

Alice Powell

A Fresh Voice for a New Top Gear

Racing Driver • Commentator • Broadcaster

Experience with:

BBC RADIO 5 LIVE

CHANNEL 4

F1 TV

GOODWOOD



PROFILE

Why Alice?

The best car shows need someone who can **drive the car, understand the car** — and **make you want to watch**. Alice brings **all three** in equal measure, with vast experience **on and off** the race track.



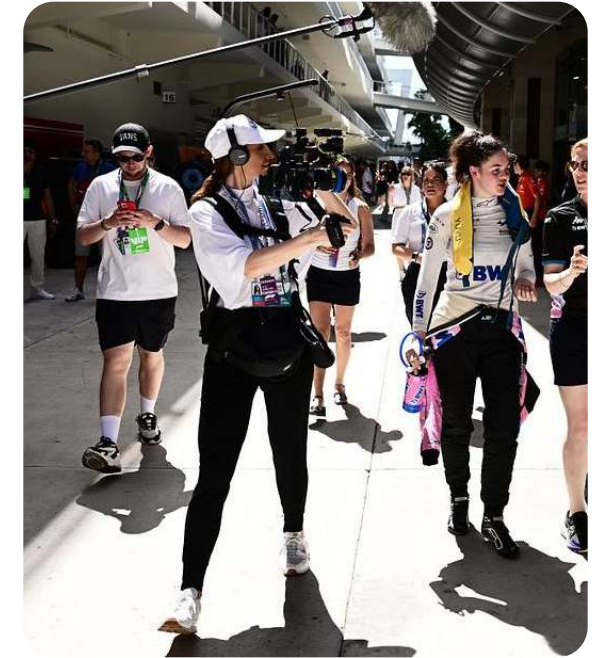
Racing Driver & Mentor

First-hand experience developed from childhood through international success in motorsport via Formula Renault, GP3 and W Series. She can talk the talk, because she has done it all.



Broadcaster

Comfortable live on camera and behind the microphone. A proven skillset under the spotlight from commented on Formula One, F1 Feeder Series and major events such as Goodwood.



Analysist & Coach

Extensive technical knowledge in motorsport, coaching and analysis. A confident interview style, with clear and concise explanations to bring cars and the stories behind them to life.



CAREER

Alice's Career

From karting to international racing, and from the cockpit to the commentary booth Alice's career is has been built entirely around motorsport and the culture of cars.

The Beginning

Started Racing

First got behind the wheel at eight years old. The passion was immediate and never faded.

Transition

Moved into Broadcasting

Brought racing credibility into commentary, presenting and reporting — a natural evolution.

Racing Success

Competed at the Highest Level

Raced across international motorsport, winning races and championships on the global stage.

Now

F1 & Beyond

Working across Formula One, motorsport and major automotive events worldwide.

A Natural in Live Sport

Her skill set is proven: live pressure, fast thinking, credible interviews and the ability to make complex racing accessible to every audience.

BBC Radio 5 Live

Live commentary and reporting across Formula One.

Channel 4

On-screen broadcast experience within one of the UK's biggest F1 audiences.

F1 TV

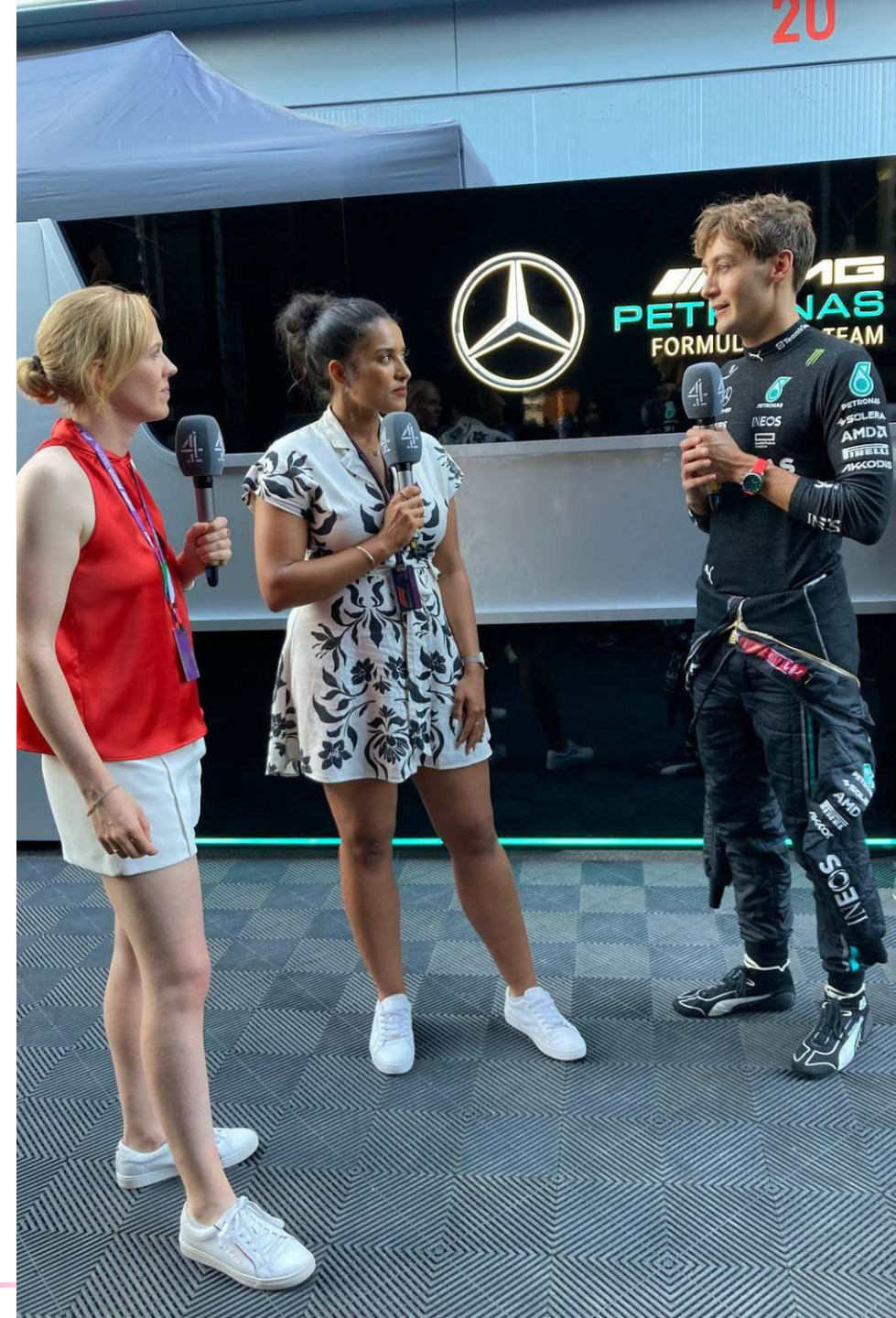
Direct experience of the global Formula One broadcast environment.

Goodwood

Presenting and interviewing in a major automotive and motorsport setting.

Recent Milestone

Led commentary for the BBC's historic all-female Formula One commentary team at the Barcelona-Catalyuna Grand Prix.

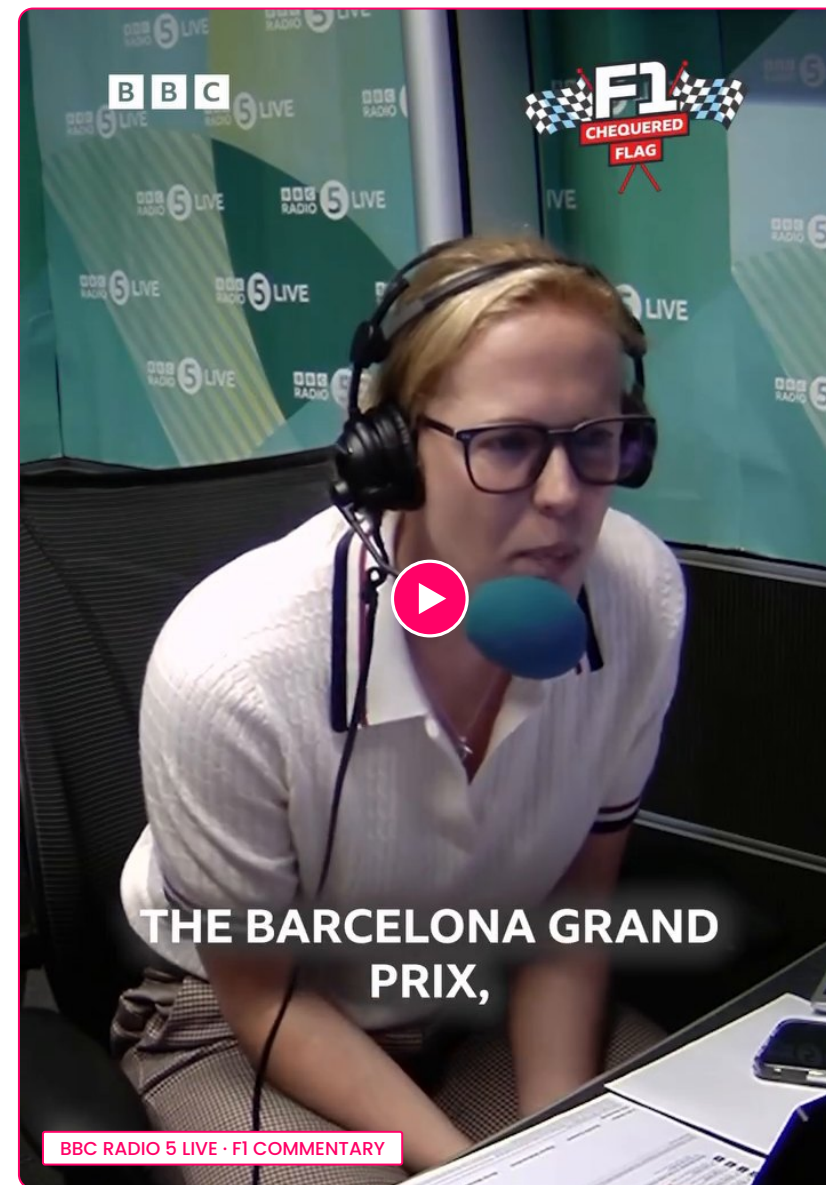


EXPERIENCE & MEDIA

HOW TO WATCH

- ▶ Click any tile to watch or listen
- ▶ Plays in your browser, on any device
- ▶ media.alice-powell.co.uk

A Collection of Experience



ON CAMERA

Entertainment & Engagement

Whether it's a live grid, a paddock interview or a describing a car in front of me.
I am comfortable making the audience feel a part of the moment.
Presence, instinct and genuine enthusiasm can't be scripted.



Live

Able to think on my feet.
Comfortable under pressure with
a natural authority that comes
from genuine expertise.

Access

The knowledge, history and
credibility to talk to drivers and
key figures. Confidence makes
the audience feel engaged.

Energy

Connecting with a crowd through
entertainment and humour.
Whether it's at an event, a race
track or a studio.



What Alice Brings to the Show

Driving Credibility

I can evaluate a car from behind the wheel, as well as read the spec sheet.
This knowledge literally drives engagement.

Technical, Not Techy

Explain what matters in a way that feels entertaining, useful and human.
No jargon, clear and understandable.

Competitive Spirit

Challenges, tests and road trips benefit enormously from someone who wants to win and have fun.

Access to the Sport

A working network across F1 and motorsport opens doors and creates stories that others simply can't reach.

Broad Audience Appeal

A female perspective rooted in expertise rather than novelty.
Credible to enthusiasts, accessible to a new audience.

Personality

Warm, curious, witty and humorous.
Able to take a joke, dish it out and take it — without ever losing credibility.





EDITORIAL IDEAS

How She Can Elevate Top Gear

Maximise my strengths as a driver, a broadcaster and a storyteller to power the show.



Race to Road

Give a racing driver a normal road car and a challenge: what actually makes it good? How does it compare to it's rivals and how does it suit?



F1 DNA

Follow the technology from the world's fastest racing series into cars people can actually buy. Engineering made accessible and entertaining.



Can It Be Raced?

Take everyday cars and use them in humorous and competitive challenges with proper consequences. The format writes itself.



The Human Side

My experience in broadcasting about the people, characters and stories behind iconic cars, brands, drivers and much more.



A New Era of Top Gear

Alice Powell

Proving an unique combination of racing credibility, broadcast experience and personality to Top Gear and to the next generation of car enthusiasts.

Email

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Socials

[@alicepowell](https://www.instagram.com/alicepowell)

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