

The Story of Double Racing CHAMPION Niki Lanik and his Continuous Successes

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Niki Lanik, 20 years of age, was born into a successful Austrian family. By the age of 14 Niki had lived in Vienna (Austria), Clearwater (Florida), and had just moved to East Grinstead (England), having attended 3 schools (Volkschule Traiskirchen, Delphi Academy of Florida, and Greenfields School) from 1993 to 2005, he had great success in his academics.

Niki always liked fast cars and car racing. Living at a farm in the countryside this was considered ideal. His father bought him a car for £150 (\$300) which he raced around the fields, and also through some fences... At the age of 16, Niki raced lots of different "field cars" before finding and deciding to do the famous 5-Day Race Intensive course at Silverstone Racing School – Silverstone is one of the most famous Formula 1 race circuits in the world. At the race school he obtained his National-B racing license, and finished 4th in his first ever race (Formula Ford), and 1st in a skid competition (Catherham 7). This was all before he got his regular road driver license.



In 2005 Niki Lanik started the Narconon® UK Race Team with JJ Vannier (one of Niki's best friends) with the slogan "Drive-Against-Drugs". Being his first year of racing Niki achieved good results, winning a race, scoring fastest lap once, winning "Driver of the Day" award, and finally finishing 20th out of 100 entrants in the Stock Hatch Class B championship. In 2005 Narconon® was promoted to around 20,000 people at the race meetings and over the internet. Around £10,000 was raised through neighbours and family friends.



In 2006 Niki stepped up the racing ladder, upgrading to a National-A race license, into a more prestigious car racing championship, the semi-professional UK Renault Clio Cup. This is Britain's most competitive championship and is an excellent way to get

noticed in the world of motorsports. A high percentage of racing drivers go professional after this level. This was sponsored by Drive4Life.tv (a health and anti-drug campaign) and the Lanik family. The slogan was "Drive 4 Life, be drug-free". This was all over websites, the race car, photos, etc. Niki took part in 10 of 20 races in the 2006 season, making a great impact, not just with the campaign, but with his racing skill and his speed, placing 3 times in 6th place, setting 2 fastest laps, and being accredited the "Driver of the Day" award twice. Later on in 2006 Niki entered the Clio Cup Winter Championship, where he went to win the 2006 Winter Title with 3 wins and a 2nd place – his highlight of his racing career.



In 2006 Niki promoted Drive4Life.tv to **180,000** live spectators; over **275,000** readers through magazines and newspapers; and over **3,000,000** people through terrestrial British television, ITV1, in 5 episodes of Motorsport UK.

2007 saw a change of campaign. Niki decided to take up the subject of Human Rights after having met Taron Lexton in London, the maker of the award-winning "30 Rights, 30 Ads" DVD. Human Rights are a broader issue than drug abuse - Human Rights violations are the cause of many wars. Niki then got his head down to find some sponsorship, and came back with 5 sponsors. He closed 5 local companies – Miracle Drywash (www.MiracleDrywash.com), Wealden Workwear (www.wvpe.co.uk), Luxury Sign Design (www.lsdsign.co.uk), G&G Vitamins (www.GandGvitamins.com) and Staden Grange Country House (www.StadenGrangeHotel.co.uk).



2007 brought out the most competitive season ever in British motorsport attracting well over 40 racing drivers for the NEW Renault Clio Championship. Over 10 of the race drivers who entered have won other championships, and have been racing for 10-15 years. After the 2007 Clio Cup Summer Championship, Niki, currently holding an International-C race license, finished in the top 20 of the championship, with a pole position, a fastest lap, many top 10 finishes, a record time, a "Driver of the Day" award, and a favourite of the crowd.



Having won the 2006 Clio Cup Winter Championship, the Youth 4 Human Rights team and Niki Lanik decided to go for the 2nd Winter title back-to-back. With poor

qualifying (3rd, 2x 4th and 7th) Niki came away with four perfect races finishing 3x 1st and 1x 2nd to take the 2007 Winter Championship for the 2nd year in a row. This record-breaking championship win was all over newspapers, magazines and the internet. Simon North, the championship manager (pictured below), took the honours of presenting the championship trophy to 20 year-old Niki Lanik. Niki is the only Austrian ever to win the Clio Cup Winter Championship.



Niki Lanik has been promoting "Youth for Human Rights International", this season alone, and racing in front of **355,000** spectators; **160,000** viewers on live satellite TV coverage; and over a stunning of **6,450,000** viewers on ITV's Motorsport UK. The readership alone in newspapers and magazines add up to **3,785,000** in the UK. Niki also promotes his racing, his sponsors, and the Youth for Human Rights campaign over the internet, getting well over **50,000+** website and video viewers/visitors per year. These above figures add up to **10,800,000** for 2007!!! The Y4HR (Youth 4 Human Rights) Race Team also gives out Youth for Human Rights caps, "Know your Human Rights" booklets, and to selected individuals, the "30 Rights, 30 Ads" DVDs.



2008 saw the race team once again support the "Youth For Human Rights International" campaign, with Miracle Drywash being their main sponsor. Niki Lanik has had his most successful season so far. Even though the team suffered from four non-finishes at the beginning of the season, Lanik managed to turn this around with four podium finishes, two pole positions, one driver of the day award, and many more top 10 finishes – finishing 5th overall in the championship out of 41 competitors. Per statistics for 2008, the team raced in front of **400,000** live spectators, and was broadcasted to around **7,450,000** viewers on ITV1 & ITV Sport. On top of that, the team promoted the YHRI movement and their primary sponsor by handing out a leaflets and booklets. The 21-year old also got many race day and TV interviews, mentioning Human Rights. Further, websites have been getting more visits than the previous year with more videos, photos, and other media available for download by the public with page-views in the excess of **100,000+**. Press releases have also been published in many local newspapers and national magazines to around **4,350,000** readers promoting Niki's successes in the Clio Cup. This adds up to 12,300,000 for 2008 – a 14% increase from the 2007 season.



Niki and the race team have been in partnership with Stancombe Vehicle Engineering for over 3 years now, and will work together once again for 2009. The goal is to win the championship. Stancombe Vehicle Engineering is one of the most successful and well-known teams having won 15 championships over the last 20 years – Niki has helped win 2 of 15 championships by securing the 2006 & 2007 Clio Cup Winter Titles. Read more on their official website: www.stancombevehicleengineering.co.uk



Where do we as a team want to end up? Niki wants to bring the Youth For Human Rights supporting race team into the FIA GT and Le Mans series for 2010. These are two of the most prestigious racing championships in the world. This is going to cost fifteen times more than the Clio Cup, but circulation and coverage will increase up to 2500%, making it worthwhile for sponsors and the human rights campaign. The races are broadcasted live in over 15 countries, with each race being watched by 20 million worldwide minimum, and internet coverage is so large it is hard to measure statistics.

Further information, pictures, videos, etc, can be found on the www.NikiLanik.com.

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