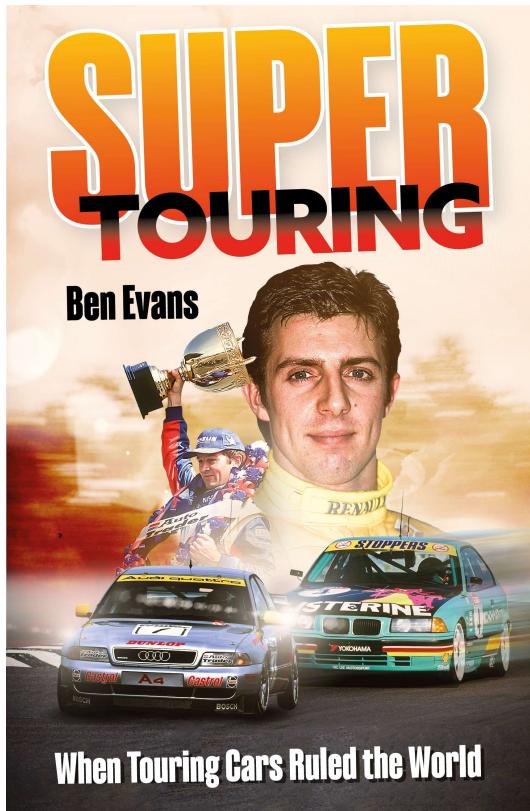




Title information



Super Touring

When Touring Cars Ruled the World

By Ben Evans

Key features

- First book devoted to the Super Touring era in Britain and beyond
- Revisits all the key moments that were enjoyed by millions – dramatic title deciders, spectacular one-off appearances, the crashes and controversies
- Comprehensive season by season review of the British Touring Car Championship
- Includes exclusive interviews with the drivers and paddock personalities of the era
- Reflects the wider interest in the sport – a successful video game, ever-expanding TV coverage and manufacturers spending millions to ‘win on Sunday and sell on Monday’
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

‘The man’s an animal’ – so a furious John Cleland vented to millions of TV viewers after being punted out of the 1992 British Touring Car Championship season finale. In an instant, touring car racing had become box office. *Super Touring: When Touring Cars Ruled the World* is the story of the explosion of touring car racing in the 1990s – underpinned by regulations that led to highly competitive racing and spectacular cars – an era of unrivalled public and manufacturer interest in the sport. At the apex was the British Touring Car Championship, which enjoyed a winning combination of big personalities, crash and bash racing and increasingly exotic machinery. *Super Touring* comprehensively revisits and reappraises a spectacular decade of action, bringing to life the stories of the time, together with new and exclusive interviews with those behind the wheel and in the paddock.

Details

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Telephone: 01256 302692
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