

GREENLIGHT
SPORTS MANAGEMENT

Driver Mentoring

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About Greenlight Sports Management

With over 50 years combined experience in the automotive and motorsport sectors, Greenlight Sports Management (GSM) operates locally, regionally and globally to deliver game-changing solutions, maximise every opportunity and generate results for drivers.

Our trusted team have a proven track record on and off the circuit working with drivers, teams and OEMs. We have the knowledge and expertise in what it takes to build success and get your driving career heading in the right direction.

- We provide the team to drive your career
- We guarantee results, add value and exceed expectations

The Team



Andy Meyrick

Andy is a professional racing driver with 15 years of experience. A current director of the BRDC SuperStars programme, he also fulfils the role of Performance Manager for Team UK, Motorsport UK's elite driver programme and is responsible for driver management and coaching. Through his work with Team UK, Andy has achieved a degree in elite sports coaching.

- Former Aston Martin Racing, Audi and Bentley Motorsport driver
- Race winner for Bentley Motorsport
- Driven for works, customer and independent teams
- Currently racing for United Autosport and JMW Motorsport
- Former member of MSA Elite and BRDC SuperStars development programmes
- Director of BRDC SuperStars
- Performance Manager for Motorsport UK
- Consultant to the FIA on training and development programmes
- Worked closely with UK Athletics
- Degree in elite sports coaching

The Team



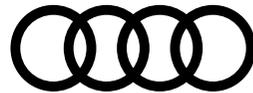
Guy Smith

Guy is a professional racing driver with over 35 years of experience in motorsport. Driving for brands such as Audi, Mazda and Bentley, Guy has been a Bentley brand ambassador for over 17 years.

Now passionate about supporting and developing future talent, Guy has also successfully delivered several commercial contracts, including a title sponsor within Formula One.

- Won the 24 Hours of Le Mans with Bentley in 2003
- Second place at the 24 Hours of Le Mans with Audi in 2004
- American Le Mans Series champion in LMP1 with Dyson Racing and Mazda Motorsport in 2011
- Development driver for the Bentley Continental GT3 in preparation for their return to motorsport
- Established Greenlight Sports working on developing sports partnerships
- Delivered a multi-million pound deal to Racing Point F1 team with naming rights
- Negotiated a multi-year contract with Team GB and the University of Hull to become the official University partner of Team GB
- Collaborated with GS Yuasa to become the title sponsor of the Swift rally team - the current British rally champions
- On the board of the Swift Group, the UK's largest leisure company

Who Have We Worked With?



Testimonials

You don't have to take our word for it. Here are some of the endorsements we have received from our clients and contacts.



“Andy continually shows his skills and ability in nurturing talent with the BRDC SuperStars. He has a proven track record that gains him respect with young and experienced drivers as well as stakeholders alike. He provides independent advice, knowledge and experience when helping bring on future racing talent and is an asset to anybody working with him.”

Derek Warwick - former F1 driver, President of BRDC and FIA Steward

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“I worked with Andy during my time as a BRDC SuperStar and with Team UK. During that time, Andy freely passed on his knowledge and advice and helped me at a crucial and pivotal stage in my career.”

Lando Norris - McLaren F1 driver and former BRDC Superstar and Team UK member



“Andy has been able to draw on his elite sports degree and his time as part of Performance UK as a driver to enhance and develop the programme now in his role as Performance Manager working with young talent.

“His ability to work with varying levels of driver and the support network that they require shows that he is aware of all the elements needed in being successful.”

Robert Reid – World Rally Co-driver, World Champion and Director of the FIA and Motorsport UK



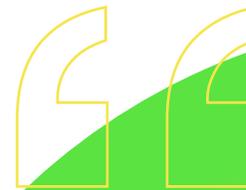
“Guy and the guys at Greenlight came to Team GB with an exciting partnership idea linking up with the University of Hull to become the official partner of Team GB and developing bespoke sports courses to be held at the University to drive student recruitment and engagement. We have now signed a five year deal with the University, and we are really enjoying the partnership.”

Stuart Ramsey - Head of Brand Partnerships at the British Olympic Association



“I have worked with Guy on several occasions predominantly at our time together at Bentley and he is very passionate about developing and mentoring new talent as am I. With the experience he has gained over many years of racing both inside and outside of the car, I couldn’t think of a better person to have in their corner.”

Derek Bell - Five time Le Mans winner



“We worked with Guy and the team at Greenlight Sports Management when they delivered SportsPesa (title sponsorship) to us for the team in 2019. It was the first of its kind of deal done in Formula One and I’m excited to continue working together in the future.”

Chris Gilkes - Global Partnership Director BWT Racing Point F1 Team

What We Do

GSM are dedicated to seeing our clients succeed on and off the track.

We do this by offering expertise and support that include:

Mentoring

- Access to our mentoring services provides a structured programme that is crucial to your development and personal growth. Through our wealth of knowledge and contacts within the motorsport industry, we can support you every step of the way (on and off the track) to help, guide, nurture and build confidence to optimise every opportunity to reach your full potential.

Performance & Development

- Every young driver needs to learn and continually develop their driving skills to get to an advanced level in order to forge a career. From a hugely experienced extended team of experts, we will analyse, identify and provide a tailor-made plan that includes the tools and techniques to build up self-evaluation skills and knowledge so that you are set off on the right path to become skilled, faster, more confident driver.



What We Offer

Through our trusted network of specialists, we can support you in areas that will further enhance your development as a driver. These include:

Driver Coaching & Simulator Training

- ▶ Performance coaching and simulation training forms part of any driver training framework. Not just offering a cost-effective way to hone driving skills and refine technique, it provides data for analysis and measurement so you can extract the most out of the car, equipment and team. We have many years of working with industry experts and through us we have a trusted network of coaches and engineers that can support you.

Fitness & Nutrition

- ▶ A driver at any level is a crucial component in getting every ounce of performance out of the car. To achieve optimal racing efficiency, a bespoke and structured nutrition, physical and mental fitness plan needs to be implemented. We work with qualified specialists that can provide the right preparation for a competitive edge to suit every requirement.

Branding & Content Creation

- ▶ We'll work with you and our trusted marketing partner to design, create and build your brand and provide the assets to ensure you are represented in the best possible way in all your personal promotions.

PR & Communications

- ▶ Representing yourself, so that a manufacturer, team and its stakeholders see you in a professional and approachable way is imperative to showcase a well-rounded and marketable driver. We offer media and marketing training as well as PR, website and social media management services through our trusted marketing partner to give you the very best possible assistance out of the car.

Sponsorship & Partnerships

- ▶ Our team have first-hand experience in sourcing, delivering and activating sponsorships and investments. So, we understand the need to maximise commercial opportunities and provide a measurable ROI and can advise you on the best way to approach your sponsorship search.



So Why Us?

- ▶ Apart from the obvious of having significant experience as professional racing drivers that have driven for a variety of manufacturers, we have a proven track record of developing talent
- ▶ We know, and understand motorsport from both sides of the fence giving us unmatched knowledge of providing driver management and development programmes
- ▶ Our years of experience are now being utilised to deliver driver programmes and academies for both Motorsport UK and the BRDC
- ▶ The motorsport market has changed over the last 20 years and we have seen and been part of that change. We are respected and liked and can provide a black book of contacts
- ▶ Our whole team is passionate about what we do and are professional on and off the track
- ▶ We have commercial experience in negotiating and landing sales and delivering significant driving deals. We know that working in motorsport means we need to be reactive and flexible, so thinking outside of the box comes naturally to us.



Next Steps

If you need any further details, please do not hesitate to contact us.

We welcome your feedback.

Contact

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