Team CVR was founded with the vision of entering the HIQ MSA British Touring Car Championship as an independent, professional, environmentally-efficient and race-winning team. With race cars running on biofuels, the team operates a zero carbon policy throughout.

Supporting the team's efforts to promote an environmentally-friendly approach to motor racing, experts from BU's Motor Sport Research Group, based within the School of Services Management, will carry out key market research of the team's impact in the media including television, print and online.

The partnership will mean that the BU logo, displayed on the cars, will be seen at some of the country's premier racing series as the team competes at prestigious circuits including Brands Hatch and Silverstone.

Dr Bruce Grant-Braham, director of the Motor Sport Research Group, said: "The team's race cars produce significantly lower carbon emissions than their road-going counterparts and, in line with BU's green philosophy, we are very lucky to be able to examine the evolution of such technology at first hand."

Pushing towards a concept of using motor sport to highlight a more 2(g)TJ0rT*[(p)r