



BLOODHOUND is GO

#NEWQUAY2017

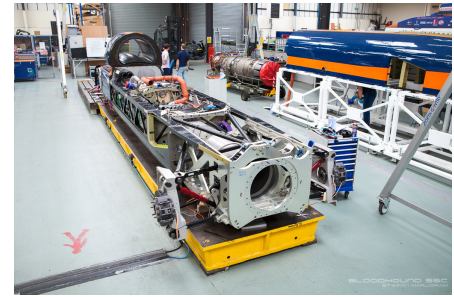
The Official Souvenir Programme:

The world's most advanced straight-line racing car, Bloodhound SSC, will be driven for the first time in public at Cornwall Airport, Newquay this October 26th, some twenty years after the Thrust SSC team, led by Bloodhounds' very own Project Director Richard Noble and driver Andy Green, first set the current land speed record of 763 miles per hour.

The public demonstration and runway trials which take place will mark the culmination of a series of exhaustive tests and will form an essential part of the preparations for next years historic world record assault. Up to 10,000 visitors are expected to attend and to follow the events of the weekend enthusiastically, as Bloodhound SSC is put through its paces on the 1.7 mile long runway.

Over 280 global companies are involved in the Bloodhound project, which has quickly become a showcase for science and engineering skills and which has enthused and intrigued young minds as never before, with over 8000 schools across the UK engaging in the famous Bloodhound Blast. Indeed, the educational outreach programme also extends to South Africa and particularly to the Northern Cape, home to the track where Bloodhound SSC will set out to make history in 2018.

The official souvenir programme for Bloodhound SSC provides a unique opportunity to share in this international engineering adventure. The legendary enthusiasm and specialist knowledge of its target readership, along with its obvious retention value as the only official souvenir of its kind, will make it the perfect accompaniment to an event of truly global significance.



Advertising Rates & Dimensions:

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| Quarter Page Colour | 695.00 | (portrait: 131mm x 87mm) |

Special Positions: Price upon application. Special prices available for Official Sponsors.

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