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# What makes Silverstone special?

## At the heart of the Motorsport Valley® community

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**Chris Aylett**  
Chief Executive  
Motorsport Industry Association



# Motorsport Industry Association (MIA)

- the sole worldwide trade association, and business network, for the high performance engineering and motorsport sectors
- serves more than 350 international corporate members, who together transact over £4 billion of international motorsport business
- drives forward business development initiatives to strengthen the industry, its profitability and continuing success
- creates strategic alliances with adjacent sectors, develops new international, business partnerships and cross-sector networks



# What is Motorsport Valley UK?

*"a mature economic business cluster, which is **number one in the world.***

*The UK is **THE** global leader in the sport and business of motorsport."*

Professor Michael Porter - Harvard University, USA

Motorsport Valley - a global business cluster, unique to the UK, with...

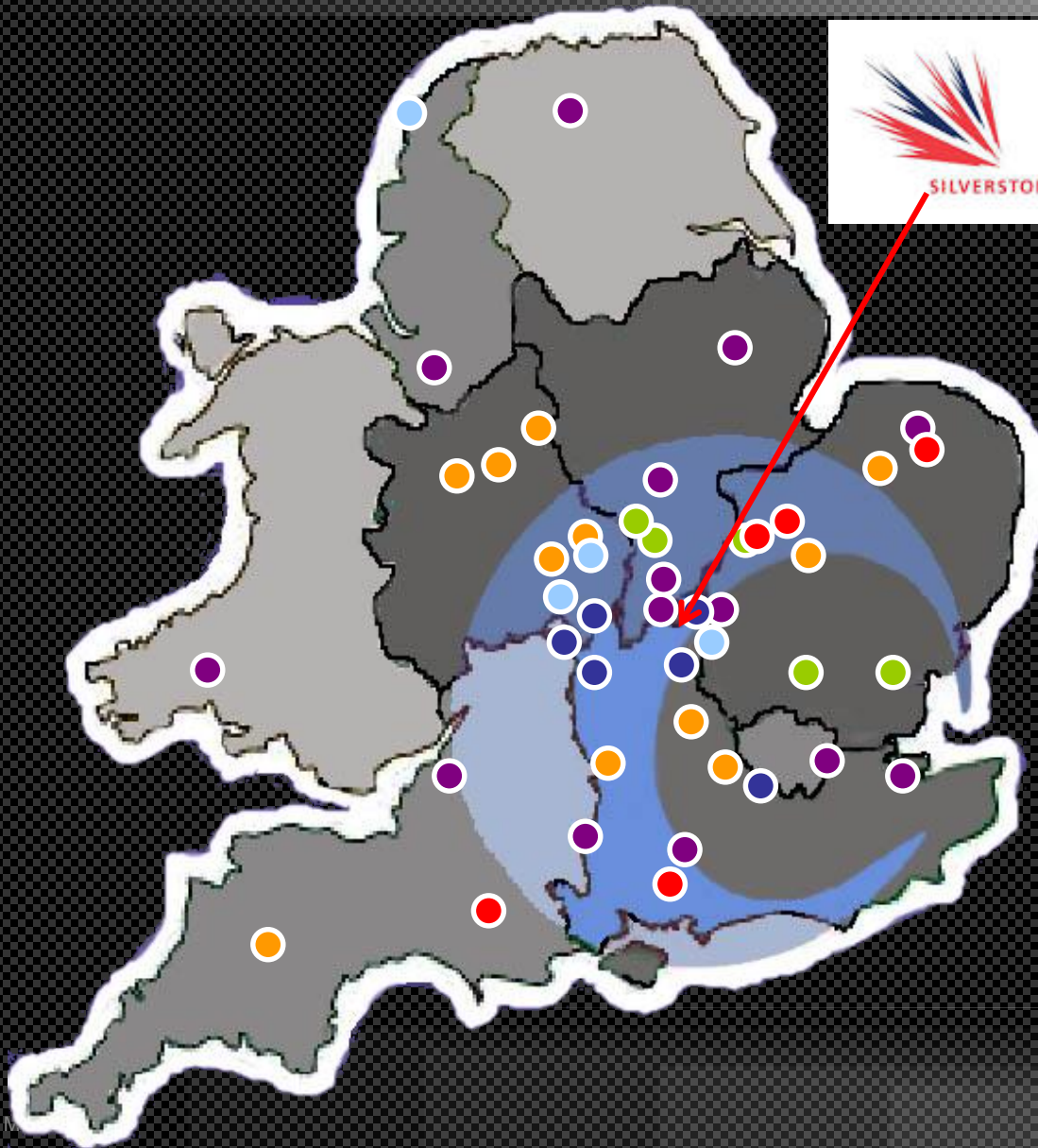
- More than 30% of sales turnover reinvested in R&D
- More than £6 billion worldwide sales turnover
- Over 3,500 businesses, employing 40,000, including 25,000 engineers



# An unrivalled 'Community of Knowledge'

- Working in close collaboration and proximity, within an innovative, high performance engineering community
- Delivering rapid 'on time' response; high-value, low volume, pre-production prototypes – from high R&D investment
- Utilising the exceptional 'know-how ; can-do' attitude of world class employees and...
- the unique mind set of the 'competitive engineer' who rises, continually, to meet next challenge...ALWAYS delivering on time

# UK Motorsport Valley cluster



- Race Circuits
- Formula 1 Teams
- World Rally Teams
- Major Race Car Constructors
- Major Component Manufacturers
- Major Engine Builders



# Contact Details

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