



**In April 2006 The Inside Line was approached to organise and promote a new concept of motorsport show. The show would combine both the two and four wheel motorsport fraternities and bring the action closer to the public.**

Two and four wheel motorsport disciplines had never been brought together before on the proposed scale. The target was to create a show that would allow members of the public a chance to experience something they would normally never get the opportunity to - with the onus on live action.

The directors of the show were Jimmy and Alister McRae - both British Rally Champions - and Robbie Allan - famed for his exploits on the Isle of Man TT, running the Scottish Motorcycle Show and tackling the Paris-Dakar Rally on a motorbike at the age of 65.

With The Inside Line's exceptional links in the World Rally Championship and British Rally Championship, the opportunities were there to bring some real stars to the show. However, the promotional budget for the first year of the show was small – so a creative solution had to be found to attract targeted crowd.

The Inside Line had three roles:

- PR and Promotion
- Stand Sales
- Organisation of attractions

Using its industry contacts The Inside Line was able to attain some truly exceptional attractions - including Allan McNish and his Le Mans Audi R8, a Renault F1 car, Russ Swift, Colin McRae, Mark Higgins and Matt Wilson to name but a few.

The Inside Line identified that in order to create footfall it was imperative the surrounding geographical area was targeted via the mainstream and motorsport press. With the tight budget in mind, the promotional campaign centred on competitions and editorial coverage that would require no financial outlay and compliment the TV, print and radio advertising. The final advertising costs fell well within budget and the results were unprecedented.

Before the show commenced all the sales targets were achieved regarding trade space, and such was the demand there were even a few stands provisionally sold for the following year. Furthermore, The Inside Line achieved 148% of the targeted ticket sales.

Trade exhibitors were delighted with the show and will be returning again, while the public were enthralled by the action at the venue.

The next Scottish Motorsport Show promises to be even bigger and better.

