

An aerial photograph of a race track during a Civic Cup event. Several Honda Civic race cars are visible, each with different liveries and sponsor logos. The cars are positioned in a line, following the curve of the track. The track surface is dark asphalt, and the surrounding area includes grass and a red and white striped curb. The text "PROSPECTUS" and "2026 CIVIC CUP" is overlaid in large, bold, white letters with black outlines. The "CIVIC CUP" logo is at the bottom right in a stylized red and white font.

PROSPECTUS

2026 CIVIC CUP

CIVIC CUP

2026 CALENDAR



BRANDS HATCH INDY*

4-5 APRIL



THRUXTON*

16-17 MAY



PEMBREY*

13-14 JUNE



SNETTERTON 300*

11-12 JULY



DONINGTON PARK NATIONAL*

8-9 AUGUST



OULTON PARK

3 OCTOBER



BRANDS HATCH INDY*

31 OCTOBER - 1 NOVEMBER

***BRITISH TRUCK RACING WEEKEND**

2026: A BRAND NEW ERA FOR THE MILLTEK CIVIC CUP

**WE WELCOME YOU TO THE UK'S MOST
EXCITING ONE-MAKE TIN-TOP
CHAMPIONSHIP, DELIVERING A HOST OF
BENEFITS & OPPORTUNITIES FOR TEAMS,
DRIVERS, SPONSORS & STAKEHOLDERS.**

**OUR 2026 CALENDAR INCLUDES THE BEST
MOTORSPORT VENUES IN THE UK. THIS YEAR WE
WILL BE REACHING NEW AUDIENCES AS WE
MAKE OUR DEBUT AT PEMBREY IN WALES, AND
RETURN TO THRUXTON.**

**PROMOTIONAL ACTIVITY, INCLUDING
LIVESTREAMING, A STRONG SOCIAL MEDIA
PRESENCE & A GROWING FAN BASE - THE CIVIC
CUP IS THE UK'S MOST COMPETITIVE SINGLE
MAKE CHAMPIONSHIP.**

CIVIC CUP

PART OF A NEW PACKAGE FOR 2026

IN 2026, THE MILLTEK CIVIC CUP WILL ENJOY SEVEN RACING WEEKENDS OFFERING:

- **RACING AT SIX BRITISH TRUCK RACING CHAMPIONSHIP EVENTS.**
- **RACING IN FRONT OF BIGGER CROWDS, PROVIDING FURTHER EXPOSURE.**
- **LIVESTREAM ACROSS ALL SEVEN RACE WEEKENDS**
- **FULL ACCESS PADDOCK, OPEN TO THE PUBLIC.**

THE MILLTEK CIVIC CUP WILL BE PART OF AN EXCITING AND COMPETITIVE RACING PACKAGE IN 2026, WHICH ALSO INCLUDES:

- **THE TCR UK TOURING CAR CHAMPIONSHIP.**
- **THE British Truck Racing Championship.**
- **THE VAG TROPHY.**
- **THE Pickup Truck Championship.**
- **THE MINI CHALLENGE CLUBSPORT CHAMPIONSHIP.**

The logo for the CIVIC CUP, featuring the word "CIVIC" in a stylized, italicized font with a grey-to-white gradient, followed by "CUP" in a bold, red font with a black outline.

LIVE STREAMING

LIVE STREAMING IS AN IMPORTANT PART OF THE MILLTEK CIVIC CUP, ALLOWING ITS AUDIENCE TO WATCH THE ON-TRACK ACTION LIVE ACROSS THE ENTIRE SEASON.

THE 2026 SEASON WILL BE LIVESTREAMED ON THE TCR UK & BARC YOUTUBE CHANNELS, GOING OUT LIVE & FREE TO A COMBINED AUDIENCE OF OVER 50,000 VIEWERS DURING EACH RACE WEEKEND.

YOUTUBE VIEWING FIGURES

- 2021 SEASON - TOTAL VIEWING FIGURES: 19,796
- 2022 SEASON - TOTAL VIEWING FIGURES: 23,487
- 2023 SEASON - TOTAL VIEWING FIGURES: 202,765
- 2024 SEASON - TOTAL VIEWING FIGURES: 428,687
- 2025 SEASON - TOTAL VIEWING FIGURES: 510,715*

*FIGURES ACCURATE AT THE TIME OF PUBLISHING.



SOCIAL MEDIA COVERAGE

WE USE THE MOST POPULAR SOCIAL MEDIA PLATFORMS, WHERE DAILY CONTENT & PUBLIC ENGAGEMENT IS KEY TO SHARING THE LATEST NEWS.

WE PROVIDE UPDATES DURING ALL OF OUR RACE WEEKENDS, USING OUR FACEBOOK AND INSTAGRAM ACCOUNTS TO PROVIDE MAXIMUM SOCIAL MEDIA COVERAGE.

2025 SEASON SOCIAL MEDIA FIGURES



@CIVICCUPOFFICIAL
FOLLOWERS - 19,000+
REACH - 542,000+



@CIVIC_CUP_OFFICIAL
FOLLOWERS - 3,000+
REACH - 256,000+



@MS.CIVIC.CUP
FOLLOWERS: 1,500+
VIEWERS: 187,000

CIVIC CUP

CHAMPIONSHIP MEDIA ACTIVITY

TRADITIONAL MEDIA EXPOSURE

- PRESS RELEASES ARE DISTRIBUTED TO A RANGE OF MEDIA OUTLETS, WITH NEWS STORIES AND FEATURES ACROSS THE SEASON PROVIDED BY THE CHAMPIONSHIP.

CHAMPIONSHIP PHOTOGRAPHY

- A TEAM OF PROFESSIONAL PHOTOGRAPHERS ARE PRESENT AT ALL EVENTS, PROVIDING A SELECTION OF RIGHTS FREE IMAGES ON REQUEST.

PRE-SEASON LAUNCH DAY

- THE 2026 SEASON WILL HAVE AN OFFICIAL PRE-SEASON LAUNCH DAY, WHICH MEDIA WILL BE INVITED TO ATTEND, AT A VENUE TBC.



THE TCR UK RACE CENTRE

THE CHAMPIONSHIP'S RACE CENTRE WILL BE AT ALL SEVEN EVENTS IN 2026.

THE TCR UK RACE CENTRE IS AVAILABLE FOR:

- REFRESHMENTS.
- A BASE FOR MEETINGS.
- DRIVER BRIEFINGS.
- PLAYING HOST TO DRIVER & SPONSOR HOSPITALITY.
- SOCIAL EVENTS DURING A RACE WEEKEND.

CIVIC CUP

TROPHIES & AWARDS

THE MILLTEK CIVIC CUP OFFERS A RANGE OF TROPHIES & AWARDS TO DRIVERS TAKING PART IN 2026.

- THE MILLTEK CIVIC CUP DRIVERS CHAMPIONSHIP.
- THE GOODYEAR DIAMOND AWARD.
- THE PAUL WINFIELD MEMORIAL TROPHY.

WE HOLD AN END-OF-SEASON AWARDS EVENING IN NOVEMBER, CROWNING OUR CHAMPIONS & RECOGNISING ACHIEVEMENTS FROM THE 2026 SEASON.



CONTACT

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CIVIC CUP

TCR
TOURING CAR CHAMPIONSHIP

Harlequin
TEAM WEAR