One of the new teams introduced in 2010 Manor proved themselves to be a team that while not successful, still managed to survive against the odds. After the mass exodus of manufacturers due to the global financial crisis F1 management decided to introduce cost-cutting measures in 2010. This included a new cost cap of 40 million pounds, (59 million USD) for every team meant to entice new to join and fill the void left by the exodus. This, however, would be short-lived as the existing teams, displeased with the fact that they would be penalized