



ISLE OF MAN

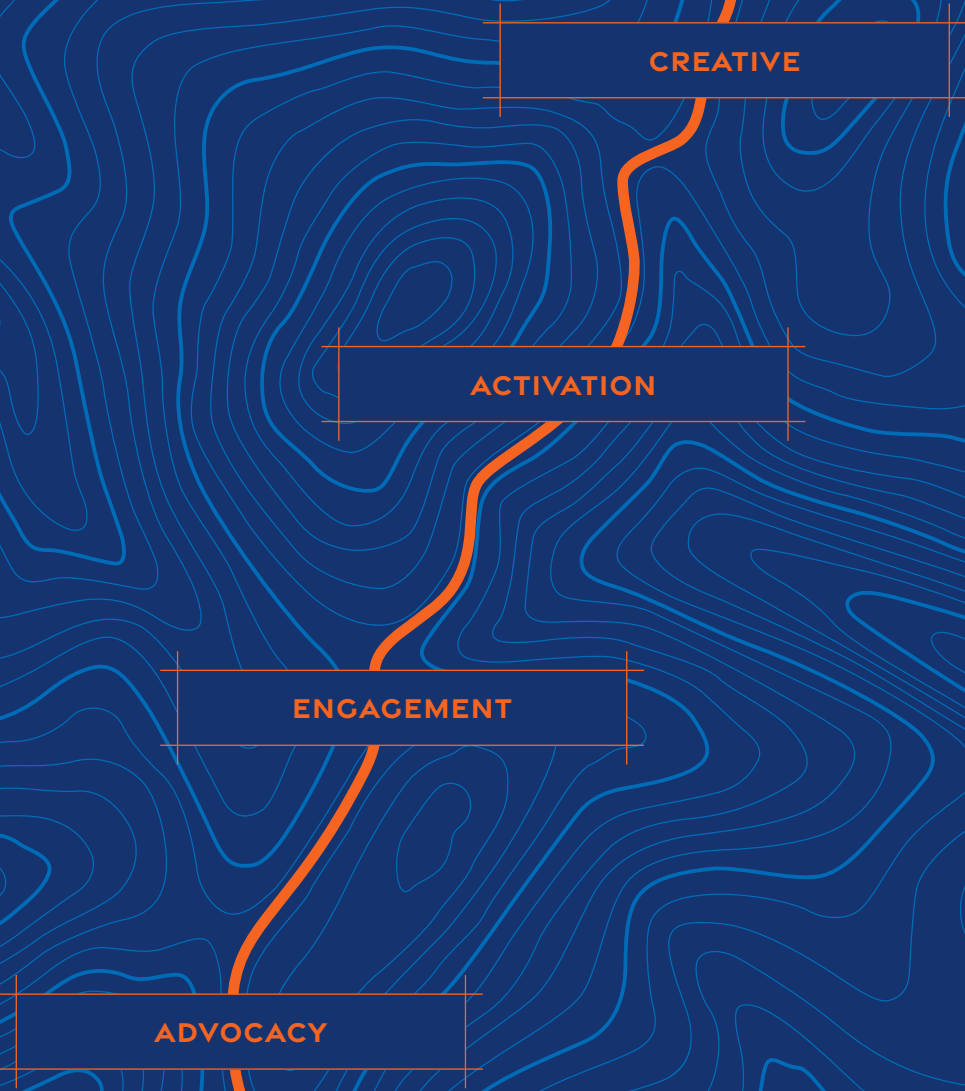
TOURIST TROPHY

SPONSORSHIP OPPORTUNITIES

INVITATION TO DISCUSS OFFICIAL SPONSOR AND PARTNER STATUS

This document is issued by the Isle of Man Government’s Department for Enterprise Motorsport Team—the commercial rights holder of the Isle of Man TT Races. The Isle of Man Government is seeking to partner with suitable companies who wish to become official sponsors and partners of the TT from 2027 for a period of up to five years. This document acts as a guide and provides a basis for partnership negotiation.

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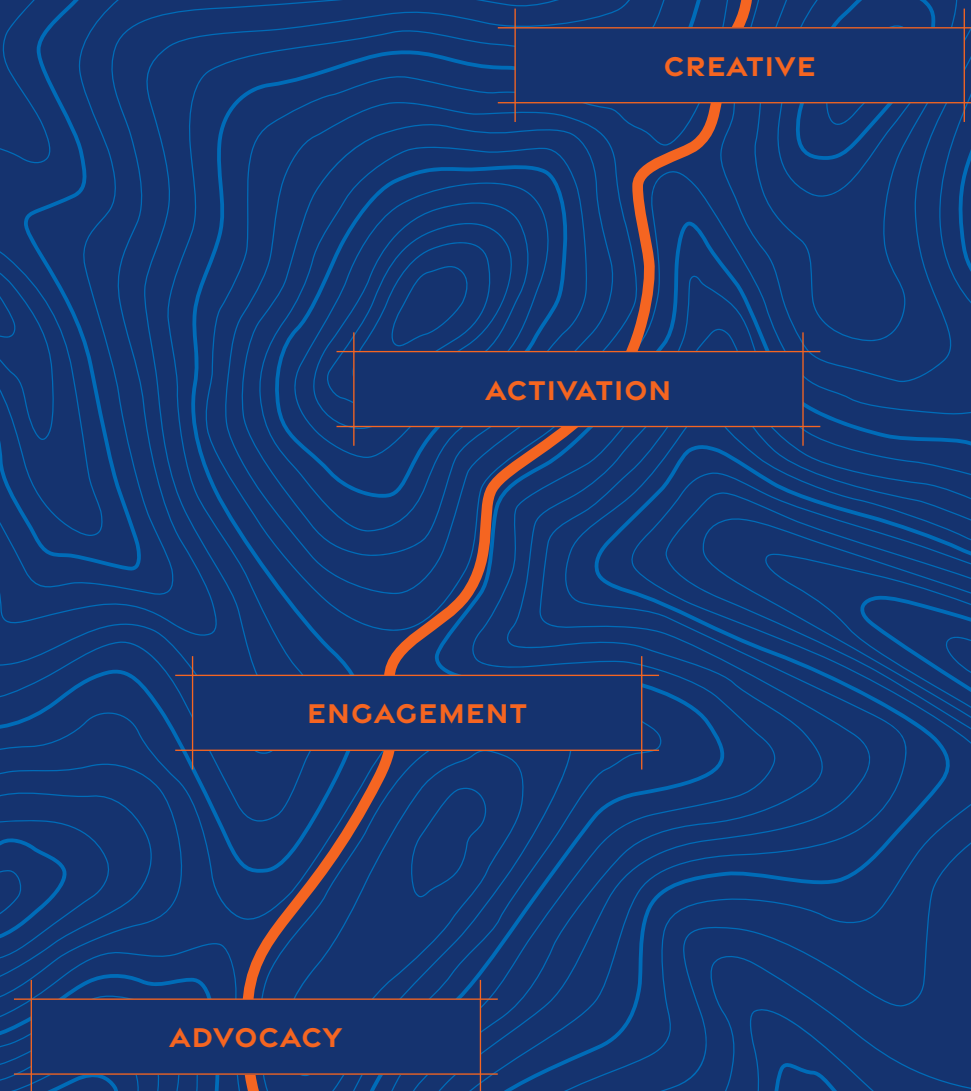


ACTIVATING OUR PARTNERSHIP

We are looking to work with forward-thinking, ambitious and creative companies that complement the TT. Our partners will understand that sponsorship means gaining access not only to the TT's tangible assets, but also the event's intangible assets, the perception, heritage and cultural standing of the Isle of Man TT Races.

Our partners will understand that an integrated sponsorship programme focusing on activation is the best way to engage with TT fans. Our partners will seek to leverage the right mix of assets to do this effectively, targeting those sections of the TT audience which are most receptive, building meaningful relationships and prioritising leads and advocacy over sales. We are therefore inviting interested parties to discuss the following:

- i. A package of core benefits
- ii. Additional activation proposals
- iii. Additional media opportunities
- iv. A confirmed sponsorship rights fee



The background of the image consists of a dark blue field filled with intricate, light blue wavy lines that resemble topographical contour lines or a marbled pattern. These lines flow across the entire frame, creating a sense of movement and depth. Centered horizontally is a solid orange rectangular box. Inside this box, the text "THE TT TODAY" is written in a bold, white, sans-serif typeface. The text is all-caps and has a clean, modern feel. The orange box is slightly offset from the edges of the image, and the white text stands out sharply against the orange background.

THE TT TODAY

EXTRAORDINARY

Formula 1, World Endurance and MotoGP can all trace their history back to this small island in the British Isles as first cars in 1904 and bikes in 1905 were trialled around the Isle of Man's public roads. Car racing would come and go, but thanks to a handful of visionary pioneers, motorcycling found its spiritual home.

Established two years later in 1907, the Isle of Man TT Races is the world's oldest continuous motorsport event. Instantly capturing the attention and imagination of the two-wheeled world, the TT has since spent decades at the forefront of motorcycle development; the world's leading manufacturers drawn to the Isle of Man to explore the true limits of their machines in their quest for TT glory.

Inspired in turn by incredible feats of engineering and tales of astounding bravery, the TT has also forged a long list of notable motor-sporting heroes over the intervening years as competitors flocked to the island, intent on making their name racing the TT Mountain Course. Think Duke, Surtees, Hailwood and Agostini.

Yet whilst the TT has its roots in the past, it has always evolved; sure of its own place in the modern world. Yes, it can genuinely boast a level of authenticity that only comes with such history and heritage, but the TT is still pushing the boundaries of what is possible – a contemporary, albeit unique, sporting event where the latest factory-developed motorcycles are still ridden to the absolute limits by those who dare to dream.

The TT was always for those seeking something extraordinary.

It still is.



UNIQUE

Described by Murray Walker OBE as ‘the greatest motor-sporting event in the world’, the TT is a truly unique spectacle that has no equal and no substitute. With speeds nudging an incredible 200mph, the skill, bravery and concentration levels required from each and every competitor are immense.

THE SPIRIT OF THE TT

Yet the true nature of the TT goes beyond the fight to be the fastest rider around the world-famous TT Course. There are also the unseen battles of the heart, as competitors constantly weigh up risk and reward against a backdrop of family life and, perhaps, ultimate loss. The TT is a story about freedom of choice, the strength of human spirit and the will to win.

THE TT MOUNTAIN COURSE

Whether it’s the tight and twisty roads through tree-lined glens, the narrow villages with their pubs, telegraph poles and phone boxes, or the sweeping slopes that surround Snaefell Mountain, the TT Course captures the imagination like no other venue. It is steeped in history too, remaining largely unchanged since 1911, while other classic circuits have been discontinued or redesigned to become increasingly unrecognisable.



PILGRIMAGE

Each June, the Isle of Man becomes a mecca for motorcyclists with its country lanes handed over to leather-clad tourists and its seaside resorts handed over to stunt shows, rock bands and fairgrounds. Its people have welcomed the annual influx of fans for over a century now and together they have created a very special event that 115 years on not only remains part of the Island's DNA, but also continues to reverberate around the globe.

PASSION & DEDICATION

Fiercely proud and deeply loyal, TT fans often turn their first visit to the famous races into a lifetime of annual pilgrimage. TT fans also like to meet other TT fans. They love nothing more than to share their tales and knowledge of a unique event gained through years of unquestionable dedication and invested emotion. Most of all, they are bound by their mutual love of a spectacularly dangerous sport and their continuing admiration for those who display such skill and bravery in pursuit of glory.



ABOUT US

A cross-departmental team run and manage the TT, with representatives from the Isle of Man Government Department of Infrastructure, Department of Health and Department for Enterprise sitting on management boards across all aspects of the races. The races are organised and operated by ACU Events Ltd, which sits within the ACU, the Governing body of Motorcycle Racing in the United Kingdom.

A UNIQUE PLATFORM

The TT has continued to grow and develop commercially under the stewardship of the Isle of Man Government Department for Enterprise, establishing control of trademarks and intellectual property rights, and building a commercial and marketing programme around the island's most famous event. The TT also offers VIP hospitality and provides blue-chip companies with a unique platform with which to achieve their own commercial objectives.

Official sponsors also enjoy worldwide exposure through an extensive trackside and event-branding programme positioned to capitalise on the globally available broadcast content. Kantar Media evaluate sponsors' exposure against the verified audience data to ensure that sponsors receive a commensurate return on their investment and can evaluate and assess the value of any investment.



GOING GLOBAL

After a two-year hiatus due to the global pandemic, the Isle of Man TT Races made a successful return in 2022, strengthened by the recent introduction of a new strategy (Seven Pillars for Success), created to ensure the long-term sustainability and viability of the TT.

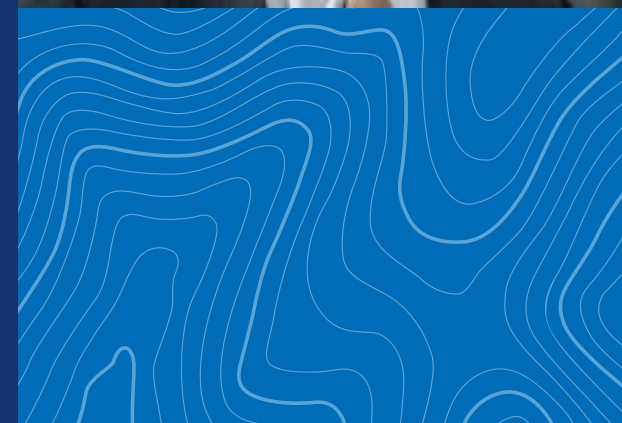
The strategy is based on the most extensive research conducted in the event's history and outlines a road map of tactics and desired outcomes. It encompasses every aspect of event delivery, including sponsorship, safety and sustainability.

The TT strategy also includes a commercial and marketing programme designed to grow the event's global audience through several new initiatives. The most eye-catching of these is the introduction of live TV coverage, available to 4 billion internet users via the TT's new OTT channel, TT+.

It was confirmed during the 2025 TT Races that Amazon have purchased the episodic TT Docuseries filmed at the 2024 TT Races, produced by leading sports documentary makers Box to Box. The four part series will be broadcast on Amazon ahead of the 2027 TT Races, with the intention to produce a further series.

Amazon have also secured on the Motion Picture project, produced by Free Association's Channing Tatum and Brad Pitt via his production company Plan B, which has now completed filming and is likely to be released in 2027.

This could further extend to the live broadcast of every race alongside the existing TT+ subscription service via global streaming platform or broadcast partners.



The background of the image consists of a dark blue field filled with intricate, light blue topographic contour lines. These lines form a complex, organic pattern of swirling and looping shapes, reminiscent of a topographic map. In the center of the image, there is a solid orange rectangular box. The text "OUR AUDIENCE" is written in white, bold, uppercase letters within this box. The text is centered both horizontally and vertically within the orange rectangle. The orange box has small, thin white lines at its corners, suggesting it might be a design element or a placeholder for a logo.

OUR AUDIENCE

ATTENDANCE

The TT now boasts a trackside audience larger than that found at the British MotoGP, with 10% more visiting fans compared to the official attendance figures for Silverstone.

But that's not all. The TT's trackside audience is also swelled annually by thousands more race fans who are lucky enough to be residents of this motorcycling-mad island, where motorcycle ownership is up to three times higher than in the European motorcycling heartlands. Our survey data also shows that younger local residents are also very much engaged with the TT today, and are swelling crowds even further – not just around the TT Course, but also at the Grandstand, Paddock, and Fan Park.

The number of visiting fans continues to be driven by the worldwide growth in audience interest and fan engagement. In addition, the re-designed race schedule – introduced in time for TT 2023 – has also led to a significant growth in bed nights (up 40,000 compared to a pre-pandemic high in 2019).

51k

**NUMBER OF
VISITORS IN 2024**



AUDIENCE

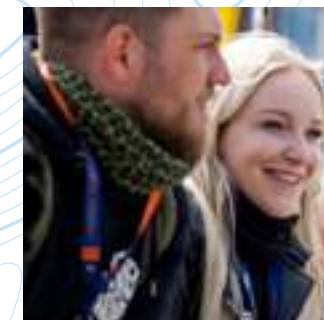
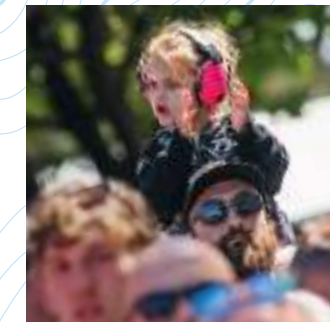


336k

**TOTAL NUMBER OF
BED NIGHTS**

98%

**APPROVAL RATING
FROM VISITORS**



35%

**PERCENTAGE OF
FIRST-TIME VISITORS**

GLOBAL PULL

TT fans are extremely loyal, regularly making up two-thirds of annual visitors, but the TT is consistently seeing a high number of first-time visitors (up to 35%) year-on-year, a testament to the growing profile and interest in the modern races.

While the TT naturally draws a UK and Ireland-centric audience, the number of overseas visitors continues to rise, with as many as one-in-four visitors (28%) now coming from outside the British Isles. This trend is particularly evident in the growing interest from the USA, now the largest single-nation market for the TT overseas. Other English-speaking countries, such as Australia, New Zealand, and Canada, are also emerging as important markets for TT broadcasts and other content.

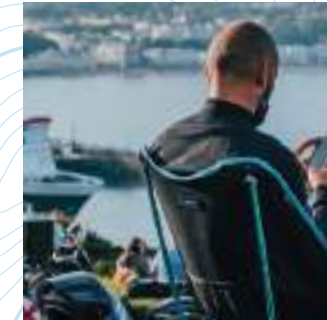
EUROPE AND THE TT

The TT has always been popular with visitors from the traditional European motorcycling heartlands, with Germany consistently ranking as the third-largest market for the TT worldwide across all our key metrics: visitors, free-to-air TV, and pay-per-view live coverage. The TT also enjoys significant popularity in France, Spain, and Italy, while the Netherlands has emerged as one of the fastest-growing markets with viewers of the TT+ live coverage in that country growing by 125% in three years.

1st
UK & IRE

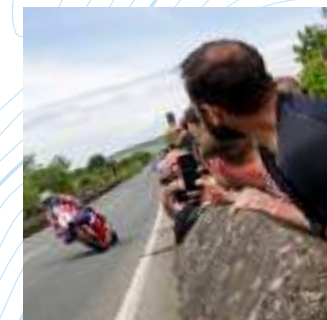


AUDIENCE



2nd
USA

3rd
GERMANY



4th
AUSTRALIA

LIVE SETTINGS

The TT is famous for gifting fans a level of access they simply don't enjoy elsewhere.

OPEN PADDOCK

The TT has always boasted an open-paddock policy, allowing race fans (young and old) to meet their heroes and watch the race preparations inside the team garages. Race paddocks may be off limits at other events, but here at the TT we work hard to deliver this sort of accessibility for our fans each year.

TT FAN PARK

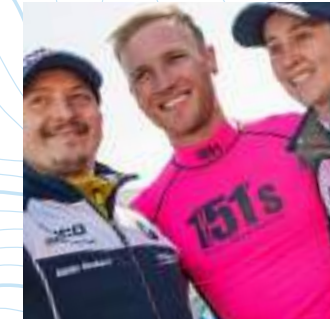
Introduced in 2022, the TT Fan Park is the recognised hub for all official entertainment, featuring a packed daily schedule of signing sessions, competitions, chat shows and post-race conversation with riders and team personnel. Those spectating from the TT Fan Park can also follow every minute of the TT+ live stream, which is broadcast on the big screens, and can even share in the celebrations; the prize presentations allowing fans to applaud the achievements and show their appreciation of every single competitor.

ACTIVATION

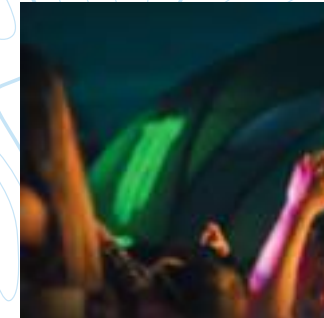
The TT Fan Park represents the perfect opportunity for official sponsors to create suitable content to connect with the event's passionate audience in a live setting. All of the entertainment and activity in the Fan Park is delivered with expertise by our professional presenters who are ably supported by the island's largest production team. Official sponsors can also activate a high-profile promotional site in the nearby trade area located behind the TT Grandstand for retail, promotional activity or point of presence.

£1K

AVERAGE SPEND
PER PERSON



AUDIENCE

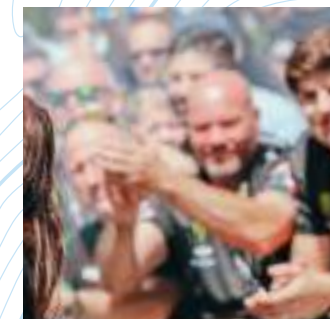


51.9m

TOTAL VISITOR
EXPENDITURE

90%

FANS VISITING THE
PADDOCK AREA



7

DAYS SPENT ON
ISLAND (AVG)

ONLINE COMMUNITY

SOCIAL MEDIA (@IOMTTTRACESOFFICIAL)

Following a commercial reboot, the promoters of the Isle of Man TT Races established brand-new social media channels in time for the 2019 Isle of Man TT Races. Although the TT was unable to stage an event in 2020 and 2021 due to the global pandemic, its social media channels have enjoyed a period of rapid and impressive growth since the return of the TT in 2022.

TT sponsors benefit from the creation of editorially relevant brand and company content and exposure delivered to TT race fans via the TT's official channels. This typically equates to an equivalent media value of at least £450k and an average sponsorship value of over £150k per sponsor for the race period alone.

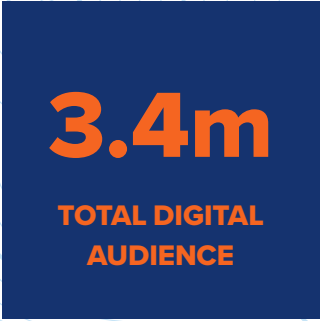
Instagram	Followers = 876,000	YoY Growth = 28%
Facebook	Followers = 1.2 million	YoY Growth = 100%
TikTok	Followers = 330,000	YoY Growth = 34%
X	Followers = 86,000	YoY Growth = 9%
Threads	Followers = 113,000 (Established 2023)	YoY Growth = 18%

* Data recorded on 24th August 2026

* Growth figures are for the period 2022 to 2026. All years comparative June to June.



AUDIENCE



YOUTUBE (TT RACES OFFICIAL)

- 431,000 subscribers since being established in 2018
- More than 114 million views and 840 million impressions
- 6.8 million hours watched
- Includes 15 videos with more than 1 million views, and 7 videos with more than 2 million views
- Top five countries are: UK, USA, Germany, France and Japan respectively

PODCAST (THE TT PODCAST)

- The TT Podcast is supported by Apple, Spotify and Google
- The TT Podcast has attracted 2.6 million downloads with audience in 177 countries
- Episodes are available to watch for free on YouTube and TT+ attracting 1.4 million views
- The TT Podcast won an industry award for best 'Motorsports Podcast' in 2023

WEBSITE (IOMTTTRACES.COM)

The official TT website is regularly updated with news and features, and it remains an essential guide for those looking to travel to the Island to spectate. Fans can also shop for the latest merchandise and buy official tickets. The website's value is particularly noticeable during the event as fans across the globe visit the site for live TV coverage, live timing, and radio race commentary. Current data shows the official TT website is attracting 2.1 million individual users (55 million sessions).

GLOBAL SEARCH DATA

Demonstrating its popularity and global appeal, Wikipedia search interest around the Isle of Man surpasses that of major events like the Indy 500, Monaco Grand Prix, Daytona 500, and more. Worldwide Google search interest for Isle of Man TT is at an all-time high, surging by 50% since its prior peak in 2022.

430k

**YOUTUBE
SUBSCRIBERS**



AUDIENCE

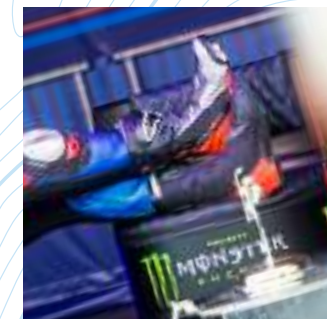
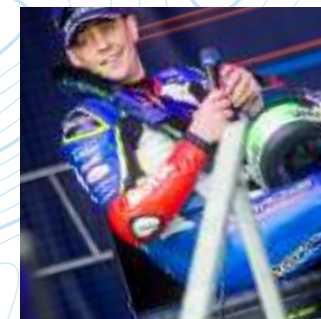
28m

**YOUTUBE
VIEWS**



2.4m

**PODCAST
DOWNLOADS**



2.1m

**TT WEBSITE
USERS**

OVER THE TOP

TT+ (OFFICIAL OTT CHANNEL)

TT+ is a free-to-subscribe OTT (Over-The-Top) channel that has revolutionized how TT fans engage with the event throughout the year. The channel offers continuous access to free content, including the latest docu-films, an annual multi-episode docu-series, and the official launch event. There’s also an extensive archive of race highlights and a rapidly growing library of new features, interviews, and onboard footage, which now total over 750 videos. TT+ can be accessed online via web browser and through various apps, including Android, Android TV, Amazon Fire TV, Roku, Xbox, Samsung, and Apple iOS.

TT+ LIVE PASS

The Isle of Man TT Races was broadcast live for the first time in its history in 2022. Fans have since been able to access the live coverage annually by purchasing the TT+ Live Pass for a one-off payment, gaining access to all ten races and every qualifying session. Sponsors received a total of over £1.5 million from brand exposure via the TT+ live stream in 2026. This equates to an average of over £100k per sponsor.

- Total Live Pass Purchases in 2026 = 81,100
- Total ‘Live’ video views = 950,000
- Total freemium subscribers = 393,000
- Total views in past 12 months = 2.7 million
- Total countries with subscribers = 185
- Top adopters are: UK and Ireland, USA, Australia, Germany

**Data recorded on 24th August 2026*

393k

SUBSCRIBERS
TO TT+ (FREEMIUM)



AUDIENCE



81k

LIVE PASS
PURCHASES (2026)

5.2m

GLOBAL MEDIA
VALUE (2026)



185

COUNTRIES WITH
SUBSCRIBERS

RAPID EXPANSION

DIGITAL AUDIENCE GROWTH 2022 TO 2026

** Data recorded on 1st July 2026. All years comparative June to June.*

CHANNEL	2022	2023	2024	2025	2026	% GROWTH
INSTAGRAM	231,000	397,000	566,000	683,000	876,000	279%
FACEBOOK	208,000	312,000	458,000	595,000	1.2 million	477%
TWITTER	44,000	63,000	76,000	80,000	86,000	95%
TIKTOK	39,000	120,000	138,000	217,000	330,000	746%
THREADS	0	19,000	62,000	96,000	113,000	494%
YOUTUBE	96,000	190,000	268,000	351,000	430,000	348%
TT+ SUBSCRIBERS	131,000	220,000	285,000	337,000	393,000	38%
AUDIENCE TOTAL	749,000	1,322,000	1,855,000	2,362,000	3,346,000	61%



TV GATEWAY

TELEVISION PRODUCTION (TT HIGHLIGHTS)

The daily highlights programme is packed with thrilling trackside action and visceral on-bike footage captured by the latest onboard cameras. There’s also raw footage from the TT’s famous kerb-cams, while the two ‘helicams’ offer equally engrossing perspectives. The Isle of Man Government is the rights-holder of this footage, which is sold, packaged, and delivered to the TT’s worldwide broadcasters, and licensed to documentary makers and news stations globally. Clips and highlights are also made available (rights-free) to our commercial partners.

- Cumulative TV audience globally was 4.6 million viewers in 2025
- 648 hours of global coverage from 708 broadcasters in 2025
- Global media value for the Isle of Man TT Races was over over 5.2 million in 2025
- The universal AEV was 15 million
- The branding on backdrops used during interviews ad presentations generated a combined media value of almost 1 million

** Data from Kantar Media Report 2025. Data for 2026 will be published Autumn 2026.*



AUDIENCE



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BASIC RIGHTS

DESIGNATIONS

- Category Exclusive Partner
- Official Sponsor of the Isle of Man TT Races

LOGOS

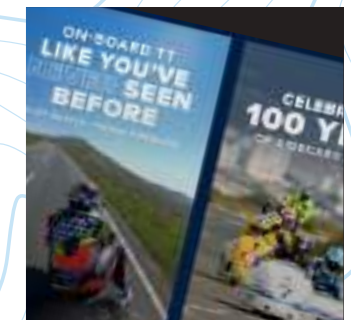
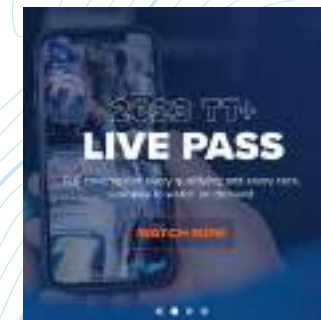
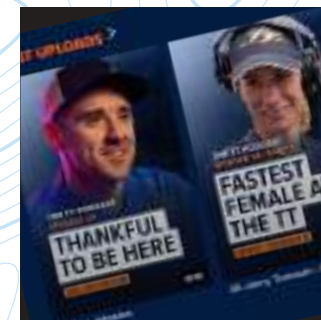
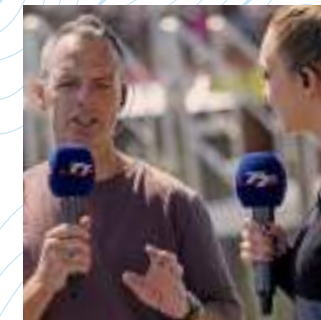
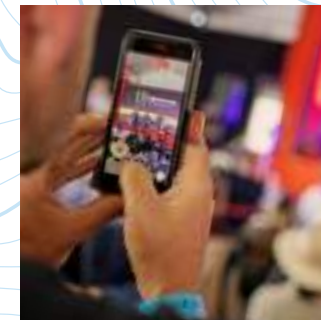
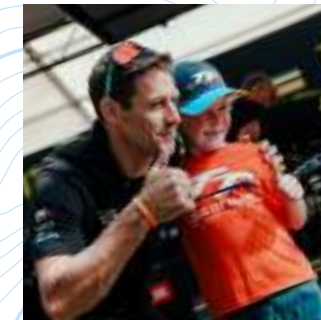
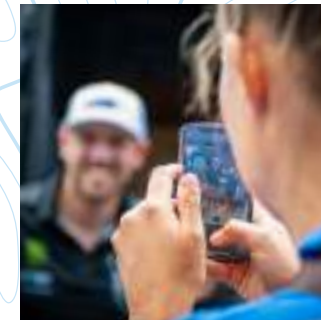
Sponsors are entitled to use the TT logo and the category-exclusive official sponsor logo to promote their official association with the Isle of Man TT Races. They can also use their Official Partner status to negotiate a range of official retail products and services linked to the category as part of our partnership.

MEDIA REACH

Our sponsors benefit from the opportunity to create content that appeals to third-party media outlets. Our press office will work alongside your company and agency teams to build campaigns and generate content, whilst sponsors may also capitalise on the TT's busy annual marketing calendar, enjoying further support from our marketing team.

DIGITAL PROFILE

Our digital team will work with sponsors to generate editorially relevant content that engages TT fans. With two decades of experience and extensive research data, our team understands our fan base and sponsor exposure. The TT's official digital channels delivered over £1.5 million worth of equivalent media value for sponsors in 2025.



MERCHANDISE, RETAIL & PROMOTION

A new range of TT merchandise featuring the updated visual ID was launched ahead of TT 2023, with many lines selling out during the event. TT merchandise is available for purchase online year-round, and official resellers provide a continuous physical presence on the island. Our partners have the opportunity to work with our official retail partner to create bespoke items, which can then be sold via their own platforms or through our official channels. Sponsors can also operate their own retail or promotional site at the heart of the event in the TT paddock, engaging with fans who consider a trip to the TT Grandstand an essential part of any visit to the Isle of Man TT Races.

BRANDING AND POINT OF PRESENCE

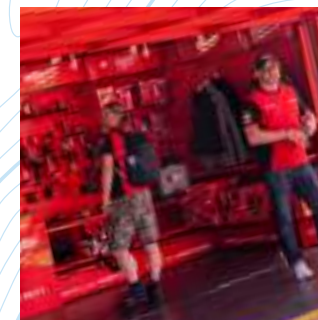
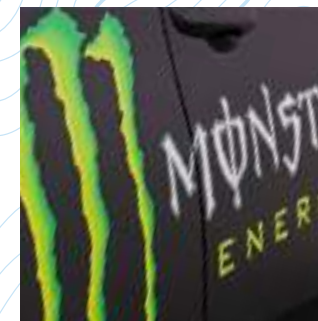
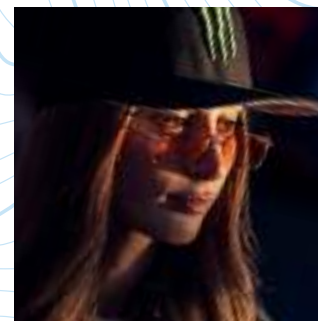
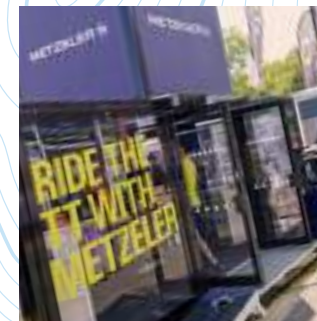
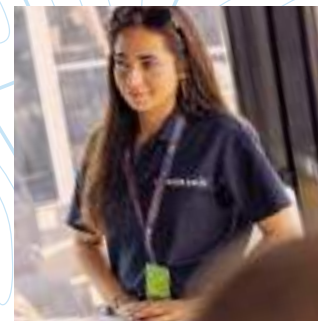
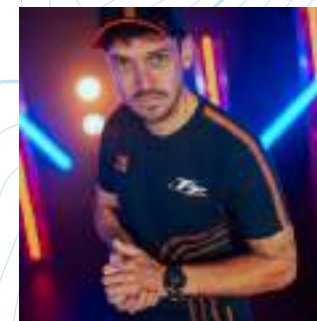
Brand exposure comes largely through our trackside advertising programme, which includes exclusive sponsor-branded areas, the start arch, winners' enclosure, and podium. In addition to managing your core inventory of sponsorship rights, the TT's sponsorship team will ensure the production and placement of your banners and other branding to achieve optimal exposure.

CREATIVE THINKING

Our marketing team looks forward to working with you to maximize your return on investment. This may include purposefully designed creative ideas and eye-catching sponsorship activations that help you make memorable connections with TT fans.

ANNUAL REPORTING

The Kantar media report, which annually evaluates TT broadcast, assessed typical sponsor media exposure of the 2025 TT Races at an equivalent advertising spend of around £750k and an average sponsorship media value of approximately £260k per sponsor from TV highlights alone.



BASIC RIGHTS

RADIO COVERAGE

Following the races via radio has long been a TT tradition. Today's radio commentary incorporates the latest production techniques, making it a natural complement to TV coverage and digital live timing services. Sponsorship includes the category-exclusive right to spot advertising within the TT's live commentary service, which is followed by more than 250,000 TT fans worldwide.

OFFICIAL PROGRAMME

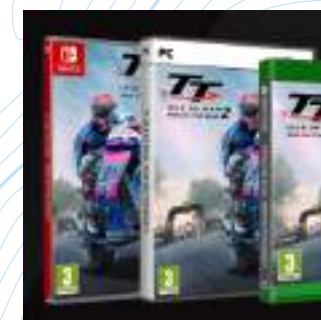
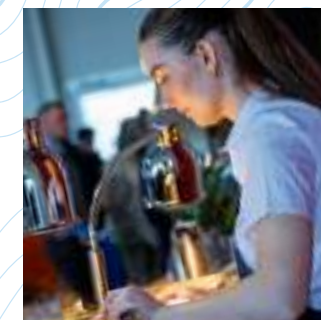
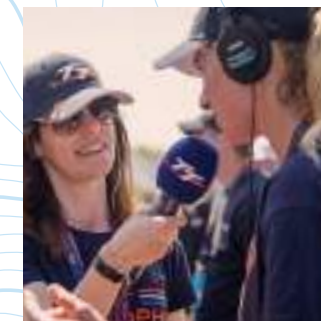
Sponsorship includes the category-exclusive right to one full page of colour advertising in the official TT Programme. Over 30,000 copies are distributed for sale through the island's retailers and are also available online with worldwide delivery. Programmes are also distributed to guests, sponsors and race officials.

OFFICIAL HOSPITALITY

Sponsors and partners enjoy race-day hospitality in the VIP Mercury Club, offering privileged access and unforgettable experiences within a premium hospitality setting. Strengthen your relationships by sharing the exclusive access your official partner status provides, and our account management team will collaborate with you to create unique packages tailored to your VIPs.

OFFICIAL TT GAME

Partners can extend their association with the event by digitally replicating their official partner status, reaching a broader demographic of race fans with branding accurately represented in the official TT console game, 'Ride on the Edge.' The third edition of the game was launched in 2023, with developers reporting nearly 1 million plays per month during the first two months of its release. The TT team are currently working on the next iteration of the TT game.



The image features a dark blue background with a complex, white, wavy line pattern resembling a topographic map. In the center, there is a solid orange rectangle. The word "SCHEDULE" is written in white, bold, uppercase letters within this rectangle. The rectangle is framed by thin orange lines at its corners, suggesting a design or layout element.

SCHEDULE

2027 SCHEDULE ⁺

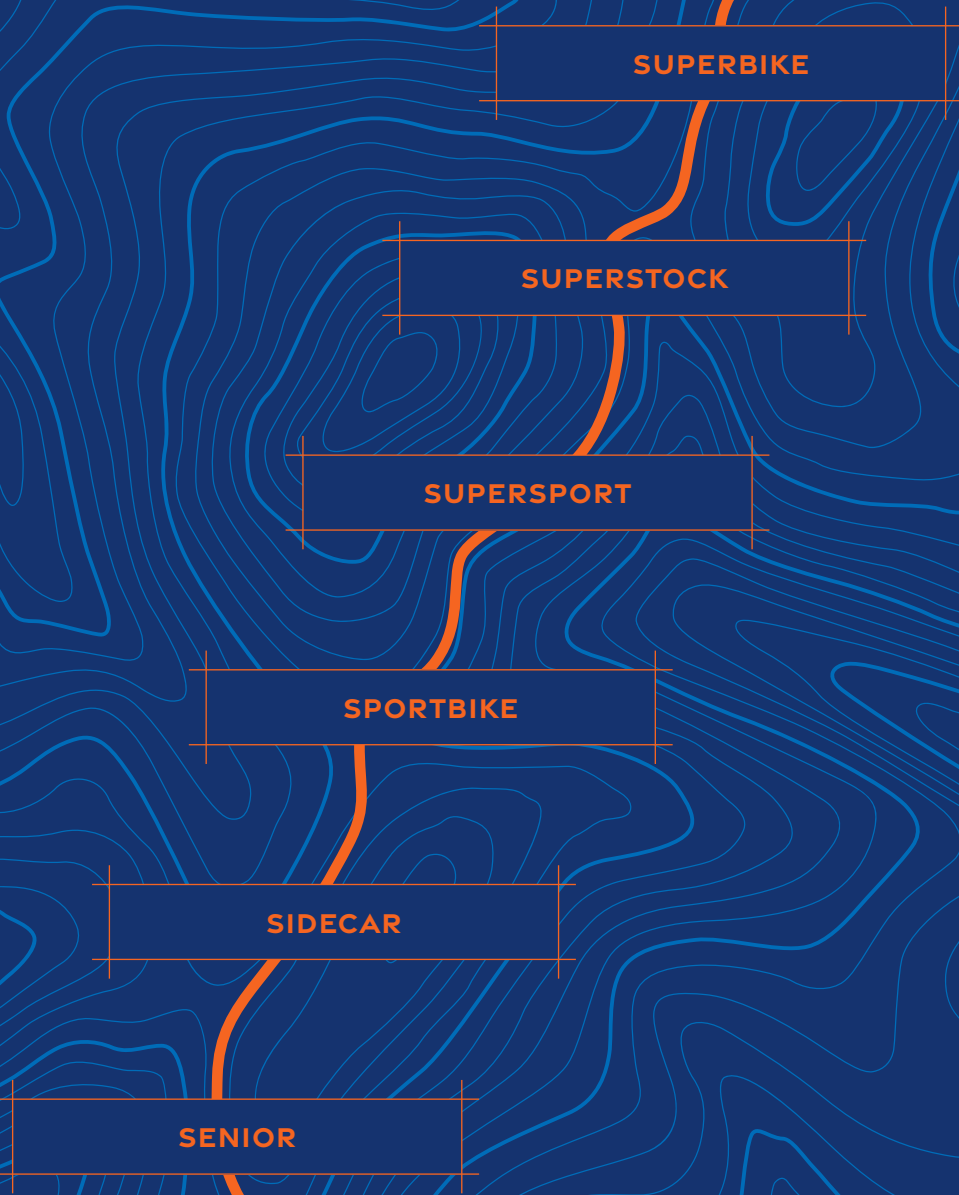
QUALIFYING

Monday 31st May*	
Tuesday 1st June	
Wednesday 2nd June	
Thursday 3rd June	
Friday 4th June	

RACING

Saturday 5th June	
Sunday 6th June	
Monday 7th June	
Tuesday 8th June	
Wednesday 9th June	
Thursday 10th June	
Friday 11th June**	
Saturday 12th June	

+ PROVISIONAL ONLY. THE FULL 2027 SCHEDULE WILL BE ANNOUNCED IN SEPTEMBER 2026.
*MONDAY 31ST MAY IS A UK BANK HOLIDAY **FRIDAY 11TH JUNE IS AN ISLE OF MAN BANK HOLIDAY





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MILESTONES



FATE & FORTUNA

1900

- 1903 High profile accidents on the continent mean little support for car racing on the roads of the UK.
- 1904 The Automobile Club of Great Britain approach the Isle of Man Government, seeking a new venue.
- 1904 Elimination Trials for automobiles are held on the Isle of Man for two consecutive years.
- 1904 The best drivers are chosen to represent Great Britain in the prestigious Gordon Bennett Cup.
- 1905 Motorcycles race on the island for the first time, finding their spiritual home in the Isle of Man.
- 1906 Events such as Le Mans accelerate the development of four-wheeled sport elsewhere.
- 1907 A new motorcycle race, the Tourist Trophy, is proposed. It will be staged in the Isle of Man.
- 1907 Charlie Collier becomes the first-ever TT winner, followed shortly after by Rem Fowler.

THE PIONEERS

1910

- 1910 Scouts assist in the TT races for first time
- 1911 The TT moves from the 'Short Course' to the 37.75 mile 'Snaefell Mountain Course'.
- 1911 Motorcycle manufacturers begin to devise ways of overcoming the 8-mile climb out of Ramsey.
- 1911 American manufacturer, Indian, completes a clean-sweep of the Senior TT podium.
- 1913 The TT receives a record 147 entries, including riders from Italy, Germany and Russia.
- 1913 The Suffragettes stage a protest at the high-profile event, littering the course with glass.
- 1914 Crash helmets become compulsory.
- 1914 The outbreak of World War I puts a stop to TT racing.

ADVANCES

1920

- 1920 Post-war engineering helps to usher in a decade of incredible advancement at the TT.
- 1920 The Lightweight TT is introduced into the schedule, accommodating 250cc motorcycles.
- 1923 The Sidecar TT is first introduced, won by Freddie Dixon and passenger Walter Perry.
- 1924 The first 60mph lap is achieved, set by Jimmy Simpson.
- 1925 Wal Handley becomes the first rider to win two races in a week.
- 1926 The Ultra-Lightweight TT is introduced into the schedule, accommodating 175cc motorcycles.
- 1926 The Isle of Man Government completes its extensive programme of road improvements.
- 1926 The first 70mph lap is achieved, set by Jimmy Simpson.



NO LIMITS

1930

- 1932 Prince George, the Duke of Kent, is the first royal visitor to the Isle of Man TT Races.
- 1932 The first 80mph lap is achieved, set by Jimmy Simpson.
- 1935 The first travelling marshal is introduced (motorcycle mounted).
- 1935 Further course improvements see the removal of sheep gates and hump-back bridges.
- 1935 The races are used as the backdrop for the motion picture 'No Limit' starring George Formby.
- 1937 The first 90mph lap is achieved, set by Freddie Frith.
- 1939 The Senior TT is won by the German competitor, Georg Meier, on a supercharged BMW.
- 1939 The outbreak of World War II puts a stop to TT racing for the second time.

THE EYES OF THE WORLD

1940

- 1947 The Isle of Man TT returns following a break of eight years.
- 1947 The Auto Cycle Union add three Clubman-class races for production machines.
- 1948 The Jimmy Simpson Trophy is first awarded to the rider with the fastest lap of the meeting.
- 1948 A six-round Grand Prix style championship for motorcycles is devised by the FIM for the 1949 season.
- 1949 The TT becomes the round one of new Motorcycle Grand Prix World Championship.
- 1949 Harold Daniell becomes the first ever 500cc victor in the World Championship, forerunner to MotoGP.
- 1949 Four non-championship races are held, Geoff Duke winning the Clubmans Senior Race.
- 1949 The TT is already considered the toughest and most dangerous round in the Championship.

INTERNATIONAL DEVELOPMENT

1950

- 1950 World Championship status brings the world's top riders to the TT.
- 1950 Geoff Duke introduces one-piece leathers to the event.
- 1950 Geoff Duke wins the Senior TT for Norton, setting new lap and race records.
- 1954 The Clypse Course is introduced and stages the returning Sidecar TT.
- 1955 The Lightweight and Ultra-Lightweight TTs are moved to the Clypse Course.
- 1955 Italian manufacturers, Mondial, MV Augusta and Gilera are now the dominant force.
- 1957 The first 100mph lap is achieved, set by Bob McIntyre on a Gilera.
- 1959 Honda enter their first event, followed soon after by Kawasaki, Yamaha and Suzuki.



THE GOLDEN AGE

1960

- 1960 The TT's 'Golden Age' continues with Surtees, Hailwood, Agostini, Read and Redman.
- 1960 BBC Sports Personality of the Year, John Surtees, wins two more TTs before switching to car racing.
- 1961 Mike Hailwood becomes the first rider to win three races in a week.
- 1961 Honda records its maiden TT win, the first of 255 TT victories.
- 1967 Mike Hailwood sets a new outright lap record that stands for a record eight years.
- 1968 Giacomo Agostini secures a Junior - Senior double, winning by nearly 9 minutes in the latter.
- 1969 Agostini repeats his 1968 Junior - Senior success, confirming his status as the world's best rider.
- 1969 BMW dominate the Sidecar races, with drivers including Klaus Enders and Siegfried Schauzu.



RE-INVENTION

1970

- 1970 Giacomo Agostini wins the Junior and Senior TT races for the third year in a row.
- 1973 Agostini announces he will never race the TT again, deeming the event unsuitable for Grand Prix.
- 1975 Mick Grant contributes to TT history, smashing Mike Hailwood's eight-year-old record lap record.
- 1976 The TT loses its World Championship status, the FIM favouring a British Grand Prix at Silverstone.
- 1977 A new Formula 1, Formula 2 and Formula 3 World Championship is built around the TT by the FIM.
- 1977 Joey Dunlop takes the first of a record 26 TT victories, winning the Jubilee Classic.
- 1978 Mike Hailwood makes a famous return to the TT, winning the Formula 1 Race.
- 1979 The new TT Formula begins its expansion towards six rounds that are held across the continent.



RE-EMERGENCE

1980

- 1980 New stars such as Ron Haslam, Joey Dunlop and Roger Marshall capture the imagination.
- 1982 Former Manx Grand Prix winner, Norman Brown, wins the Senior TT at his first attempt.
- 1984 The Production TTs are re-introduced, making the TT hugely significant for manufacturers.
- 1985 The TT continues to enjoy an influx of new sponsors and factory backed teams.
- 1985 Joey Dunlop emulates Mike Hailwood's feat of winning three TT races in one week.
- 1986 Trevor Nation produces the first sub 20-minute lap by a production machine.
- 1989 A new hero emerges as Steve Hislop smashes the 120mph barrier from a standing start.
- 1989 Carl Fogarty wins his first TT; the beginning of a famous on-track rivalry with Hislop.



RELATABLE & RELEVANT

1990

- 1990 Reigning Formula 1 World Champion, Carl Fogarty, takes another two TT wins.
- 1992 Joey Dunlop equals Mike Hailwood's record of 14 TT wins.
- 1992 Steve Hislop wins the Senior TT from Fogarty, the first TT victory for Norton since 1961.
- 1992 Carl Fogarty sets a new outright lap record in the same race, which stands for seven years.
- 1994 Hislop bows out with a dominant display, winning the two 'Big Bike' races for Honda.
- 1995 After significant development, Production races return to the programme, keeping their place today.
- 1996 Philip McCallen becomes the first rider to win four TT races in one week.
- 1998 Jim Moodie records the first 120mph lap on a production motorcycle; Honda's 100th TT victory.



A NEW DAWN

2000

- 2000 David Jefferies achieves a hat-trick of TT victories, recording the first 125mph lap on the way.
- 2000 Joey Dunlop achieves history, also recording a hat-trick of TT victories to bring his tally to 26 wins.
- 2000 Joey Dunlop is the recipient of the Manx Sword of State.
- 2002 David Jefferies confirms his star status with another TT hat-trick, his third in as many meetings.
- 2004 A new star emerges as John McGuinness records his own hat-trick of TT wins.
- 2005 The modern TT begins to emerge with the Superbike, Superstock and Supersport classes.
- 2007 Fans flock to the island to for the centenary event, helping to usher in a new golden age of growth.
- 2007 John McGuinness achieves the first 130mph lap, a milestone few imagined possible.



PUSHING FORWARD

2010

- 2010 Ian Hutchinson becomes the first, and so far only, rider to win five TT races in a week.
- 2011 A feature documentary 'Closer to the Edge' is released in cinemas to critical acclaim.
- 2011 The TT celebrates 100 years of the Mountain Course.
- 2016 Michael Dunlop records the first sub 17-minute lap.
- 2022 Live television coverage is successfully delivered for the first time.
- 2023 Ben and Tom Birchall record the first 120mph lap for sidecars.
- 2023 Peter Hickman sets a new outright lap record on his Superstock machine at 136.358mph.
- 2024 Michael Dunlop becomes most successful TT rider of all time with 29 wins.

