



TOPGEARTRACKEXPERIENCE.COM



CORPORATE PACKAGES



Top Gear logo® & © BBC 2005 BBC Top Gear® & © BBC 1996



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Introduction

Think of it as the ultimate away day. A chance for a bit of team-building. Or rather, a chance to beat your boss around the real Top Gear Test Track.

We'll split you into teams and set challenges based on the ones you've seen on Top Gear telly. There will be prizes for the winners and childish gestures for the losers.

You could be the Star in a Reasonably Priced Car. Or have a rubbery facelift in an Ariel Atom. Or drive a 4x4 Off-road whilst evading the gun sights of a tank.

This document will give you information on what will be included within our Corporate package.





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Overview

- Top Gear Track Experience deliver Top Gear events under license with the BBC
- Based at the home of Top Gear, Dunsfold Park, guests will get to drive the actual Top Gear Test Track as well as hang around in the actual hangar where Top Gear is filmed in our authentic replica of the Top Gear studio
- Activities based on features from the Top Gear TV programme
- Balancing 'exciting' with 'safe': adapting activities to reflect the abilities and attitudes of the public.





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Location



The Top Gear Track Experience will take place at the home of Top Gear – Dunsfold Park





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The Replica Studio / Briefing Area

- The meeting area is an exact replica of the Top Gear studio using the actual hangar they film in:
 - Sofas / chairs constructed from car seats & engine block table
 - Top Gear signage and branding
 - Cool wall (interactive)
 - Challenge cars from the show
 - Star in a reasonably Price Car Leaderboard
 - Virtual racers where guests can practice driving the Top Gear test track!





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Activities

- Full range of exhilarating activities incorporating individual challenges and group/team challenges
- All activities will mirror or replicate elements from the Top Gear programmes
- Guests will experience the thrill of driving at high speed and using their driving skills in precision tests
- Guests will be taken to specific areas within the sites for the activities.
- There will be a pro-driver in every car for all driving activities giving coaching and advice for the best and safest possible driving experience





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Star in a Reasonably Priced Car

- A unique opportunity to become the Star in a Reasonably Priced Car. Every guest will drive the exact Top Gear Test Track in a Kia Cee'd
- Guests will first have some practice time on our virtual racers before getting into the car. They will then practice driving the course with Top Gear Track Experience pro-drivers and then complete their own individual fast lap
- The lap will be recorded and each guest will be given footage of their lap on a USB stick to take away
- Names and times will be added to the leaderboard in the replica Studio and the online leaderboard





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Hot Lap with The Stig

- This exclusive opportunity to have a Hot Lap around the Top Gear Test Track driven by The Stig
- From the passenger seat, you will need to hold on tight as The Stig demonstrates the fastest way around all the corners you've seen on the TV show. The Hammerhead, Chicago, Gambon and of course the straight bits, which are useful for joining up all the bendy parts.
- We just hope he's chosen a new CD for the drive. Those romantic audio novels are getting a bit awkward.





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Off-Road Driving

- Guests will be taught fundamental tips and techniques for driving off road as well as taking part in an exhilarating experience
- On the challenging off road course they will tackle:
 - Ruts, gullies and side slopes
 - Wet grass, muddy ditches and ridges
 - Climbing and descending hills
- And if that wasn't enough, a tank will be positioned on the site with a machine gun fixed to it. The machine gun will fire at the cars and a laser will shoot the vehicles, the vehicles will try to avoid the laser





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Ariel Atoms

- Guests will experience the phenomenal acceleration of Ariel Atoms
- With a pro driver at their side, guests will learn to handle these 'pocket rockets' on a challenging handling course – guaranteed fun in these exhilarating open top cars
- On board car cameras will film the facial expressions and distortions of the guests, made famous by Jeremy Clarkson

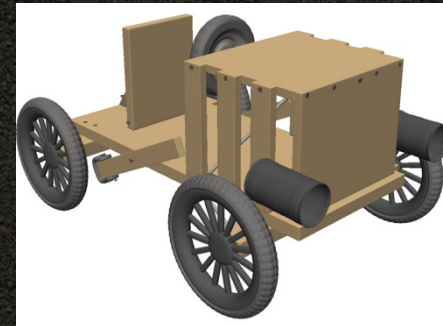




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Studio Challenge - Build Your Own Car

- Each group will be tasked with designing and then constructing their own car
- Using a basic platform supplied by us and then armed with numerous materials including boxes, paper, a bit of tape, glue, string, etc... guests will then build their car
- The task does not end there! The car needs to have a driver and needs to travel across a short distance without falling apart.
- In true Top Gear style, marks will be awarded for originality, design and whether it doesn't fall apart when moved!!!





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Catering

- All catering will be served from a large diner situated outside the studio hangar
- Refreshments will be available throughout the day including hot and cold drinks and snacks
- Bacon rolls and pastries will be available in the morning upon arrival
- Lunch will consist of a variety of baguettes, burgers, hotdogs, etc...
- Afternoon snacks will also be available





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Prizes and Giveaways

- As part of the package, each guest will receive a Top Gear Mug and USB data stick
- In addition, there will be prizes for the winning group which will be branded t-shirts
- Additional items can be produced or given away at an extra cost (please speak to a member of the team for more details)





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Packages

Bronze:

Star in a Reasonably Priced Car and Hot Lap with The Stig.

Part of a public day.

10+ Guests

£219.20 per person

Silver:

Star in a Reasonably Price Car, Hot Lap with The Stig and Ariel Atoms (or Off-Road)

Hanger and track exclusivity

Lunch and refreshments included

Half day event

20+ guests

£620 per person (reduced to £507 if Off-Road is chosen over Atoms based on 20 guests)





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Packages

Gold:

Star in a Reasonably Priced Car, Hot Lap with The Stig, Ariel Atoms (or Off-Road) and Studio Challenge.

Hanger and track exclusivity all day – can be used for presentations/talks etc.

Lunch and refreshments included

Souvenir T-Shirts and prizes

Photo opportunity with The Stig

20+ Guests

Prices bespoke based on requirements and begin from £800





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Contact

We are happy to discuss your corporate package in more detail, and we can create a more bespoke package if you have specific requirements.

For more information and to book your day please contact:

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