

Global Beach appointed strategic digital media partner to Cosworth Racing

Submitted by: Global Beach

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Cosworth Racing, global automotive engineering specialist, announced today that it has appointed Global Beach, the leading software application developer and fully adaptive managed services provider, to provide a 100% managed portal service and strategic development of all Cosworth content across digital, wireless and other media.

Global Beach has been deploying award-winning digital technology solutions for premier automotive manufacturers and F1 racing teams since 1996. Cosworth chose Global Beach as their strategic digital media and managed services partner for a three-year term, because they offered the market understanding, development expertise and proven ability of rapidly deploying cost-effective adaptive managed solutions globally.

The new portal (www.cosworth.com) will create a feel for what Cosworth is today, enhance internal sales, marketing, PR and Human Resources processes, and enable business owners to manage their digital and marketing and communications strategy without relying on specialist or agency resource.

Brendan Connor, CEO, Cosworth Racing said: "Cosworth Racing is a well-established British racing brand with an unmatched pedigree. We want to establish Cosworth globally as the premier engine supplier and see that digital solutions are central to achieving our goal. By partnering with Global Beach, we will be able to provide our customers with a fully functional, robust and streamlined online service."

Clive Jackson, CEO of Global Beach Group said: "Global Beach has a strong automotive and Formula 1 racing history. Our Keycast™ managed services platform is industry and brand agnostic and we have been able to swiftly re-purpose our IP to deliver a smart, on-demand solution for Cosworth Racing. We are proud that such a global engineering and racing brand has selected us as its strategic digital technology partner."

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Notes to Editors

Cosworth Racing

With experience spanning four decades, Cosworth Racing is a world leader in the design, development and manufacture of ultra-high performance engines for racing, rally and road car application. Cosworth Racing

provides engine technology and design solutions for Formula 1, CART, World Rally car and motorbike racing, as well as racing engine technology transfer to the Premier Automotive Group of Ford Motor Company.

Earlier this year, Cosworth Racing received the prestigious Business of the Year Award at the Motorsport Industry Association (MIA) Awards. For more information, please visit www.cosworth.com

Global Beach

The Global Beach Group is a leading independent professional software developer and adaptive managed services provider. It was founded in 1993 and is a Top Fifty Sunday Times TechTrack company. Its consulting and professional services division is currently ranked fourth amongst Campaign's full service new media companies.

During ten years of consistent growth, it has enjoyed global relationships and projects with many of world's leading corporations, including Jaguar Cars, Hewlett-Packard, Jaguar Racing and Ford Motor Company.

The group has offices in London, Los Angeles and Geneva. For further information, please visit www.globalbeach.com