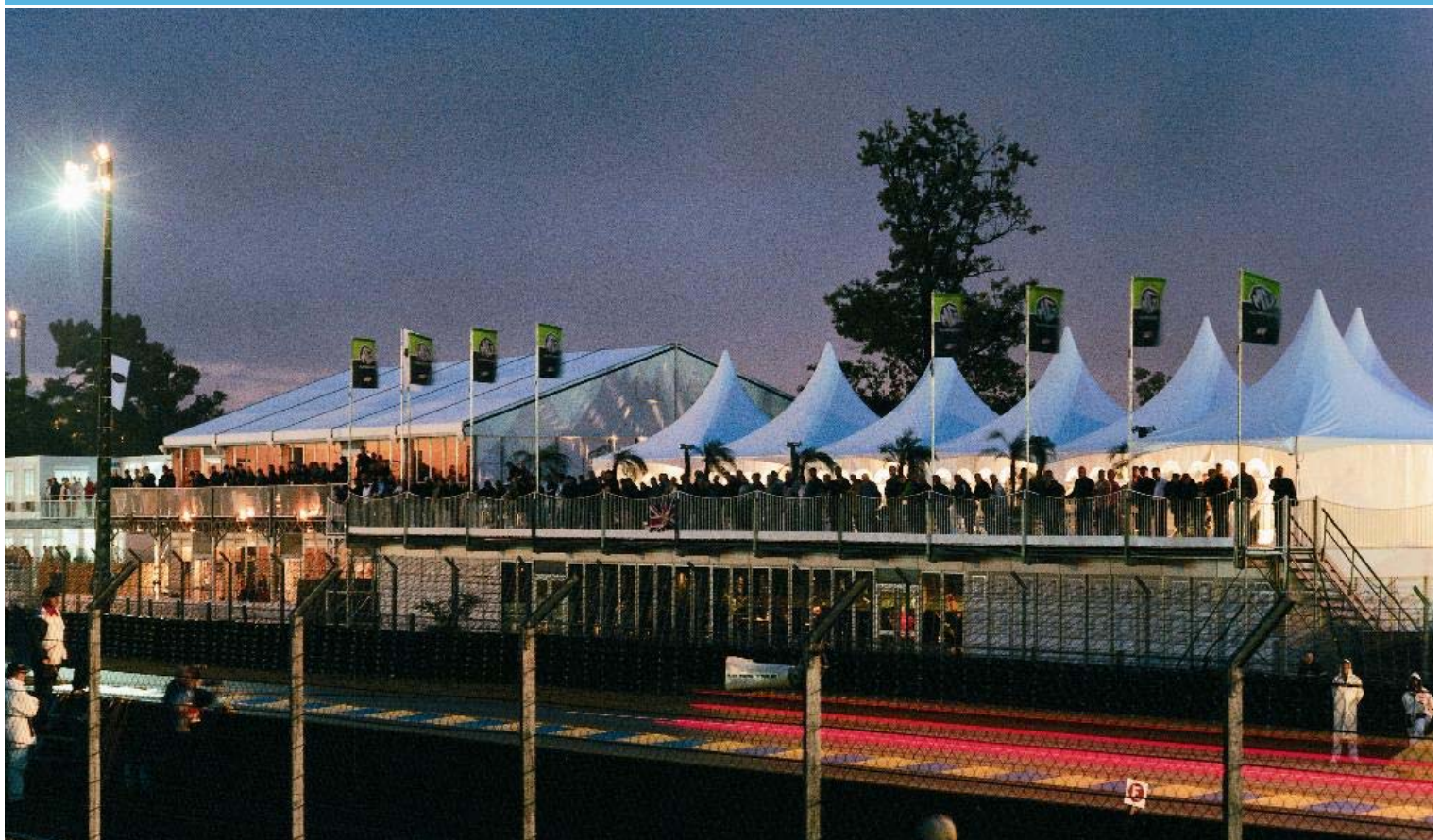


MOTOR SPORT



MOTORSPORT EVENTS BY DE BOER

A PERFECT COMBINATION

The presence of De Boer structures at several of the world's best known motor sports events proves that De Boer offers the perfect solution for top class corporate hospitality during prestigious international sport events. Over the years a De Boer structure could be found at almost any racing circuit in Europe. This experience has led to the design and development of temporary structures that are extremely suitable for tailor-made corporate hospitality during motor sport events. This reference sheet offers an impression of the projects that are realised by De Boer at dozens of spectacular motor sport events in the world.

24 HOURS - LE MANS, FRANCE

One of the most renowned names in international motor sport racing is of course Le Mans. All the top brands and drivers in motor sport are participating in the world's most famous endurance race. The history of this race goes back to the early days of motor racing, the first edition of the "24 Heurs" was organised in 1923. In 2002 the 70th edition took place. The 2002 race was spectacular with a new layout of the circuit, new models of the major car manufactures and new structures of De Boer.

De Boer provided the corporate hospitality for several of the most prestigious brands. De Boer created for them not only reception areas in the close vicinity of the racetrack but also temporary hotel accommodation. The overnight accommodation was realised for the guest of the car manufactures and major sponsors. In this way, the guest and sponsors were getting the most out of their 24 hours visit to Le Mans without losing any sleep.

Especially created three star hotel facilities in the vicinity of the circuit were available for the guests. And as part of the service of De Boer, earplugs are of course provided! In close co-operation with interior design companies and the marketing departments of the car manufactures, the best possible hospitality solutions along site the race track are developed and constructed. For 2002, De Boer arranges turnkey accommodation and hospitality solutions for AUDI, Bentley, MG Rover and the ORECA Racing Team.

FORMULA ONE – SILVERSTONE, UNITED KINGDOM

Formula One Racing is of course a class of it's own in motor sport events. Here again, a unique co-operation between De Boer and the Formula One event on Silverstone is realised for the upcoming three editions of this annual event in the UK. De Boer provides a range of structures for the star-studded Grand Prix Ball, the traditional celebration that precedes the British F1 Grand Prix each year.



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De Boer constructed about a dozen structures for the 2002 event. As well as supplying the central 40m-by-80m structure - being used as the main dining and entertainment area - the company was providing structures for a range of other uses, including sponsors' lounges, kitchens, entrance halls and toilets.

DTM, GERMANY

One of the other big names in European racing events is DTM, the German Touring Car Championship. The DTM calendar for the 2002 season included ten rounds. The opening round and the season final traditionally took place in Hockenheim. In 2002, six DTM-rounds were scheduled in Germany. Furthermore, there will races at the A1-Ring in Austria and in Zandvoort, The Netherlands again. New venues in the calendar are the circuits of Donington (GB) and Zolder (B).

For the 2002 edition of the DTM racing series De Boer delivered turn-key accommodation for one of its most challenging participants: OPEL Motorsport. Especially designed structures were created to ensure the best possible view on the racing track for the guests of OPEL during the races in Germany. De Boer offices in Germany delivered these hospitality structures turnkey to ensure that the OPEL Motor sport organisation and their guests can focus all their attention on the race track.

FESTIVAL OF SPEED - GOODWOOD, UK

The Festival of Speed is far more than just a hillclimb - it can justifiably claim to be the world's biggest and most diverse classic motorsports event. It's the only occasion where you'll see in action the greatest competition cars and star drivers from the entire history of motorsport - everything from 19th Century steam carriages to current Formula One.

But it's not all about action on the hill. Since the inaugural meeting was held in the picturesque parkland surrounding Goodwood House in 1993, the Festival has become established as the key event in historic motorsport's social calendar. This setting is extremely suitable for the top class structures of De Boer. The high quality products of De Boer provide a perfect accommodation for some of the most beautiful and innovative automotive creations that are on display during the festival. High-level hospitality accommodation is also created for the top-class sponsors of this event.



MOTORSPORT EVENTS BY DE BOER

PORSCHE CARRERA CUP, GERMANY

One of the most prestigious brand series in international motor sports is the German Carrera Cup. The near-standard Porsche 911 GT3 Cup racing sportscar is the centrepiece of the Porsche Motorsports racing series in 2002. The German Carrera Cup runs simultaneously with the German Touring Car Masters weekend. For the 2002 motor sport season nine races were scheduled. De Boer provided accommodation for this spectacular Porsche event already for the third year in a row. Especially designed Porsche hospitality accommodation was erected during six racing weekends in Germany and Belgium.

BTCC, UNITED KINGDOM

The British Touring Car Championship (BTCC) is the premier 'saloon' car racing series in the UK. The first season of the BTCC was in 1958, and the championship developed in one of the most spectacular racing series in Europe. The cars that can be seen on the track are very similar to those found on the road, and the limited development work allowed on the cars, combined with the fact that no team will have a significant 'head-start' this year, means that close, exciting, and controversial racing is guaranteed throughout the year.

For the BTCC series in 2002 De Boer developed a special accommodation solution for one of the most prestigious participants: MG Sport & Racing. In order to provide for MG the most flexible and easy-to-handle hospitality units, a special design was made that fit into several containers. Depending on the amount of guests that will be invited by MG Sport & Racing, tailor-made accommodation was realised for each individual racing event. For the interior decoration of the units, De Boer designed special furniture and promotion materials completely inline with the corporate branding of MG Xpower.

EUROSPEEDWAY LAUSITZ, GERMANY

One of the most thrilling forms of motor sport is speedway racing. At the Oval Track of the circuit of Lausitz, the "German 500" is organised in association with the American "Championship Auto Racing Teams" organisation (CART). This brand new race event in Europe is the most popular form of motor sport in the USA, where it is known as "the fastest racing on earth". De Boer has a three-year exclusive contract for this event that will take place annually in September on the Lausitzring near Dresden in Germany.



FIA WORLD RALLY CHAMPIONSHIPS - WRC

Rallying is a form of motor sport that is run over ordinary roads rather than in specialised circuits. The WRC races against the clock are held on countryside roads all over the world. Official teams from major manufactures compete in special turbo-charged four-wheel cars in spectacular racing legs on dirt & gravel, tarmac and even snow & ice tracks. The WRC events are a perfect surrounding for the temporary but professionally equipped structures of De Boer. Paddock clubs, media centres and hospitality units are erected at several of the WRC events around the world.

MOTORCYCLE GRAND PRIX

Apart from our activities in the field of autocar racing, De Boer is also a well-known name in the world of motorcycles: De Boer is the official supplier for all European Motor Grand Prix events. De Boer Structures can be found along the race track in Jerez, Estoril, Mugello, Valencia, Barcelona, Sachsenring, Brno, Le Mans, Donnington and Assen.

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DE BOER COVERS ALL

