



**GT EXPERIMENTAL WORLD TOUR**



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# GT EXPERIMENTAL WORLD TOUR RACING TOWARDS THE FUTURE

Resurrecting the city-to-city competitions that were at the origin of motorsports in the early 20th century, now projected to the automotive revolution of the 21st century.



The **GTX WORLD TOUR** is a road show of the most technologically advanced cars powered by alternative energies to petroleum. The road show will be partially touristic and partially competitive and will aim to become the platform of choice for Manufacturers to showcase their latest technological developments in a world where people are decreasingly inclined to travel big distances to attend motor shows.

The **GTX WORLD TOUR** also targets private customers who are looking for new ways to enjoy their vehicle and who will be enthused to take part in a multi-day, cross-country journey bringing together exceptional sightseeing, competition, culinary excellence and captivating energy management strategy.

The competitive side will include numerous different challenges including circuit racing, hill climbs, rally stages and standing-start acceleration runs with the overall classification considering both pure speed and energy consumption. The target being; to be the fastest whilst using the least energy possible.

Due to its ecologically conscious approach, whilst consisting of some of the most impressive and extraordinary designs in the Automotive industry, the **GTX WORLD TOUR** will become a very attractive proposition for a more mainstream audience than current motorsport offerings. In a similar manor to the Tour de France Cycling race, cities will be able to apply to become a “stage city” or “host city” of the Road Show which will educate local residents on the development of cutting-edge mobility whilst providing entertainment and generating positive media attention to the hosting regions.

# THE EXPERIMENTAL TOUCHPOINTS : EXPOSURE, EFFICIENCY, COMPETITION

The GTX World Tour is a unique concept maximizing key touchpoints. It will act as an effective marketing tool for brands; a platform for manufacturers to showcase their latest technology; and become the go-to event for multi-brand electric & hydrogen GT competition.

## EXPOSURE

At the forefront of the concept is the intention to deliver true marketing value for automotive brands and partners. The GTX World Tour will bring the latest technologies to the city centres of some of the world's most relevant cities. With its dedicated team of content creators and TV producers, we will be offering brands and partners turn-key-solution media packages ensuring maximum access to content throughout the event.

## EFFICIENCY

Efficiency being central to electric and H2 powered mobility, it will be a key element of the GTX World Tour. Next to the racing events on circuits, rally stages and hill climbs, the energy consumption will be an integral part of the competition. It will be measured on the liaison stages within a regularity framework rewarding the most efficient drivers and vehicles. Respect of the mandatory route and speed limits will be controlled by GPS.

## COMPETITION

Although the 2023 event will be for demonstration purpose only, the 2024 Paris-Berlin event will have competition at the heart of it. The event will be open to professional and amateur drivers with separate podiums and classifications. Furthermore, a regularity class will be available for clients wishing to enter the event without taking part in the sporting competition. They will follow the same route, enjoy the circuits and rally stages but without racing each other.





# THE TRADITIONAL TOUCHPOINTS : LANDMARKS, GLAMOUR, FUN

The GTX World Tour will benefit from our experience in the promotion of classic tourist rallies. The keys to success are in the selection of scenic roads, the visit of historical landmarks, a touch of glamour and the organisation of elegant dinners and fun parties

**LINK TO TOTAL LOOK RALLY VIDEO:**  
[\*\*CLICK HERE - LE VENDOME 80'S\*\*](#)

## SCENIC ROADS & HISTORICAL LANDMARKS

Excessive speed being obviously banned in all liaison stages, the selection of scenic country roads is key to the enjoyment of the competitors while being part of the efficiency contest. Besides the display of the cars in central squares of city centres each evening, castles and iconic monuments will be used as the background to the various halts along the route.

## GLAMOUR & ELEGANCE

The GTX World Tour stands out from other modern motorsport events through its strong emphasis on fine dining, culture and festivities.

The co-driver in each competition-entered car and the cars entered in the non-competitive regularity format open many seats to welcome personalities and influencers to create the cosmopolitan and glamorous environment wanted for this type of event.

## FUN & FRIENDSHIP

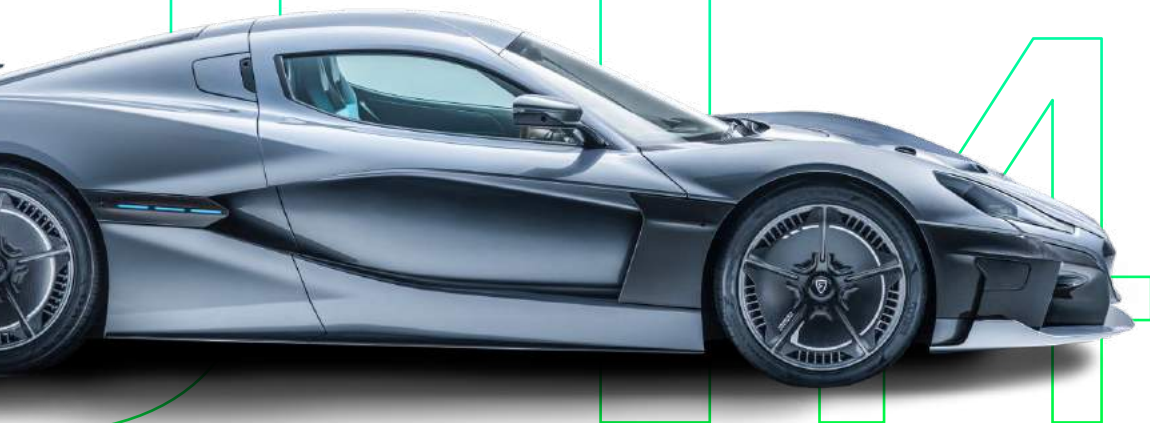
The "Road Tour" element of the event with common social events throughout the route will guarantee an environment prone to developing friendships and lasting memories.

Manufacturers and partners will also be encouraged to organize dedicated events in each stage city.



# THE EXPERIMENTAL FORMAT

A unique and innovative classification taking into account different criteria for the various disciplines.



## GTX WORLD TOUR DISCIPLINES ALONG THE ROUTE :

CIRCUIT RACING - HILL CLIMBS – RALLY STAGES - ACCELERATION RUNS  
REGULARITY BETWEEN THE COMPETITIVE STAGES

The classification of each stage will combine energy and performance through an energy efficiency criteria, with different disciplines placing varying importance on speed vs efficiency.

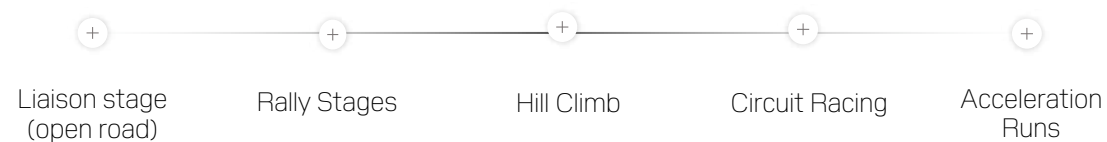
The difference between the cars will be managed through a BOP process (performance window), eventually mitigated with a calculated estimator to cancel the remaining minor differences between the cars.

The estimator for energy consumption during a stage will use either a battery SOC estimator, or a torquemeter, or eventually a combination of both.

## CLASSIFICATION MEASUREMENT PER DISCIPLINE

### ENERGY EFFICIENCY

### SPEED



# INITIATED BY MANUFACTURERS DESIGNED FOR CUSTOMERS

The GTX World Tour will require manufacturers and constructors to commit to the concept and technical framework, with customer teams then operating the program



## INITIATED BY MANUFACTURERS

The direct implication of car manufacturers and constructors will be essential to launch the GTX World Tour. They will be pivotal in pursuing the development of appropriate machinery and through active promotional support.

What cars will the rally accept?

1. Road homologated cars developed for competition use
  2. Race designed concept cars produced in limited numbers
- Discussion with FIA about possibility of FIA eGT homologation crossover.

## DESIGNED FOR CUSTOMERS

The ambition is for 9 franchised teams to be established with each team entering 2 to 3 cars in the competition section and another 1 to 2 cars in the regularity section.

Through the current organizational and technical framework, the total number of entries will be limited to 36 cars to be split across competition and regularity



# THE CARS OF TODAY & TOMORROW

In its inaugural year, the GTX World Tour will only be open to electric and hydrogen powered vehicles. As technology evolves the Tour will welcome autonomous vehicles and any other alternatively powered vehicles to petroleum - purely on an invitational basis.

## 2023-24

**GTX-E** for Electric



**GTX-H2** for Hydrogen



## 2025

**GTX-A** for Autonomous vehicles to be introduced at a later stage



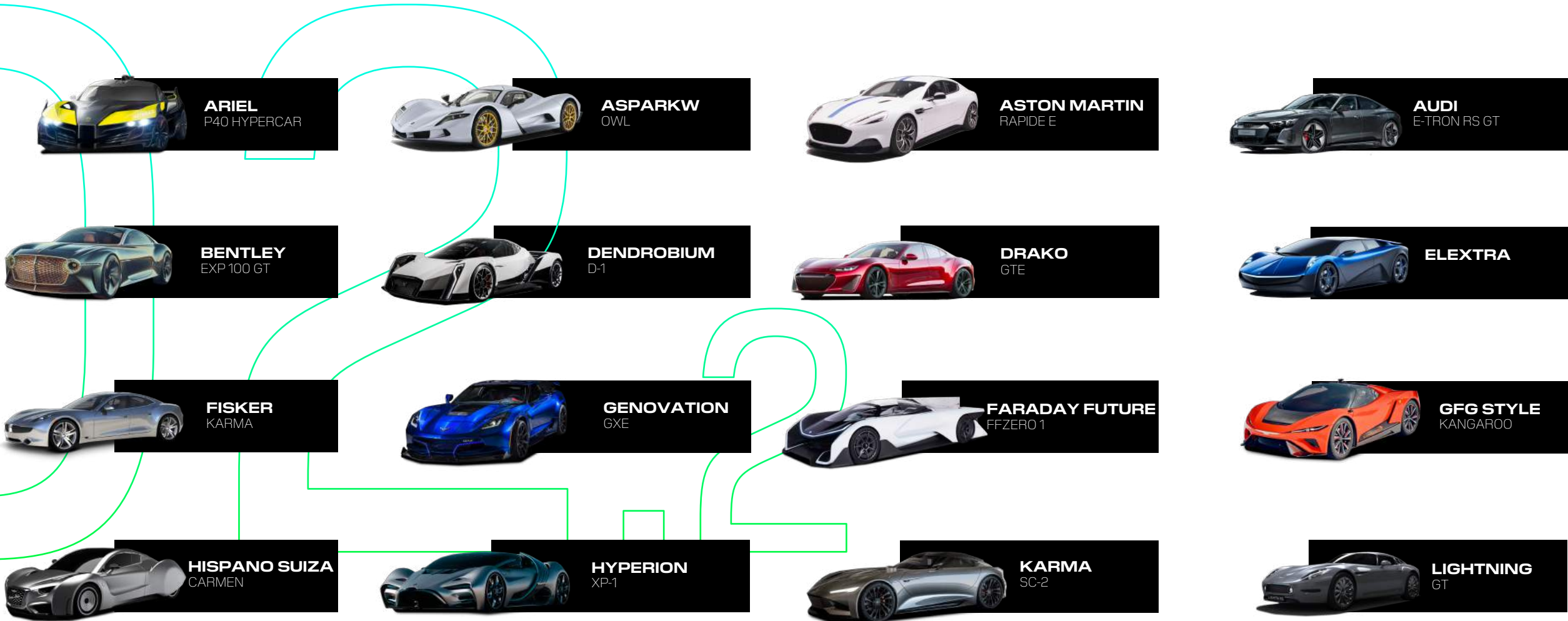




# THE GT EXPERIMENTALS

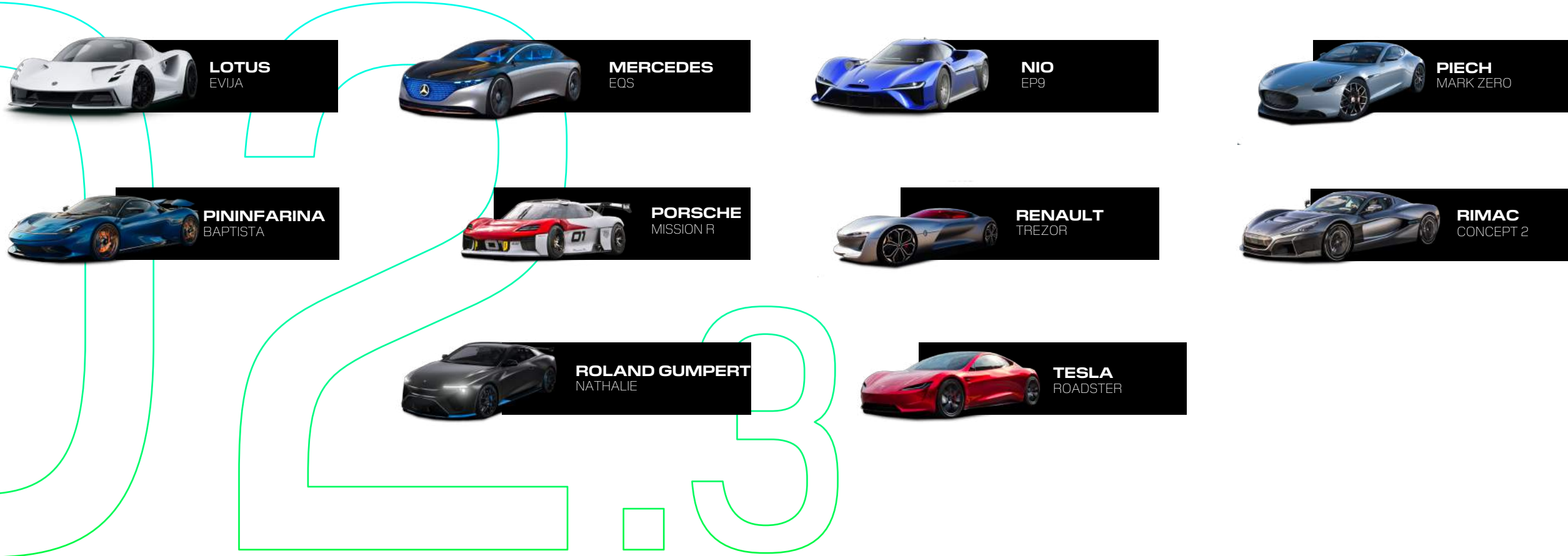
## THE ELECTRIC REVOLUTION

Reminiscent of the early 20<sup>th</sup> century, a wide range of manufacturers and new constructors have joined the latest automotive revolution.



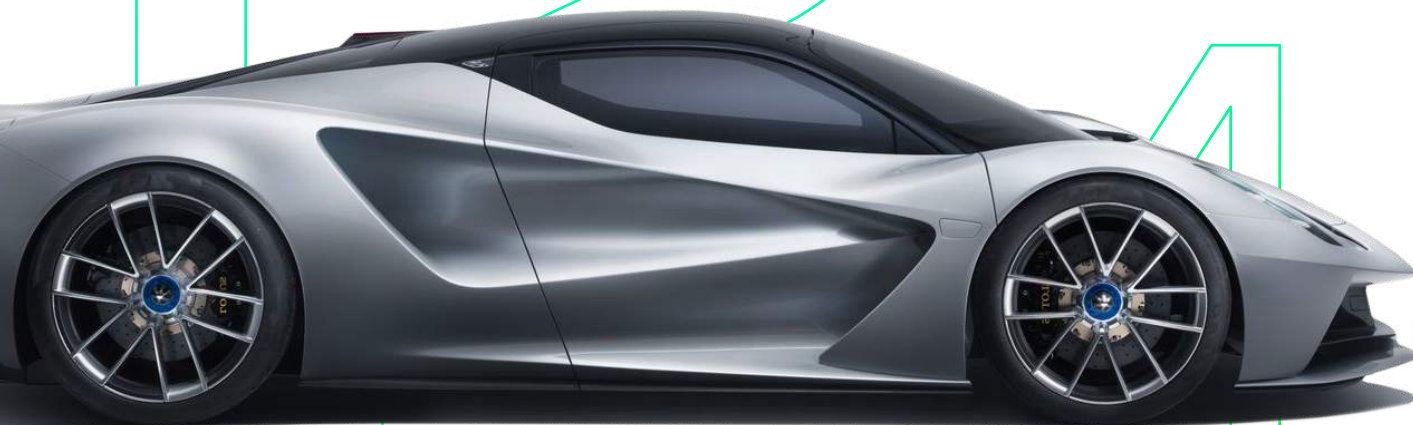


# THE GT EXPERIMENTALS





# PUSHING TECHNICAL BOUNDARIES



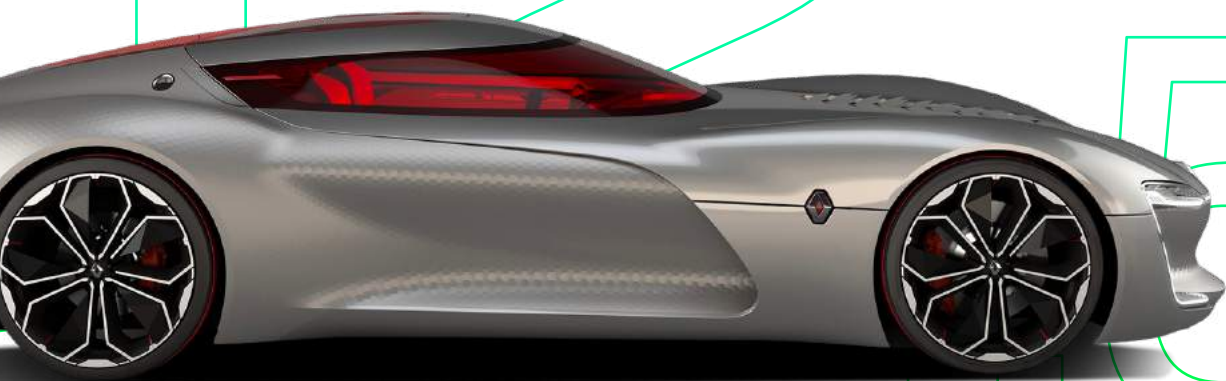
The boundaries of technological capabilities are constantly evolving which means the GTX World Tour will always be a product in development; adapting its format in correlation with the enhancement of available technologies.

Electric vehicles are currently leading the way in terms of non-combustion engine powered vehicles but are still facing challenges in terms of range and battery recharge time. This means that technological developments both on the cars themselves and in infrastructure are going to be constantly shaping the GTX World tour.

In order to set a comprehensive framework under which to establish a format for the 2023 GTX World Tour we have determined the following about the EV market:

- A medium EV battery capacity of 90kWh
- On a distance of 50km of full speed racing on a circuit we can expect a consumption of between 35 to 50kWh
- A hill climb of 10 km should consume around 10 kWh
- The highest performing fixed-infrastructure battery chargers can charge at an average 210kW. Meaning an 80% battery recharge in approximately 25 minutes.
- Mobile charging stations can charge at an average 22kW. Meaning a full battery recharge in approximately 4 hours.

## RECHARGE AND REGENERATION



**Recharge capacity is key to making interesting itineraries. SRO will be working with a technical partner for the supply of mobile charging systems. Energy consumption simulations have been calibrated with a real test of a Porsche Taycan 4S**

GTX World Tour has the ambition to showcase the best of electric mobility as an ecosystem : cars, their recharging infrastructure and logistics

SRO will be working with a partner to use transportable recharging systems. Two different systems will be used:

- Mid-day quick charging at 60 kW
- Night slow recharging at 22 kW.

These recharge systems allow any combination of itineraries mixing regularity stints together with circuit or hill climb racing.

An example is given by the two days demonstration event in 2023 going from Geneva to Monte Carlo via Val d'Isère, Torino, and finishing in Monte Carlo. The first day will go through Alpine mountains which is generally considered as the least natural field for electric cars. Between Geneva and Val d'Isère:

- 4423 m of total climb (positive elevation)
- 2998 m of total descent (negative elevation)

We assumed an overall 30% energy recovery in descent which is a conservative value : a modern electric GT car is able to recover more. With an intermediate 60 kW quick charge in Val d'Isère, this itinerary is fully achievable



# DEVELOPMENT PLAN

In the space of 3 years the GTX World Tour aims to go from a demonstration event to a global competition reinventing racing as we know it.



+

## 2022

- Recruitment of dedicated team to run the GTX World Tour
- Creation of a technical working group to establish regulations for competition

+

## 2023

- Launch event in condensed format exclusively on invitation. Manufacturers required to take part with a key influencer or journalist in order to support promotion of the event
- Open to concept cars and homologated vehicles
- No competition, purely demonstration

+

## 2024

- Technical regulations in place in order to turn the GTX into a real competition.
- Full scale event linking Paris to Berlin across 8 days

+

## 2025

- Two events per year with a 2<sup>nd</sup> event organised in North America

+

## 2026

- Three events per year with a 3<sup>rd</sup> event organised in Asia





# MEDIA LAUNCH EVENT - APRIL / MAY 2023



# 2



The GTX World Tour will launch in 2023 through a short 2-day media event going from Geneva to Monte Carlo via Turin. This condensed event will aim to demonstrate the full potential of the GTX formula; combining scenic routes, legendary automotive institutions, fine cuisine, and high exposure brand promotion in 3 key markets.

The combination of unprecedented global environmental awareness further to the COVID-19 pandemic, and the subsequent economic impact this crisis has had, led SRO to designing a more concentrated, yet impactful launch event for 2023.

Geneva, western Europe's geographical center-point, and home to the sadly discontinued International Geneva Motor Show is the ideal location to launch the GTX World Tour.

## TENTATIVE SCHEDULE

### THURSDAY

- The cars will be on display in an iconic location in Geneva for a Friday evening expo open to the public followed by a cocktail reception with selected media and influencers.

### FRIDAY – 330KM

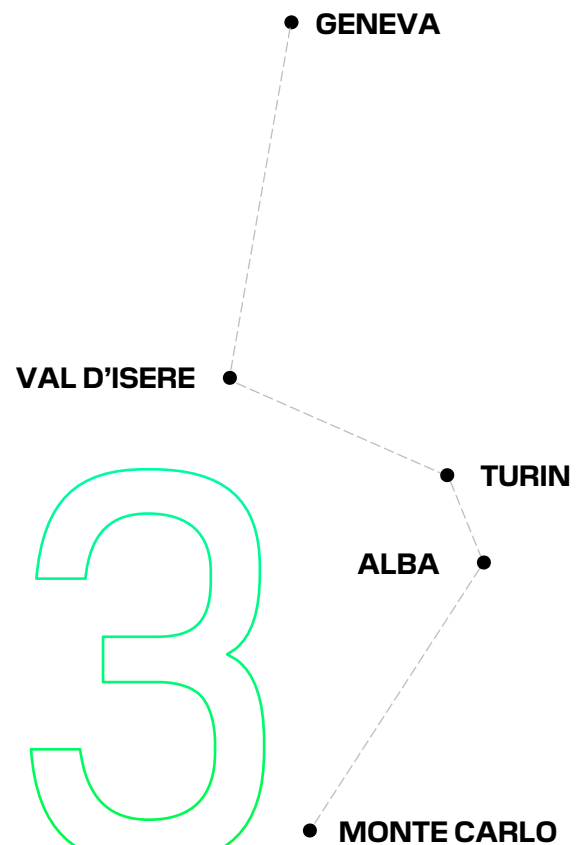
- Morning departure towards Val d'Isère with a 100 km regularity stage
- Lunch at Michelin star restaurant : l'Atelier d'Edmond
- Cars recharge during lunch
- Evening car display on Turin landmark

### SATURDAY – 390KM

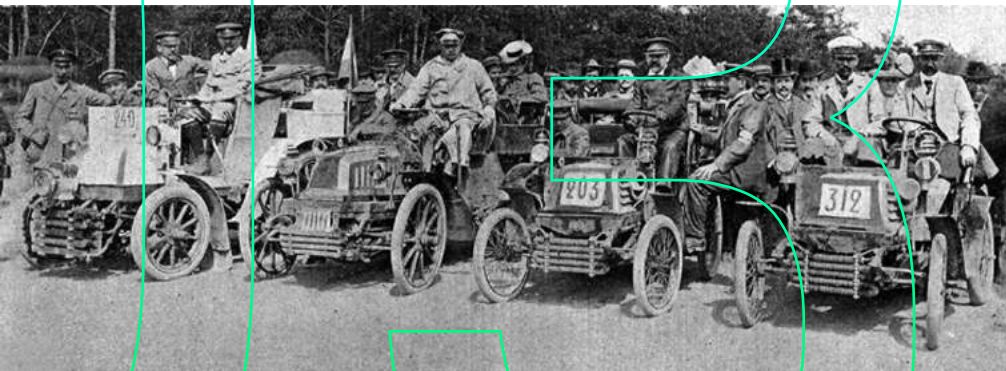
- Morning Departure to iconic circuit near Turin - time trial session
- Drive to Alba: Lunch at Piazza Duomo
- Cars recharge during lunch
- Hill Climb demonstration (10 to 15km)
- Arrival in Monte Carlo with dealership network event held within Gala dinner

# 2023 MEDIA LAUNCH ROAD MAP

GENEVA - MONTE CARLO



# 2024 REVIVING THE 1901 PARIS – BERLIN RACE



4

Only run once in 1901, the Paris-Berlin was a 1205 km road race run over three days in three stages linking Paris, France to Berlin, Germany.

Remembered as one of the “Greatest Races” of all time, the 1901 Paris-Berlin will be Revived by the GTX WORLD TOUR in 2023.

The iconic event in 1901 saw 100 competitors race from Paris to Berlin across 3 stages;

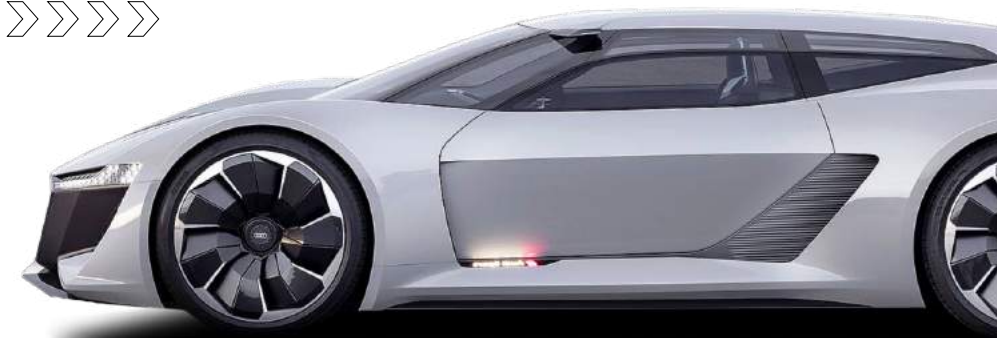
1. Paris-Aachen. 458 km
2. Aachen-Hanover. 447 km
3. Hanover-Berlin. 300 km

At the time there There were four classes of competitors;

1. Automobiles weighing more than 650 kg;
2. Automobiles weighing from 400 to 649 kg;
3. Voiturettes weighing from 250 to 399 kg; and

Starting the race saw 41 heavy automobiles, of which two were steam and live alcohol; 47 light automobiles, 10 voiturettes and 11 motorcycles, with over 2000 officials mobilised along the route to enable this grand event to take place.

The 1901 edition of the Paris – Berlin was won by Frenchman Henry Fournier in 16 hours 5 minutes averaging 44.12 miles per hour.





# Le Petit Journal

Le Petit Journal

CRÉÉ EN 1863

Le Supplément illustré

CRÉÉ EN 1863

SUPPLÉMENT ILLUSTRÉ

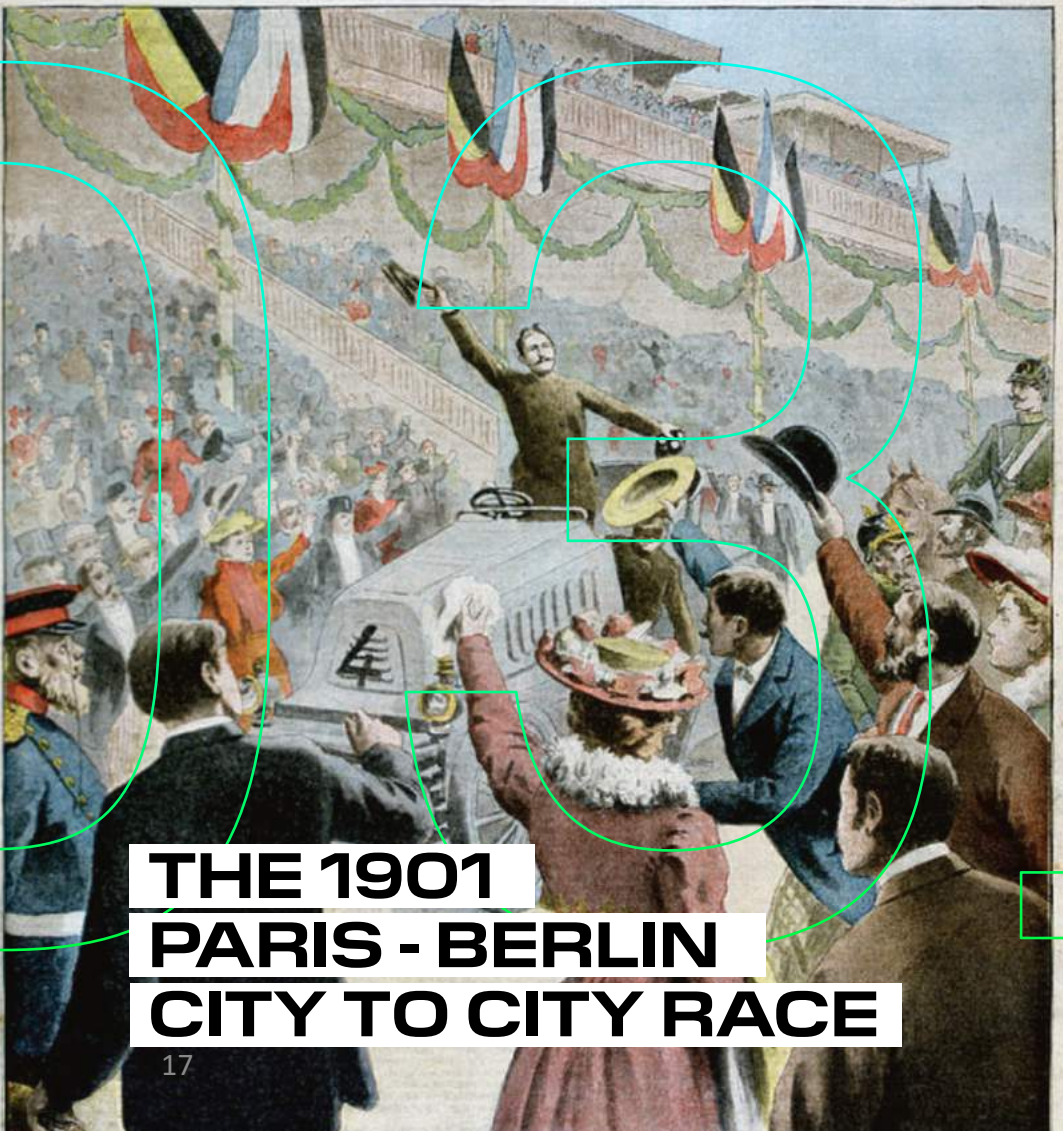
Huit pages : CINQ centimes

ABONNEMENTS

PARIS ET DÉPARTEMENTS	2 fr.	3 fr. 50
ÉTRANGER	2 fr. 50	5 fr.

Numéro 556

DIMANCHE 14 JUILLET 1901



## THE 1901 PARIS - BERLIN CITY TO CITY RACE



The 1901 Paris to Berlin city-to-city race marked its time and 120 years later it is still remembered as one of man-and-machines' pioneering contest. The GTX World Tour will share the same ethos, adapted to the 21<sup>st</sup> century.



A cross-country road tour

Brining together the most innovative machines of its time

Embracing vehicles powered by different types of "energies"

An event made for mass fan appeal

A celebration of its time

# 5

# 2024 THE ROAD MAP

In 2024 the 8 day-long **GTX WORLD TOUR** will link Paris to Berlin before expanding to the USA and Asia in 2025.



# SRO MOTORSPORTS GROUP PRESENTATION

Over the past 30 years, SRO Motorsports Group has specialised in the promotion and organisation of motorsport series around the world. Inextricably linked with GT racing's revival, SRO predominately promotes categories that adhere to the successful GT3, GT4 and recently GT2 regulations. Designing a common framework has allowed manufacturers, teams, and drivers to compete equally with one another in various championships across the world, establishing SRO as the global leader in customer GT racing.

## 2022 GLOBAL RACING PRESENCE

**19** CHAMPIONSHIPS &  
STANDALONE EVENTS

**163** RACES

**57** TESTS &  
TRACK DAYS

**5** CONTINENTS

**48** RACE  
WEEKENDS

**5** ESPORTS  
CHAMPIONSHIPS

**41** ESPORT  
RACES





# SRO MOTORSPORTS GROUP SUSTAINABILITY STRATEGY

Environmental sustainability is a crucial part of our wider sustainability commitment. Being highly aware of the environmental footprint our operations create, we have worked on a 2030 sustainability strategy and are currently implementing sustainable actions into each aspect of our business activities.



Being a 100% environmentally friendly road show, the GT Experimental World Tour will be the first amongst several new projects, developed in accordance with our sustainability strategy. The goal of launching and scaling this alternative project is to demonstrate the capabilities of electric racing and empower our teams on their path of achieving carbon neutrality and championing diversity.

Implementation of carbon reduction strategies being our focus, we have used green energy at circuits, reduced plastic and paper usage and prioritized rental of EV or hybrid vehicles during race events. Being aware of the need for immediate broader climate action, in 2021 SRO started offsetting its residual carbon emissions. We have invested in a forest conservation project which engages in ecosystem preservation, biodiversity protection and community education activities.

## SUSTAINABILITY ROADMAP

### 2021:

Implementation of carbon reduction strategy & Carbon offsetting;

### 2022:

Zero plastic waste paddocks and sustainable promo gear;  
All of SRO competitor fleets operating carbon neutral

### 2023 and beyond :

2023 - SRO operating at 100% carbon neutrality; Sustainable race fuels with 60% less CO<sub>2</sub>;  
2024 - Sustainable tyre design and use, maximising tyre upcycling;  
2030 - Goal of adopting zero carbon racing fuels;





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