



Andreas and Jessica Bäckman's journey  
towards the TCR Europe Championship in 2020

# The Bäckman siblings aim to bring home the title in 2020

The 2019 season in TCR Europe led to several podium spots for Andreas and Jessica Bäckman. Now they are fully investing in bringing home the title in 2020. Are you interested in becoming a part of their journey towards the goal? Read more about the Bäckman siblings exciting journey to the top of the TCR Europe championship!

Growing up in Sweden's largest military city Boden, the Bäckman siblings comes from a family with great interest in motorsport. Their uncle used to drive rallycross and is currently driving in rally, while their dad always has been fixing cars. But it was their mom who made the siblings' racing career dawn as she registered them to a go-kart school she read about in the newspaper. In 2006, both siblings had already started competing in go-karting, first locally, then nationally and in 2010 they entered the world stage to meet the world's leading drivers. After ten years of driving on karting tracks in Spain, France, Belgium, Germany, UK, Portugal, Las Vegas and New Orleans, they decided in 2017 to take the next step in their racing careers.

## **TAKING THE STEP TO RALLYCROSS FOR NEW EXPERIENCES**

Andreas and Jessica now began to drive rallycross, which in addition to asphalt also includes gravel and significantly larger cars that requires a completely different driving

technique. This meant new challenges but in the long term, it gave them a significant experience of car control and the siblings have learned the fascination with shorter races, where it is important to be alert already from the start.

## **READY TO MEET EUROPE'S RACING ELITE**

For 2018, Andreas and Jessica took the step up to racing and started to compete in Touring Cars. During the year they competed in the STCC, the Scandinavian Touring Car Championship, as well as in the British counterpart TCR UK. They also did an appearance in the European series TCR Europe. In car-racing, they could safely lean on the experience of go-karting and rallycross. Although a touring car is much larger and heavier than the previous cars they competed with, the driving technique was more like a go-kart. In 2019, the siblings decided to make a full-time switch to the TCR Europe championship with their new team Target Competition and their new Hyundai i30 N TCR-cars.

## **TCR EUROPE PODIUM SPOTS BROUGHT A DESIRE FOR MORE**

When Hyundai Motorsport GmbH launched their major junior project in 2019: Hyundai Motorsport Customer Racing Junior Driver (an initiative that promotes selected, promising racing stars), Andreas and Jessica were elected. This includes coaching, developing training and professional media management, and the support was definitely a factor in the siblings' success during the year. Andreas, for example, had a victory in the TCR Europe event in Barcelona and took two consecutive pole-positions during the season, while Jessica took podium spots in three different championships (TCR Europe, TCR Germany and TCR Scandinavia) during the year. The good results have definitely provided a desire for more and the siblings are now fully investing in bringing home the title in 2020 – and reaching their future goal of competing in the World Cup, the WTCR series.







## Key facts

**Born:** .....August 29th, 1995

**Lives:** .....Boden, Sweden

**Occupation:** Racing driver for Target Competition, studying for a Master of Science in engineering at the Luleå University of Technology

**Merits:** .....Race winner in TCR Europe in 2019, Race-winner in TCR UK in 2018, Vice-World Karting Champion 2015, Swedish Karting Champion 2013

**Role model:** Marc Márquez

**Currently:**...TCR Europe campaign 2020

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07

- 3rd place in the first round of the North Swedish Championship, Micro

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08

- Winner of the District Championship Final, Mini
- 4th place in one round of Rotax Max Challenge Finland, Rotax Max Junior

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09

- 9th place in the Swedish Championship, KF3
- 4th place overall in the MKR series, Rotax Max Junior

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10

- 3rd place in one round of Estonian Championship, Rotax Max Junior
- District Champion, Rotax Max

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14

- 3rd place overall, Rotax Euro Challenge, Rotax DD2
- 3rd place in the Swedish Championship, KZ2
- Winner of the Rotax Euro Challenge Final, Rotax DD2
- Winner of the last event of the Belgian Karting Championship, Rotax DD2

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13

- 3rd place in the third round of Rotax Euro Challenge, Rotax DD2
- 3rd place overall in the Belgian Karting Championship, Rotax DD2
- Swedish Champion, KF2
- Winner in the second round of the Belgian Karting Championship, Rotax DD2

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12

- 4th place overall in Rotax Max Challenge Sweden, Rotax Max
- 14th place in the debut race in the Rotax DD2 Karting World Championship

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11

- Winner of Tom Trana Trophy, Rotax Max

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15

- 4th place in the Swedish Championship, KZ2
- Rotax International Open Champion, Rotax DD2
- North Swedish Champion, KZ2
- Vice-World Karting Champion, Rotax DD2

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16

- Two wins in the Swedish Ice-Racing Championship
- Rotax International Open Champion, Rotax DD2

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17

- Winner of the RX2 Most Improved Driver of the Year-award
- 5th position in the Rallycross World Championship round in Hell, Norway in RX2
- 4th position in the Rallycross World Championship round in Höljes, Sweden and had the fastest lap in the Final, RX2
- Winner of the first round of the Italian Rallycross Championship (TRX) in Maggiora, Italy

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18

- 4th overall in the Swedish Junior Championship/JTCC
- 2nd place in Göteborgs Stora Pris, KZ2 (Karting)
- 3rd place in the TCR UK Championship
- One win in JTCC at Anderstorp, STCC
- Six podium finishes and three fastest laps in the TCR UK Championship
- Two wins and three podiums in the Swedish Ice-Racing Championship
- Race win and pole position at Croft, TCR UK

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19

- Winner in TCR Europe in Barcelona
- Two consecutive pole-positions in TCR Europe in Oschersleben and Barcelona
- 4th place in the TCR Europe Championship



# Andreas Bäckman

Andreas got his karting license in 2005 at Luleå's karting school in Sweden. He started his racing career the year after in the North Swedish Championship, and soon drove in many races in Sweden before he started his international career in 2010. In the years that followed Andreas raced around the world, with competitions and successes in Spain, France, Belgium, Germany, England, Portugal, Las Vegas and New Orleans. During 2014–2016 he drove for the factory-team Kosmic, in the Formula 1 of Karting.

In the long run, I want to challenge the competition and become the best racing driver in the world. To reach that point, I need to be able to do this for a living so that I can focus on continuing my development.

In 2018, Andreas took the step up to Racing and started to compete in Touring Cars. During the season he competed in STCC, Scandinavian Touring Car Championship, and also in the British counterpart TCR UK. He also did an appearance in the European series TCR Europe, where he later on competed and achieved one win and two consecutive pole-positions in 2019.

My main strength is that I'm consistent, which means I usually always reach top results. I'm constantly working on improving my lowest level to become as good as I possibly can. In addition, I spend a lot of time on physical training and following all motorsport – it's my way of keeping up-to-date.





# Jessica Bäckman

Jessica Bäckman started at a karting school when she was seven years old, but had to wait for two more years before she was old enough to take her license. In 2006, she made her debut in the North Swedish Championship, and continued to compete in Stockholm as well as in the south of Sweden and internationally. In 2014–2015, she started to drive for the Italian factory team Kosmic, in a series similar to the Formula 1 of Karting. It brought tough and hard races that provided a very good training for the future.

The goal for 2020 is to compete for the podium places in the championship, to reach the world elite in the TCR: World Touring Car Championship WTCR in 2021.

In 2017 Jessica, just like her brother Andreas, started with rallycross and in 2018, Jessica competed in the Scandinavian Touring Car Championship, STCC. She also competed in the British counterpart TCR UK, where she safely could lean against her experiences of both karting and rallycross. Jessica entered 2019 with both a new car, a new team and a new championship and she ended up reaching no less than three podium finishes during the season.

*My strength is that I truly enjoy to race, which means that if I see a gap, then I'm going for it. I'm also good at staying calm even when it doesn't turn out as I had imagined sometimes.*



## Key facts

**Born:** .....August 25th, 1997

**Lives:** .....Boden, Sweden

**Occupation:** Racing driver for the Target Competition team, studying to become a MBA (Master of Science in Business and Economics) at the Luleå University of Technology

**Merits:** .....Three TCR podium finishes in 2019, 3 times Swedish Champion, 4th TCR UK driver championship and 2nd TCR UK race at Brands Hatch.

**Role model:** Michael Schumacher

**Currently:**...TCR Europe campaign 2020

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06

- Cadetti 2006
- Won her first race ever in karting

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08

- 1st place in District Championship Formula Micro 2007-2008
- 2nd place in North Swedish Cup

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09

- 3rd place in North Swedish Cup Formula mini & J-60
- 3rd place in Swedish Cup

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11

- 4th place in Swedish Championship, Rotax Max Junior
- Rotax Max Junior & KF3 2010-2011
- 4th place Tom Trana Trophy, KF3

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15

- 2nd place in Belgian Karting Championship event 6
- 3rd place in German Karting Championship event 4, KF2
- 1st place in Belgian Karting Championship event 5 Rotax Max Senior & KF2

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14

- 1st place in Belgian Karting Championship event 2
- 3rd place in European Championship/Winter Cup
- Rotax Max Senior & KF2
- 8th place in German Karting Championship, KF2
- 2nd place in Swedish Championship, KF2

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13

- 1st place in Belgian Karting Championship event 1
- Rotax Max Senior 2013
- 6th place in Shenington event 6

20  
12

- Best woman in Karting World Championship
- 5th place in European Championship event 3
- Rotax Max Junior
- 7th place Super 1 event 5
- 1st place in Swedish Championship

20  
16

- 3rd place in Belgian Karting Championship
- 4th place in European Championship event 3
- Pole position in European Championship
- Rotax Max Senior, Senior 125, OK & Rallycross
- 5th place in RallyX Nordic event 6, RX2
- Pole position in Belgian Karting Championship
- 1st place in Swedish Championship, Senior 125

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17

- Best woman in Karting World Championship, RX2
- 1st place in Swedish Championship, Senior 125
- 5th place in RallyX Nordic event 6, RX2 Rallycross (RX2) & Senior 125

20  
18

- 4th TCR UK Driver Championship
- 2nd place in TCR UK event 3, Brands Hatch – therefor first woman in the UK and second woman in the world to score a podium position in a TCR championship. Racing – STCC, TCR UK & TCR Europe 2018

20  
19

- 2nd place in TCR Germany at Hockenheim
- 3rd place in TCR Europe at Hockenheim
- 3rd place in TCR Scandinavia at Anderstorp
- 6th place in FIA Motorsport Games







# The Team

The siblings each run a Hyundai i30 N TCR car for one of the absolute best TCR teams, Target Competition, which has a big track record.

The team was founded in 2004 by Andreas and Markus Gummerer and is today one of Europe's most qualified racing teams.

In 2015, the team won both the driver and team championships in the international series TCR International. In 2017, Target Competition became team champion in TCR Europe. After a disappointing 2018 season, the team was back in 2019 and managed to win both the TCR Europe Drivers' and Teams' Championship. Heading into 2020, the team aims to defend both their titles. The team was founded in 2004 by Andreas and Markus Gummerer and is today one of Europe's most qualified racing teams.



# TCR Europe

59

Drivers

34

Teams

7

Events

8

Winning  
drivers 2019

TCR Europe stands for Touring Car Racing Europe and is the European series for Touring Cars. The series holds seven events around Europe and is the second largest series in TCR after the World Touring Car Cup, WTCR. The TCR concept has flourished worldwide and established itself in competitive series at both international and national levels. TCR Europe ran its first season in 2018, replaced the TCR Europe Trophy (a competition that was previously held once a year) and then founded a new European Championship for TCR cars.

In 2019, over 37 drivers competed in the TCR Europe series and the level is extremely high, thanks to the participation of elite drivers from all over Europe. The 2018 champion Mikel Azcona took the step up to the WTCR for the 2019 season, which shows that TCR Europe enables a natural and direct entry into the World Cup.

All races are broadcasted live on social media at JA Bäckman's Facebook page and at TCR TV on YouTube.

37

PEAK OF DRIVERS  
IN HUNGARORING 2019

14

Races

7

Brands

6

Countries

## Calendar 2020



**Spa-Francorchamps,  
Belgium**  
May 1st-2nd



**Red Bull Ring,  
Austria**  
May 16th-17th



**Oschersleben,  
Germany**  
June 27th-28th



**Paul Ricard,  
France**  
July 18th-19th



**Zolder,  
Belgium**  
September 12th-13th



**Monza,  
Italy**  
September 26th-27th



**Barcelona,  
Spain**  
October 10th-11th





# Sponsorship opportunities

The young, promising racing drivers Andreas and Jessica Bäckman are now meeting an exciting and brilliant future. As winners in TCR Europe, TCR UK, multiple Swedish champions in go-kart and highly ranked in almost all competitions in which they compete, the siblings' journey has just begun. Here you can read more about the different cooperation opportunities offered.



## SOCIAL MEDIA POSTS

With over 40 000 of followers on social channels such as Facebook, Instagram, Twitter, LinkedIn and YouTube, the Bäckman siblings reach out to a broad, highly receptive target group daily.

Increase your company's reach and start a collaboration with the siblings, where they tag your company in the social posts and thus creates credibility for your brand.

Here, your request is welcomed and together we arrange it to suit both parties perfectly.



## NEWSLETTER

JA Bäckman is sending out newsletters and press-releases in both Swedish and English on both Mynewsdesk and on email, before and after each race weekend. Here is an opportunity to reach new potential customers by placing your logo in each newsletter.



## JA-BACKMAN.COM

On the siblings' professional websites, your company is allowed to take a seat as a sponsor, with brief information followed by a link to your website. The opportunity is great for you to be seen in a new forum, where new potential contacts finds your brand.





#### ADVERTISING AREA ON RACE SUIT, RACE CAR, CLOTHING

The racing suits, cars, helmets and team clothing provides a great opportunity for exposure on the track as well as medially in the form of TV, news articles, pictures and videos that are produced. Together with the siblings' marketing team, it is ensured that your company's logo is clearly visible and goes well with the other



#### AMBASSADORS

Andreas and Jessica Bäckman, with their warm, driven personalities, are credible ambassadors for your company, for its general marketing or for the purpose of giving lectures or similar. The racing passion of the siblings quickly spreads and can inspire even off the race track.

#### CORPORATE GO-KART EVENTS

Perfect for corporate summer party or fall kick-off; Organize a corporate event with a go-kart race, good food and drinks together with the Bäckman siblings on your local go-kart track. Here, a speedy experience is promised where Jessica and Andreas share the basic knowledge, give good advices and ensure an experience beyond the ordinary.

#### EVENT AT GELLERÅSEN

Take the chance to experience a racing driver's everyday life - at Gelleråsen Arena in Karlskoga, Sweden it is possible!

Gelleråsen Arena is a very technical circuit of 2400 meters where Sweden's largest racing competitions are held. For a day you step into the intense world of racing, where driving lessons is accompanied by everything from driving position to cornering techniques.

Knowledge is not only interesting for the day itself; You leave the arena with an increased understanding of the car and new conditions for more enjoyable driving - every day.

**gelleråsen**  
ARENA





## VIP- hospitality

Experience the TCR Europe series up close with various VIP Hospitality packages at the race events. Get access to food and drink in the TCR Series Hospitality, which is located in the paddock area next to the race teams and the race cars. The best spectator tickets and access to the paddock area is included in the VIP-packages. Here, you, your colleagues and potential partners experience intense and speedy racing up close.









# Become a part of the Bäckman siblings journey!

Andreas and Jessica Bäckman have international impact but also local and national anchoring. With a down-to-earth approach and a genuine desire to always evolve, they can offer you and your business a unique collaboration – in Sweden and abroad in Europe.



Use TCR Europe as an event platform.



Create attention to your business in social media or online.



Use the exposure of your brand in media and television.



Let Jessica and Andreas be your ambassadors. They can hold lectures, being present at customer meetings etc.







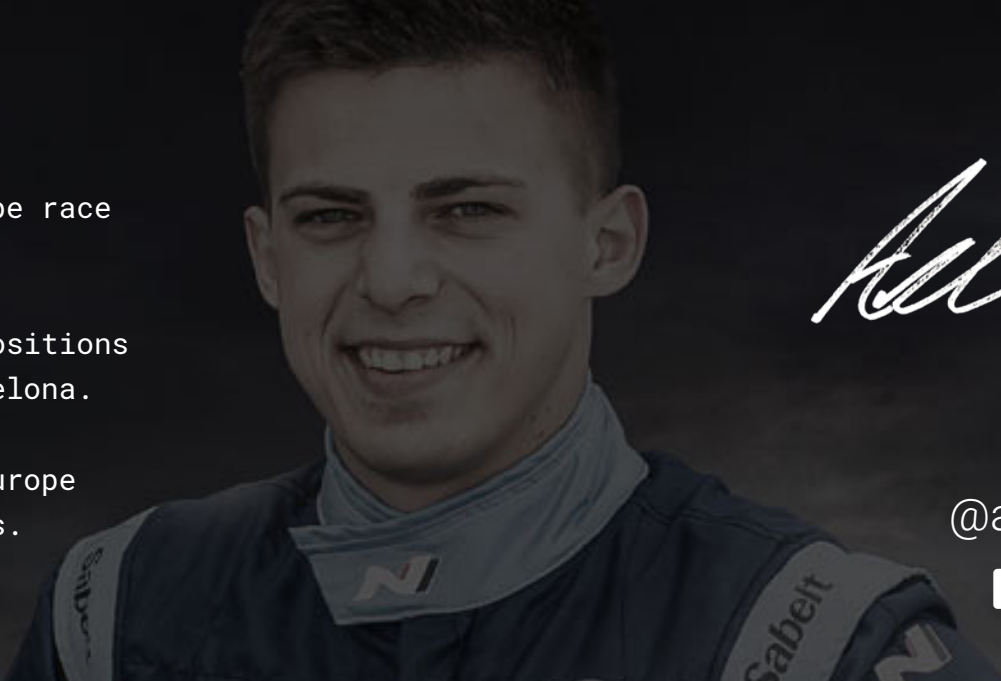
@jabaeckman  
ja-backman.com

# The 2019 racing year

During 2019 Andreas and Jessica Bäckman competed for the Italian team Target Competition in the TCR Europe championship, as well as they've made entries in the national series TCR Germany and TCR Scandinavia. With an Hyundai i30 N TCR car each, they have entered numerous of famous tracks such as the German Hockenheimring and the Belgian Circuit de Spa-Francorchamps. The year has brought great lessons – and impressive results.







• Winner of the TCR Europe race in Barcelona.

• Two consecutive pole-positions in Oschersleben and Barcelona.

• 3rd place in the TCR Europe race in Spa-Francorchamps.



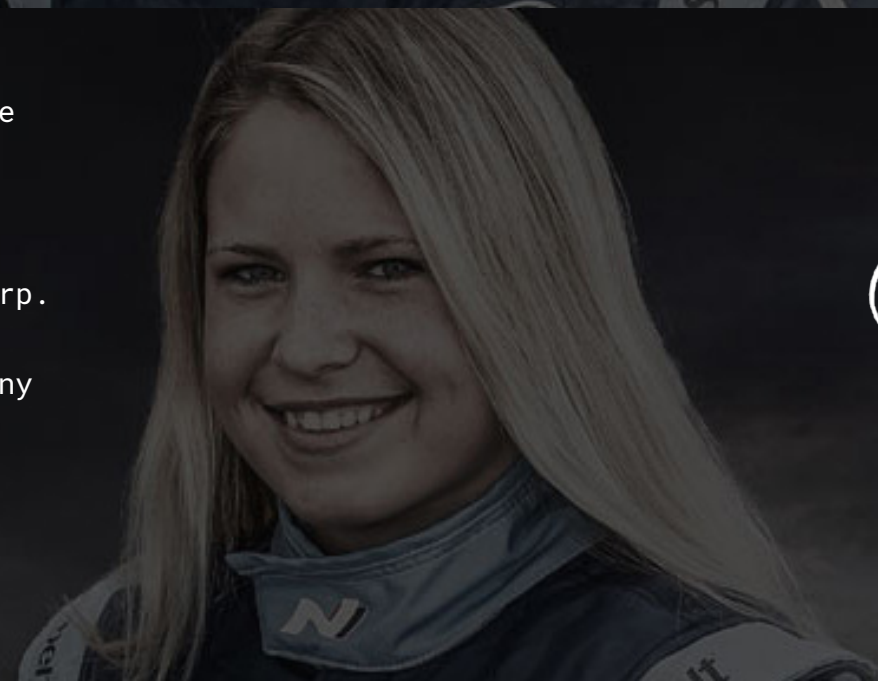
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• 3rd place in the TCR Europe race in Hockenheim.

• 3rd place in the TCR Scandinavia race in Anderstorp.

• 2nd place in the TCR Germany race in Hockenheim.

• 6th place in the FIA Motorsport Games.



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