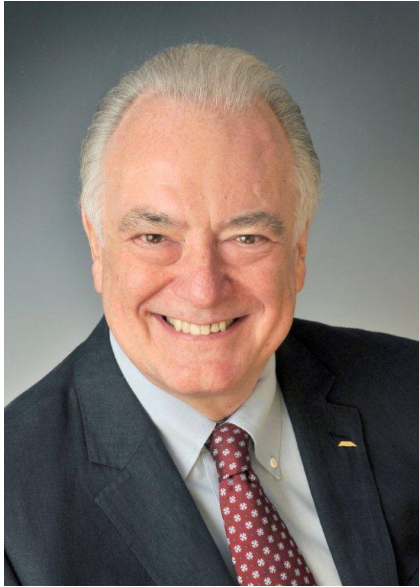


Chris Aylett



Chief Executive Motorsport Industry Association (MIA)

Chris has been Chief Executive of the Motorsport Industry Association (MIA) since 1998 which has become the leading business network for this global industry, with nearly 350 companies in membership which transact over \$6 billion of global business. Worldwide membership now includes F1, World Rally and US teams, major promoters, leading manufacturers, circuit operators, and service providers.

In 2000, he posed the question to the motorsport industry, asking ‘what future is there for motorsport in an energy-efficient world?’ This led to a UK Government-supported review by the MIA of this situation, which created a report entitled ‘Energy Efficient Motorsport (EEMS)’ and outlined the exceptional business opportunities which could be created. In 2003, the MIA created the world’s first international conference on this subject, in Birmingham, following which he has led many similar events around the world which have succeeded in widening the interest in new low-carbon business for motorsport companies.

He has extensive international experience with both his business, and leading trade associations as Past President of the Sports Industries Federation, and has built up a widespread network of key industry contacts. He has successfully developed and promoted the MIA and its members around the world, and regularly leads business development missions to the USA, Europe and other markets, which have proved hugely beneficial to members.

Chris, a former Roosevelt Scholar, was a successful sportscar driver, team owner and race series promoter. He created his own multi-million pound international sporting goods distribution group, experience gained by creating, leading and selling a group of SME companies has proved invaluable.

He is a Fellow of the Motor Industry and the Institute of Directors, and co-author of “Motorsport Going Global: the challenges facing the world’s motorsport industry” published by Palgrave MacMillan.