whether the goal is winning new programmes, growing membership, attracting sponsors or validating technology, every activity should support measurable commercial outcomes.

## 3. Who we work with

### Motorsport engineering companies

- + Factory programme operators
- + Simulation specialists
- + Systems integrators
- + Advanced materials and precision engineering suppliers
- + Powertrain developers
- + Electrification and hydrogen specialists

We help engineering businesses build visibility whilst respecting the confidentiality that defines motorsport supply chains.

### Federations, ASNs and membership organisations

We help governing bodies convert audience growth into participation through communications that support:

- + Membership growth
- + Volunteer recruitment
- + Championship promotion
- + Participation campaigns
- + Crisis management

### Technical sponsors and partners

For technology companies, motorsport provides the ultimate proving ground.

We help partners transform sponsorship into commercial advantage by demonstrating real-world capability from your competition programmes and creating stories under that that support customer acquisition and sales.

## 4. Problems we solve

### Complex engineering that is difficult to explain

We translate highly technical innovation into commercially compelling stories.

#### Confidentiality constraints

We communicate capability without compromising sensitive programmes.

#### Crowded markets

We help organisations stand apart in sectors where performance claims often sound identical.

#### Technical leaders with little visibility

We position engineers and executives as recognised industry experts.

#### Sponsorship without commercial return

We convert technical partnerships into content, credibility and customer engagement.

#### Communications disconnected from business development

We align PR with sales, partnership development and commercial growth.

## 5. How we deliver

### Ongoing PR programmes

- + Long-term communications supporting reputation, demand generation and commercial growth
- + Launch campaigns
- + Product launches
- + Race programmes
- + Technology announcements
- + Championship & event launches
- + Partnership announcements
- + Strategic communications projects
- + Positioning
- + Messaging
- + Thought leadership
- + Funding announcements
- + Crisis communications.

#### Typical programmes combine:

- + Media relations
- + Executive profiling
- + Technical content creation
- + LinkedIn amplification
- + Direct email marketing
- + Sales enablement

## 6. What success looks like

### **Success is not measured by column inches.**

It is measured by commercial outcomes.

Our programmes help clients achieve:

- + Stronger recognition across the motorsport industry
- + Greater visibility with OEMs and race teams
- + Improved sponsorship value
- + Stronger technical authority
- + Increased inbound enquiries
- + Better support for sales conversations
- + Improved investor confidence
- + Stronger participation and membership growth
- + Credibility creates opportunity.
- + Opportunity creates growth.

## 7. Why GroupWhistle

### **Motorsport is where we started.**

Our founders have extensive Formula One and international motorsport experience spanning journalism, communications, sponsorship management and advanced engineering.

We understand:

- + How engineering organisations work
- + How sponsorship programmes are structured
- + How race teams buy
- + How governing bodies communicate
- + How technical innovation becomes commercial success

Our PR+ methodology combines media relations, content, LinkedIn and direct communications into one integrated commercial programme.

## 8. Getting started

**If you're building technologies, championships or partnerships that will shape the future of motorsport, your communications should work as hard as your engineering.**

We begin with a discovery conversation covering:

- + Your commercial objectives
- + Your target audiences
- + Your current positioning
- + Your competitive landscape
- + Where communications can create measurable business value

From there we build a programme designed to support commercial growth, reputation and long-term competitive advantage.

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