

TAL-KO STEP IN TO SECURE AND BOOST S1 TKM SERIES

Tal-Ko Racing, owners of the Formula TKM karting classes, has stepped in to secure and boost the future of the TKM and Honda racing series within the S1 ABkC National Kart Championships – the category where World Champion Jenson Button took top honours back in the 90s

The extra financial backing from Tal-Ko will underwrite a substantial portion of the additional costs involved in running the race series this year with full TV coverage now for 4 out of the 6 rounds on Motors TV going to many countries around the world, 38 European countries and into 17.7 million subscribed homes. The one hour programme will have a Monday evening prime time slot and will be repeated 4-5 times.

Their backing will reduce the weekend entry fee per event from £160 down to £140, saving both the TKM and Honda drivers £120 over the course of the year. In addition the S1 Series has agreed with Tal-Ko that the on-board video cameras are now optional for TKM and Honda competitors.

Alan Turney, Managing Director of Tal-Ko Racing said: “There has been much speculation and concern since announcements were first made on various matters to do with the S1 series a month or so ago. As a direct result understandably many drivers are not sure what to do.

“We are committed to ensuring the future of the series but do not have direct control over it. However to help our competitors we have now stepped in financially to guide and secure a route with S1 which we hope will be seen by everyone involved as a step forwards and a step which will end uncertainty and boost the entry.”

“We know from our research that drivers quite naturally want the TV coverage because of the exposure it brings and the added benefit in trying to attract sponsors. S1 has also conducted a survey and 70% voted for TV at the extra entry fee cost. However also quite understandably they have been concerned about the increased entry costs associated with it. There has to be compromise.

“What we are doing here is introducing TV coverage to raise the profile of drivers and karting while at the same time reducing the overall costs for the drivers by a worthwhile sum. We now hope drivers will have the confidence to commit themselves.”

The mini GoPro on-board video cameras will be allowed to be used by drivers purely as an option on their kart to record action and some of this may be used in TV coverage.

S1 Series Director John Hoyle said “We are delighted that Tal-Ko has jumped on board to help finance and guide the TKM series and we are sure that drivers will be pleased to see themselves on TV. Every driver will get a DVD of coverage from each event at no extra cost. We want to move forwards with the image of the series in every way.”

The six round series, which includes all four Formula TKM classes and the Honda Cadets, is due to kick off on the April 3/4 at Glan y Gors in Wales. Originally the closing date for S1 registrations was due to be January 31 but because of the delays created through uncertainty, this closing date has now been extended to February 14th. Entries are increasing daily and drivers are asked to register as soon as possible to give confidence to other divers wishing to enter the series. Entries can be given in at PFI this weekend to John Hoyle who will be there to accept them or send to Sonja Game the Super One co-ordinator.

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