



## CHRIS INGRAM & RALLY WARRIOR – A CHAMPION INVESTMENT

How would you like to invest in a champion? Already proven at European level, Chris Ingram was 2019 European Rally Champion, and he is now ready for a tilt at the world title. Chris Ingram, has now one goal, to become the World Champion and you can be part of his story...

Battling through the different levels of the rallying pyramid, Chris Ingram has always had to do things the hard way. In fact, his European title came down to a crowdfunding campaign to get him to the last round, after a major sponsor left him in the lurch in the middle of the season. The crowd funding, set-up by his mum, had the desired effect and raised enough to get him to Hungary where he won the European Rally Championship and in doing so became the first British driver to win the European title in 52 years.

For Chris, a deal is now on the table with a top team and a top car for WRC3 in 2021 but to secure this drive for this season he needs to find 500,000 Euro of funding. However, Chris and his team do not think that crowd funding is the answer.

Instead, Chris' backroom team have come up with an innovative idea which could change the face of motorsport – the approach, which is backed by a detailed business plan, is buy shares in a company which owns all of Chris' image rights and driving services which will also own the Rally Warrior brand, seek to exploit this in the future and leveraging from Chris' anticipated success. The fundraise is led by former F1-lawyer Adam Shore with support from London sports law firm Fladgate LLP. Further information on this opportunity is available via the [www.rallywarrior.com](http://www.rallywarrior.com) website.

By investing in Chris' ambitious plans via subscribing for shares in Rally Warrior, it is not only intended that investors will help him reach his full potential to drive in the world championship in 2021 and beyond, ultimately aiming to become the next British driver to win the WRC world title. In addition, through investment, it is hoped that investors will also be able to generate a healthy return on their investment, via the range of commercial rights revenues which Rally Warrior hopes to generate alongside Chris' success.

### MEDIA CONTACT

[investment@rallywarrior.com](mailto:investment@rallywarrior.com)

[www.rallywarrior.com](http://www.rallywarrior.com)



The minimum amount of investment required is £10,000 per investor. It is important for prospective investors to note that this opportunity is only open to those who qualify as 'high net worth individuals' or 'sophisticated investors'. The criteria for these are explained on the "Investment" page at [www.rallywarrior.com](http://www.rallywarrior.com). Please also note that investors will be unable to access information about the investment or the investment itself if they do not meet these thresholds.

The plan is to begin in WRC3 this year (2021), the first rung of the WRC ladder. The total investment needed for 2021 in WRC3 and then WRC2 in 2022 and 2023 is in excess of £1.5M to give Chris the chance of fighting for the title. This amount of funding would give Chris a level playing field with the foreign drivers who have multi million euros of investment and are signed to top level teams. After only two weeks of the fundraise being 'live', substantial pledges have already been given so if you're interested you'd better be quick!

2019 European Rally Champion, Chris Ingram said: 'We have a deal with a top team to drive a Skoda Fabia in WRC3 but we just need to get all our ducks in a row and secure the funding to give us the best possible chance of fighting for the title.'

Chris continued, 'This is a great way of bringing new investors into the sport. It's innovative and they could enjoy a return on investment through my successes. For us to be successful, we have to change with the times, such as creating for investment opportunities, creating a Driver Academy to provide pathway opportunities for up and coming rally drivers, making social media work for us and the sport, bringing a younger audience into the sport through external activities such as adverts, co-branded partnerships with motorsport brands and e-sports and video gaming, modelling and reality TV. These are all activities that we are looking at to further the Chris Ingram and Rally Warrior brands.'

For those that cannot afford a £10,000 investment, there will be ways of supporting Chris through merchandise sales, a fan club which is currently being set-up and other activities which will be announced soon.

Equally, corporate sponsorship opportunities are available to have your brand carried to a worldwide audience through the WRC.

This year 2021, is the first of a six-year plan with the aim at the sixth year to become World Rally Champion. The route will be filled with mud, gravel, snow and tarmac but Chris has his eyes set on the prize and just like in 2019 his focus is fully on the job in hand.

#### FOR MORE INFORMATION

Contact [investment@rallywarrior.com](mailto:investment@rallywarrior.com)

Or

Visit [www.rallywarrior.com](http://www.rallywarrior.com)

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