



SEASON LAUNCH EVENT

Serve First HQ, The Spaces, 100 Avebury Blvd, Milton Keynes, MK9 1FH

Tuesday 31st March 2026

12:30 - 16:30

ARRIVAL INFORMATION

The above address will lead you directly to the car park of the Serve First offices. There is limited parking. We recommend the multi-storey car park found at this address:

Elder Gate Station Multi-storey Car Park, Milton Keynes MK9 1LR.

ITINERARY

12:30 – Lights Out - Guest Arrival

Welcome drinks & open networking

12:30 – 16:30 – Fastest Lap Competition

Racing Simulator Challenge live

13:00 – 14:00 – Hosted Lunch Experience

Lunch with the BTCC Team

13:45 – 14:00 – Driver Q&A Session

Featuring:

Árón Taylor-Smith

Mark Blundell

14:00 – 16:00 – Touring Car Experience

Small group tours of BTCC car

Professional photo opportunities

Driver autograph sessions

16:30 – Chequered Flag

Event Departure

WHAT TO EXPECT

The takeover will take place both in the offices and directly outside, so please dress accordingly - just like a usual trackside experience!

If you have any issues on arrival, please contact:

Martha Nirmalan at 07424289655 or martha.nirmalan@servefirst.co.uk