



Sponsorship reference – Rick Shortle

It has been our great pleasure to be the main team sponsor for Rick Shortle's return to competitive racing in 2018.

Our history with Rick goes back a long way – he used to provide his professional driving services to Fusion in the 1990s, and our Chairman Geoff Mason has always spoken very highly of his demeanour, professionalism and ability.

So when, in late 2017, Rick approached us to see if we'd be interested in sponsoring his Mini 7s entry in 2018, we decided to go for it. This was the first time Fusion had been involved in motorsport team sponsorship, and our justification was three-fold: brand awareness; support of grass-roots motorsport; and providing some staff rewards throughout the year.

Rick made the whole process fun and straightforward – there was no ego, just a talented racer wanting to get back behind the wheel.

He showed a great level of professionalism regarding our goals and objectives from the sponsorship – a trait borne of his extensive experience in both racing and automotive marketing.

I can't recommend Rick highly enough, he brings such humility, humour and enthusiasm, our introduction into the world of motorsport sponsorship was simple, effective and above all, engaging. Our staff loved watching the racing at Brands Hatch, from the perfect viewpoint. Plus, never underestimate the impact of seeing your company branding on a classic racing Mini. We'll remember that forever.

Thanks

Nick Clinton

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