

# BRABHAM™

PROJECT BRABHAM

## **Project Brabham Hits Halfway On First Target In 3.5 Days**

**Banbury, Oxfordshire, UK – Sunday 28 September 2014;** Project Brabham – the bid to return the iconic Brabham Racing team name to the track by Sir Jack's Brabham's youngest son, David, is already halfway to hitting its first crowdfunding target of £250,000 just 3.5 days following its launch.

David, an ex-F1 driver, Le Mans winner and multiple sportscar champion in his own right, is inviting the motorsport community to become a part of the new Brabham Racing team and shape its future through crowdfunding.

Fans across the globe have embraced the open source racing model David is developing which promises openness and transparency, giving fans unprecedented behind-the-scenes access while inspiring drivers and engineers across the globe through the Brabham-Digital immersive online portal.

Nearly 1500 funders have already helped Project Brabham to reach the 50 per cent marker on its first total which, once hit, will ensure the front-end of the new Brabham-Digital portal can be delivered, enabling fans to watch and contribute to the team's initial stages of development.

The community will also be able to vote and interact on certain team decisions from the outset, receiving regular video, written and audio updates until the team is fully formed. A comprehensive prospectus will also allow the team to go after the big investment required for a three-year LMP2 programme in the FIA World Endurance Championship. Brabham Racing aims to be on-track in the WEC and Le Mans 24 Hours in 2015, but also aspires to eventually return to Formula 1.

With such a staggering response from fans and progress made in under four days, it's clear that Project Brabham has the potential to make motorsport and crowdfunding history with 35 days of the crowdfunding phase still to run.

David Brabham commented: "The response to Project Brabham has been absolutely stunning. When you come up with an idea like this you hope people gravitate towards it, but we never dreamt that it would take off around the world so quickly. There's now a strong possibility that we can blow past our first target and move on to the next and beyond.

"The response from across the globe on social media, on email and through the Indiegogo crowdfunding page has been phenomenal. We are only a small team making this happen, but we are watching and listening to the feedback and really appreciate everyone's patience while we respond to people.

"Simply put, the more people who get engaged around the world, the quicker we can go racing. As requested by the community we've built so far, we're going to be looking at introducing even more crowdfunding package levels this week, so please keep checking back on our progress."

The first to back Brabham Racing's vision through crowdfunding will enjoy exclusive rewards only available through this first phase, while anyone donating more than one pound can get from three years and up to lifetime access to one or all three of the Brabham-Digital web applications of Brabham-Fan, Brabham-Driver and Brabham-Engineer.

To find out more detailed information, back Project Brabham and become part of the team, visit the Indiegogo page <http://igg.me/at/project-brabham>