



PARTNERSHIP PROSPECTUS

Family-built motorsport. Genuine Porsche competition heritage. Practical support for people who drive.



THE PORSCHE 924 AT ACQUISITION / PREVIOUS LIVERY, NO. 52

A PROGRAMME UNDER CONSTRUCTION. A PARTNERSHIP WITH PURPOSE.

2026 / 27

afileonmotorsport.co.uk

MEDIA / COMMERCIAL PARTNERSHIPS / TECHNICAL SUPPORT

01 / THE TEAM

BUILT, NOT BOUGHT AS A BRAND.

An independent, father-and-son motorsport operation built around the realities of going racing: a car, a trailer, the tools, the transport and the people willing to do the work.

THE ROAD HERE

- 2020** **THE BMW E46**
The mechanical project that started the journey.
- THEN** **INFRASTRUCTURE**
Transport and trailer capability came before the race car.
- 2026** **PORSCHE 924**
A genuine competition car became the programme's centre.
- NEXT** **SUSTAINABLE RACING**
Preparation, testing and club entries as resources allow.

THE PEOPLE

PHILLIP AFILÉON

FOUNDER / TEAM PRINCIPAL / DRIVER

Leads car preparation, customer services, the race programme and the commercial direction. Brings experience in automotive repair and professional driving.

PHILLIP J. JONES

CHAIRMAN / FOUNDING BACKER

Provides the financial foundation, transport infrastructure, long-term oversight and practical support behind the operation.

THE AMBITION

Build a race team capable of earning its place in the paddock, with commercial services that support its future rather than a sponsorship story built on promises alone.

02 / THE RACE PROGRAMME

THE CAR IS REAL.

A Porsche 924 with club-racing history and a straightforward mechanical package. Our next chapter is reliability, preparation and meaningful seat time.



ARCHIVE PHOTO / ACQUISITION CONDITION / NO. 52

PORSCHE 924 / COMPETITION SPECIFICATION

2.0 L

NATURALLY ASPIRATED

126 BHP

HISTORIC DYNO REFERENCE

5 + R

CONVERTED GEARBOX

STACK

INSTRUMENTATION

Core equipment includes a stainless exhaust, lightweight battery, aluminium radiator and silicone hoses, motorsport mounts and competition restraint and fire-suppression systems. Safety and eligibility are checked for each event.

THE OPERATION AROUND THE CAR

PRE-TRACK CHECKS

Condition and readiness inspections.

Paddock Support

Routine checks and event-day assistance.

Transport / Recovery

Trailer-based logistics, by quotation.

BMW E46 Hire

Supported arrive-and-drive, subject to availability.

03 / EXISTING RELATIONSHIPS

SUPPORT WITH A PURPOSE.

An established partnership should solve a real problem. The current relationships below are described by what they actually contribute to the Afiléon Motorsport programme.

01

PJJ & CO.

PRINCIPAL FINANCIAL SUPPORT

Founding backing for the car, transport infrastructure and the team's development.

02

RAMAIR

PERFORMANCE FILTRATION

Filtration support aligned with the Porsche 924 competition programme.

03

GT TOWING

TOWING / TRANSPORT SUPPORT

Practical support in the equipment and logistics that get the team to a circuit.

04

DEMON TWEEDS

MOTORSPORT EQUIPMENT

Equipment-focused support for a hands-on grassroots racing operation.

OUR PARTNERSHIP PHILOSOPHY

We do not collect logos for the sake of it. The relationship should make the car, the operation or the customer experience better - and allow us to show that contribution in a credible way.

WHAT ADDITIONAL SUPPORT CAN ENABLE

PREPARE

Consumables and reliability

COMPETE

Testing and race entries

GROW

Transport and content

04 / PARTNERSHIP LEVELS

YOUR NAME. OUR WORK.

A useful partnership has a defined purpose and deliverables we can actually honour. The amounts below are proposed cash-sponsorship starting points, not claims of guaranteed reach.

01

SUPPORTING

£250

An accessible way to back the programme.

- Public welcome announcement
- Partner credit on the website
- Name in selected team communications

02

OFFICIAL

£500

More regular connection to the build.

- All Supporting benefits
- Two additional relevant updates
- Agreed branding on select team material

03

FOUNDING

£1,000

A visible stake in the next chapter.

- All Official benefits
- Dedicated partner-and-car feature
- Proposed race-car branding, subject to space and approved final livery

04

PROGRAMME

FROM £2,500

Tailored support with tailored outcomes.

- Agreed premium brand position
- Written content and activation plan
- Kent vehicle appearance or category exclusivity where feasible and available

MORE THAN MONEY

Technical parts, equipment, workshop help, transport, production support and introductions can also be considered as in-kind arrangements, with value and recognition agreed case by case.

NOTE / PJJ & CO. IS THE EXISTING PRINCIPAL FINANCIAL PARTNER. ALL NEW POSITIONS ARE SUBJECT TO APPROVAL AND AGREEMENT.

05 / WORKING TOGETHER

NOT JUST A LOGO ON A CAR.

We want the relationship to matter to both sides: practical support for the team, recognisable work and credible stories for the partner.

01 / VISIBLE

Approved brand placement across agreed team material, partner listings and - where available - the Porsche's eventual livery.

02 / AUTHENTIC

Workshop progress, car preparation, testing and event content based on work that genuinely happened.

03 / PERSONAL

Car appearances, club introductions and customer-facing events by arrangement, subject to availability, transport and venue permission.

04 / ACCOUNTABLE

Agreed sponsorship term, deliverables, use of logos, approvals and a short record of completed activity.

LET'S BUILD SOMETHING USEFUL.

Tell us what your business does, what you could contribute and what you would like the relationship to achieve. We will propose a sensible scope in writing before either side commits.

PHILLIP AFILÉON

FOUNDER / TEAM PRINCIPAL

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