



Barry Clark – Case Study

Brief:

Barry Clark, from Ellon near Aberdeen, had shown his potential to be an extremely quick driver as far back as 2004, with class wins in Scottish and British events. However, lacking the funding and guidance required to reach the top level of the sport, Barry approached The Inside Line in 2004 to try and advance his fledgling career in rallying.

Actions:

2005

- heavyweight sponsorship deal secured for Barry along with a high-profile drive in the British Rally Championship.
- target to gain experience in four-wheel-drive machinery, Barry tasked with finishing each rally and scoring points.
- Barry demonstrates growing stature by winning the British Group N Championship – amazing feat in first year in such a competitive class.

2006

- Barry moves from British success onto international scene.
- Competing in new Fiesta Sporting Trophy International (FSTi) championship Barry again ends year with a title - this time the Junior World Rally Championship Rookie.

2007

- Barry again tackles FSTi series, dominating championship and taking title after winning first five rounds straight
- also gains valuable experience on selected World Rally Championship rounds.

2008

- Barry steps up again by competing in FIA World Rally Championship.
- one of only two Britons – and the first Scotsman since the late Colin McRae - to compete under manufacturer team status in WRC.

Results:

With career guidance from the Inside Line, Barry has gone from competing locally to globally at the premier level of motorsport, achieving worldwide exposure in the sporting and mainstream media.

Find out more about Barry Clark at www.clarkrallysport.com