

# LIFE IN THE FAST LANE



B-Line Business Supplies are no strangers to the world of networking across Oxfordshire. Bumping into a Beesley, which sounds like a board game, is as commonplace as bumping into a table. However, David and Phil Beesley's latest networking venture has taken them trackside, to the high profile world of sports sponsorship through their endorsement of local racing driver, James Walker, in his quest towards his ultimate goal of Formula One.

**James Walker is one of the UK's most promising racing drivers and also one of its most naturally talented. James was born in Jersey but has been living in Summertown, North Oxford, for the last ten years. Last season, James was at his most competitive, fighting for the title in the World Series by Renault, securing wins and podium places at Spa-Francorchamps, Silverstone and Monaco.**

This season, he is representing Liverpool Football Club in the Superleague Formula, a 750 brake horsepower series, a fascinating combination of

Behind every talented sportsman or woman, sponsors are a necessity in the modern day, and Phil Beesley explains how the thrills and spills of motor racing fit into B-Line's marketing mix. "Our core services include stationery, print and furniture and we know that networking works well for our business. We also take a great deal of pleasure in introducing the thousands of Oxfordshire business people we meet to each other. Getting involved with James significantly enhances our profile locally, and will enable us to expand our reach.

"The B-Line logo looks great on the car and we are

with over sixty people in their famous Brooklands VIP Suite, it was the perfect opportunity to mingle with other business people and have a brilliant day out. We're planning our European schedule at the moment and looking forward to inviting some of our clients to Brands Hatch on August 1st."

"James also hosts monthly networking lunches in Oxford for his members and is planning a track day at Silverstone, where he will share some of his racing know-how and then let us loose racing around Silverstone! His team are planning a couple of other high profile Oxfordshire events in

**"Getting involved with James significantly enhances our profile locally, and will enable us to expand our reach"**

football and motorsport, which has proved extremely popular in Europe and is growing in stature in the UK.

James is driving for last year's champions, and commented. "It was fantastic to be invited up to Anfield to watch the Liverpool v Portsmouth game. I was invited onto the pitch at half-time to be introduced to the Liverpool fans, an unforgettable moment. I was made to feel very welcome and I hope I can do them proud on the race track."

really looking forward to incorporating the professional photos of James racing at the classic tracks such as Silverstone, Nürburgring, Magny Cours and Brands Hatch into our marketing material.

"James and his team have put together a really interesting programme for this season's new members of James Walker Motorsport. As well as the corporate branding opportunities, we benefit from VIP hospitality at all twelve races. We had a fantastic day at Silverstone on Easter Sunday and,

the summer, which means there will be plenty of opportunities to meet like-minded business people and have some fun. We might even win a little additional business this season!"

**If you would like to join B-Line at James Walker Motorsport, please contact James Walker or Chris Hooton at the Oxford offices of Orchardis Media on 01865 339 429 or email [jameswalker@orchadis.com](mailto:jameswalker@orchadis.com).**