



# PRESS CONFERENCE

23<sup>RD</sup> OCTOBER 2020

**SRO**  
MOTORSPORTS GROUP





INTRODUCTION

**SRO WORLD**

**SRO**  
MOTORSPORTS GROUP

**2019**

**2020**

<b>12</b>	Championships & Series	<b>9</b>
<b>97</b>	Rounds	<b>84</b>
<b>3</b>	Stand-alone Event	<b>0</b>
<b>5</b>	Continents	<b>4</b>
<b>53</b>	Race Weekends	<b>28</b>
<b>48</b>	Test Days	<b>44</b>
<b>25</b>	Countries	<b>12</b>
<b>5</b>	E-Sports Races	<b>25</b>
<b>25</b>	GT3	<b>17</b>
<b>29</b>	GT4	<b>19</b>
<b>40</b>	TC	<b>32</b>



PARTNERS

## PARTNERS INVOLVED

**SRO**  
MOTORSPORTS GROUP



**FANATEC**



INTELLIGENTMONEY

**Audi Sport**







## INTRODUCTION

## 2021 ACTIVITIES

TC  
GT4  
GT3

## MEDIA FOOTPRINT

## DEVELOPMENT PROGRAMS

FIA MOTORSPORT GAMES  
BACK TO THE ROOTS  
ESPORTS  
COST EFFICIENCY  
SUSTAINABILITY



TC





# TC AMERICA

## 2021 TC AMERICA

	Sonoma	5-7 March
	COTA	30-2 May
	CTMP	21-23 May
	Virginia International raceway	11-13 June
	Road America	27-29 August
	Watkins Glen	17-19 September
	Indianapolis	15-17 October







## 2021 FFSA TC FRANCE

	NOGARO	3-4 April
	MAGNY COURS	8-9 May
	ALBI	5-6 June
	SPA-FRANCORCHAMPS	24-25 July
	LEDENON	28-29 August
	PAUL RICARD	2-3 October





REBELLION<sup>®</sup>  
TIM3PIECES

REBELLION<sup>®</sup>  
TIM3PIECES

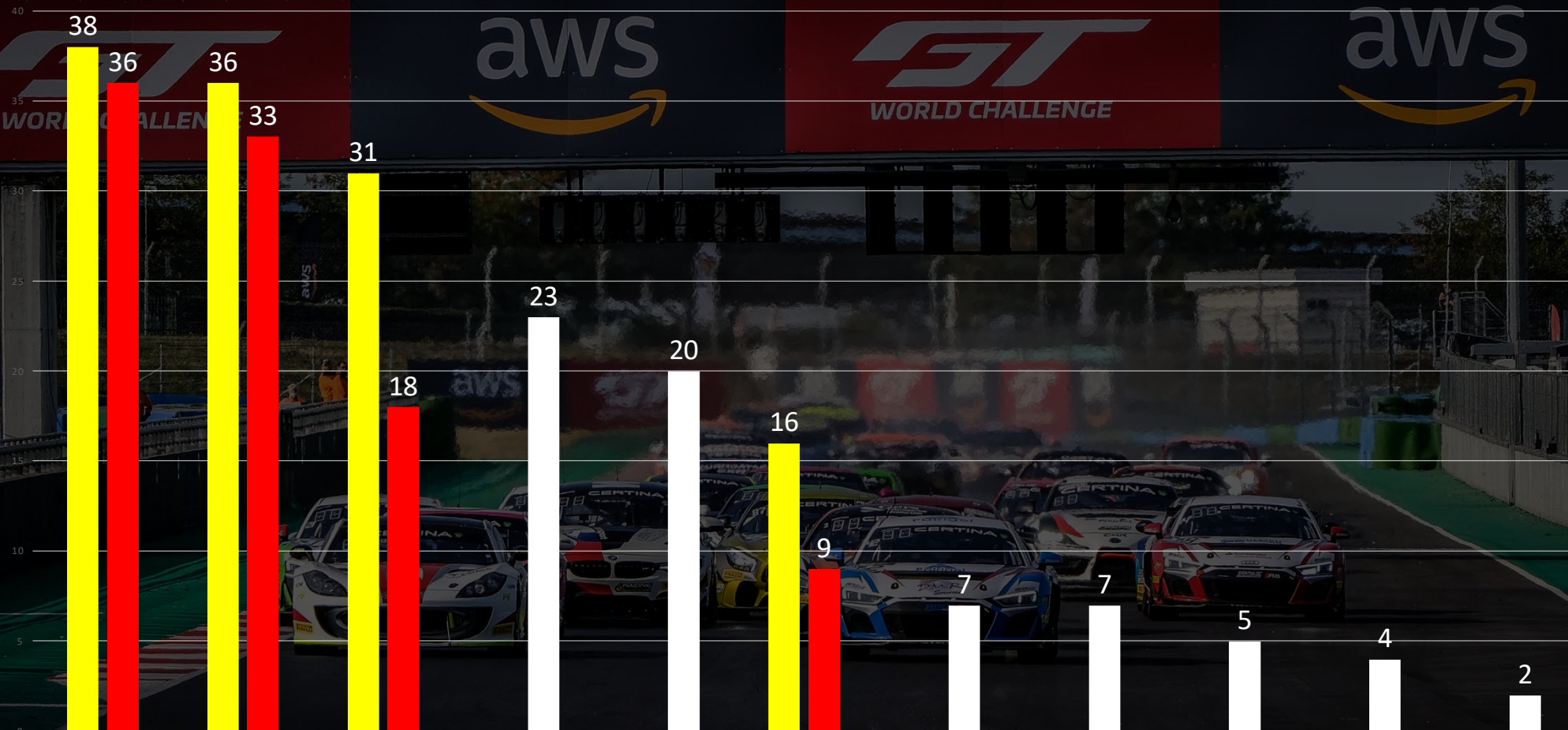
GT4





# 2021 ACTIVITIES – GT4

## AVERAGE GT4 ENTRIES SRO PROMOTED & LICENCED SERIES







*GT4 European Series*

### 2021 GT4 EUROPEAN SERIES



	Monza	17-18 April
	Circuit Paul Ricard	28-30 May
	Zandvoort	18-20 June
	Total 24 Hours of Spa	29-1 August
	Nürburgring	4-5 September
	Barcelona	8-10 October







## 2021 FFSA GT4 FRANCE

	NOGARO	3-4 April
	MAGNY COURS	8-9 May
	ALBI	5-6 June
	SPA-FRANCORCHAMPS	24-25 July
	LEDENON	28-29 August
	PAUL RICARD	2-3 October









GT4 America

### 2021 GT4 AMERICA

	Sonoma	5-7 March	Sprint X
	COTA	30-2 May	Sprint X
	CTMP	21-23 May	Sprint X
	Virginia International raceway	11-13 June	Sprint X
	Road America	27-29 August	Sprint X
	Watkins Glen	17-19 September	Sprint X
	Indianapolis	15-17 October	Sprint X



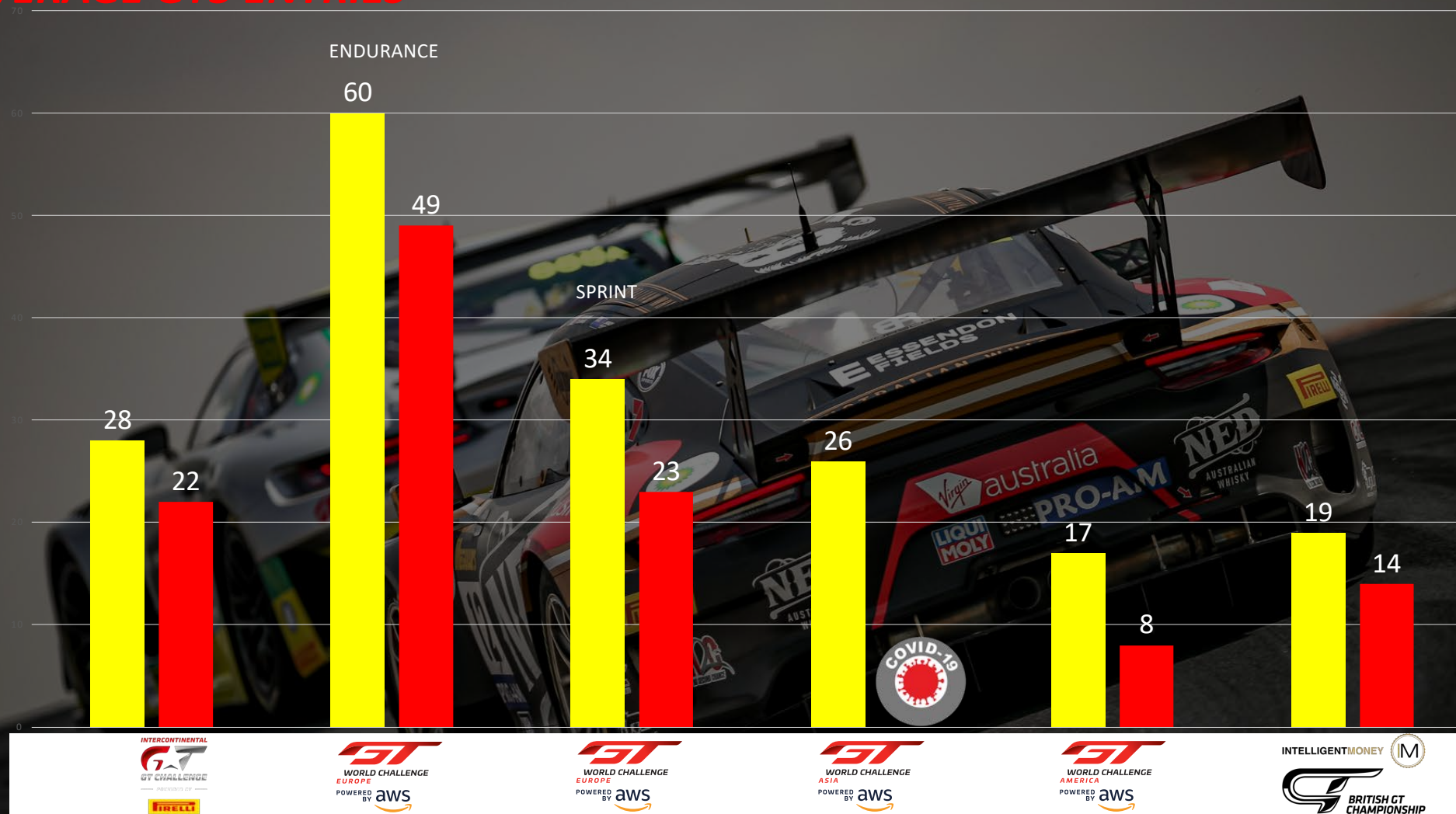






## 2021 ACTIVITIES – GT3

### AVERAGE GT3 ENTRIES









INTERCONTINENTAL  
**GT**  
GT CHALLENGE

POWERED BY



2021 INTERCONTINENTAL GT CHALLENGE POWERED BY  
PIRELLI

	Spa 24 Hour	31-1 August
	Suzuka 10 Hour	21-22 August
	Indianapolis 8 Hour	16-17 October
	Kyalami 9 Hour	December







WORLD CHALLENGE








POWERED  
BY **aws**







## 2021 GT WORLD CHALLENGE AMERICA POWERED BY AWS

	Sonoma	5-7 March
	COTA	30-2 May
	CTMP	21-23 May
	Virginia International raceway	11-13 June
	Road America	27-29 August
	Watkins Glen	17-19 September
	Indianapolis	15-17 October



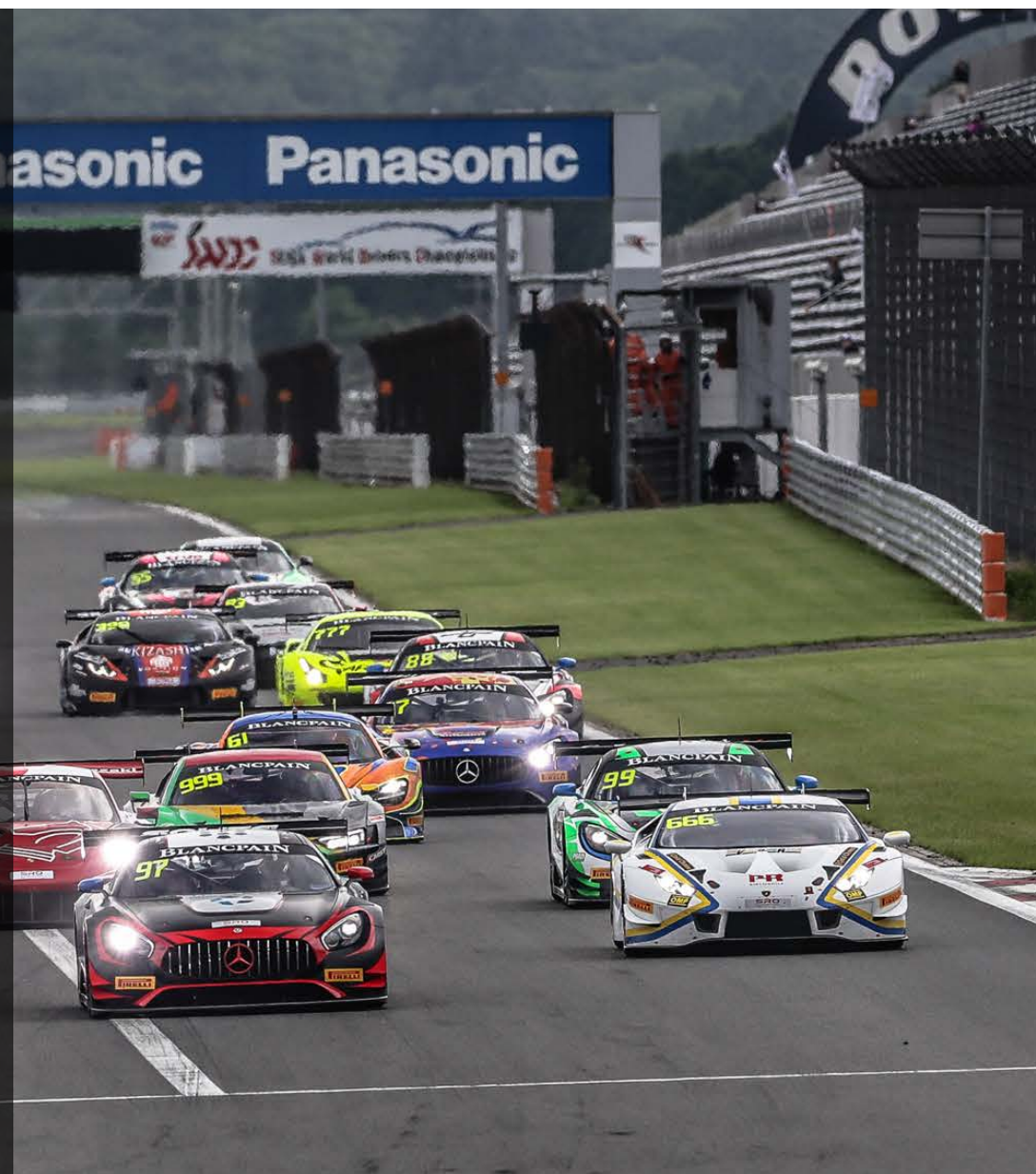




## 2021 GT WORLD CHALLENGE ASIA POWERED BY AWS

	Official Test Days – Sepang*	May
	Sepang	19-20 June
	Buriram or Autopolis	July
	Motegi	July
	Suzuka	August
	Shanghai	September
	TBA China	October

\*Warm up race/test – non scoring points







## 2021 GT WORLD CHALLENGE EUROPE POWERED BY AWS

	Official Test Days – Paul Ricard	11-12 March	Test Days
	Monza	16-18 April	Endurance
	Brands Hatch	1-2 May	Sprint
	Magny-Cours	7-9 May	Sprint
	Circuit Paul Ricard	28-30 May	Endurance
	Zandvoort	18-20 June	Sprint
	Official Test Days Spa	21-25 June (TBC)	Test Days
	Misano	2-4 July	Sprint
	Total 24 Hours of Spa	29-1 August	Endurance
	Nürburgring	4-5 September	Endurance
	TBA	18-19 or 25-26 September	Sprint
	Barcelona	8-10 October	Endurance







## 2021 INTELLIGENT MONEY BRITISH GT

	Oulton Park	3-5 April
	Snetterton	24-25 April
	Brands Hatch	22-23 May
	Silverstone 500	26-27 June
	Donington Park	10-11 July
	Spa-Francorchamps	24-25 July
	Donington Park*	11-12 September

\*dates are provisional





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TC  
GT4  
GT3

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FIA MOTORSPORT GAMES  
BACK TO THE ROOTS  
ESPORTS  
COST EFFICIENCY  
SUSTAINABILITY





## EARNED MEDIA



TOTAL MENTIONS  
SOCIAL

112K



SOCIAL REACH

1.2B



TOTAL MENTIONS  
EDITORIAL

6.8K



CUMULATIVE  
REACH EDITORIAL

12.6B

## SOCIAL



TOTAL FOLLOWING

1.3M



TOTAL POSTS

6,545



ENGAGEMENT

3M



IMPRESSIONS

63M

# GT WORLD CHALLENGE POWERED BY AWS (GLOBAL STATS: 1 JAN - 22 OCT)



## VIDEO



DIGITAL VIEWERSHIP ALL  
PLATFORMS

12.1M



YOUTUBE SUBSCRIBERS

229,883



YOUTUBE  
IMPRESSION

156M

## TOP 5 MARKETS



1.



UNITED STATES OF AMERICA

USA

2.



UNITED KINGDOM

UK

3.



GERMANY

DEU

4.



FRANCE

FRA

5.



JAPAN

JPN

SOURCE: MELTWATER



## SOCIAL MEDIA REVIEW BY PLATFORM 1 JAN - 22 OCT

### facebook

FOLLOWERS



1,018,739

POSTS



1299

ENGAGEMENT



1,265,000

IMPRESSIONS



25,200,000

ENGAGEMENT  
PER IMPRESSION



5.1%

### Instagram

FOLLOWERS



175,957

POSTS



1903

ENGAGEMENT



1,980,000

IMPRESSIONS



32,500,000

ENGAGEMENT  
PER IMPRESSION



5.5%

### twitter

FOLLOWERS



74,287

TWEETS



2646

ENGAGEMENT



550,000

IMPRESSIONS



15,830,000

ENGAGEMENT  
PER IMPRESSION



3.5%



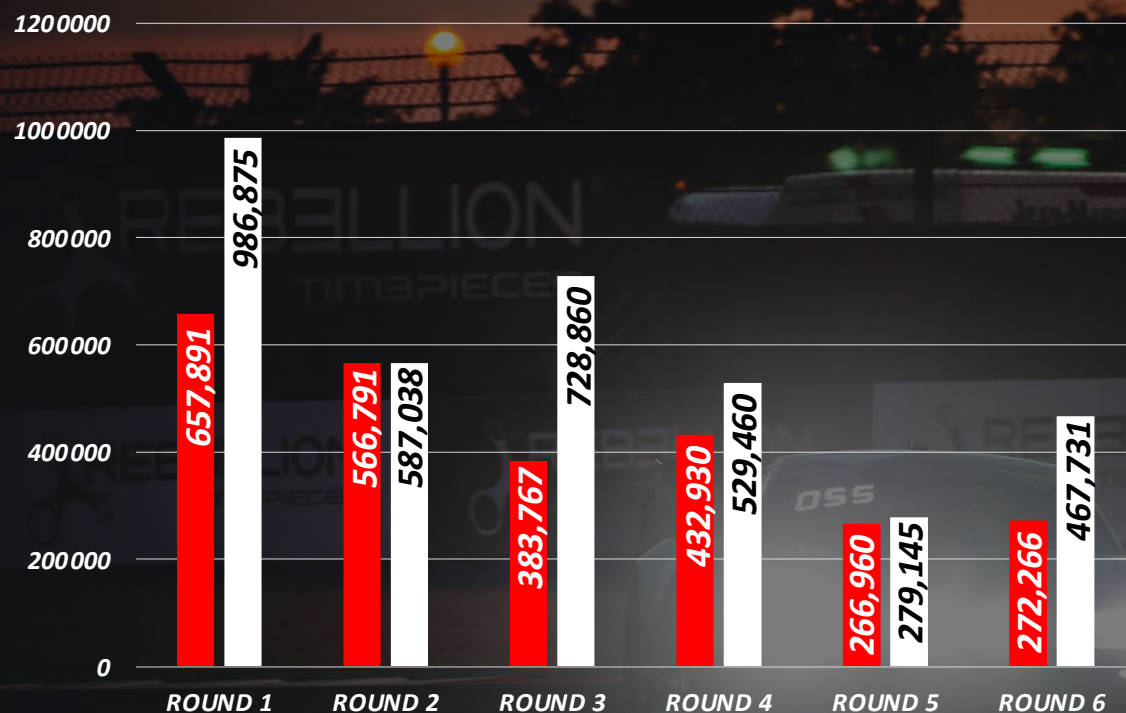
## DIGITAL VIDEO VIEWERSHIP FACEBOOK + YOUTUBE

#GTWORLDCHEU

2019

2020

2019 vs 2020



**AVERAGE 37% INCREASE  
IN DIGITAL VIEWERSHIP**



**130,000 VIDEO  
ENGAGEMENTS ON  
FACEBOOK JAN – OCT 2020**



## TV DISTRIBUTION



**TOTAL REACH**  
**1.4 BILLION**  
(SOURCE: NIELSEN SPORTS)

### TV DISTRIBUTION

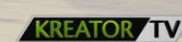
#### NORTH AMERICA



#### CENTRAL & SOUTH AMERICA



#### EUROPE



#### MIDDLE EAST / AFRICA



#### WORLDWIDE

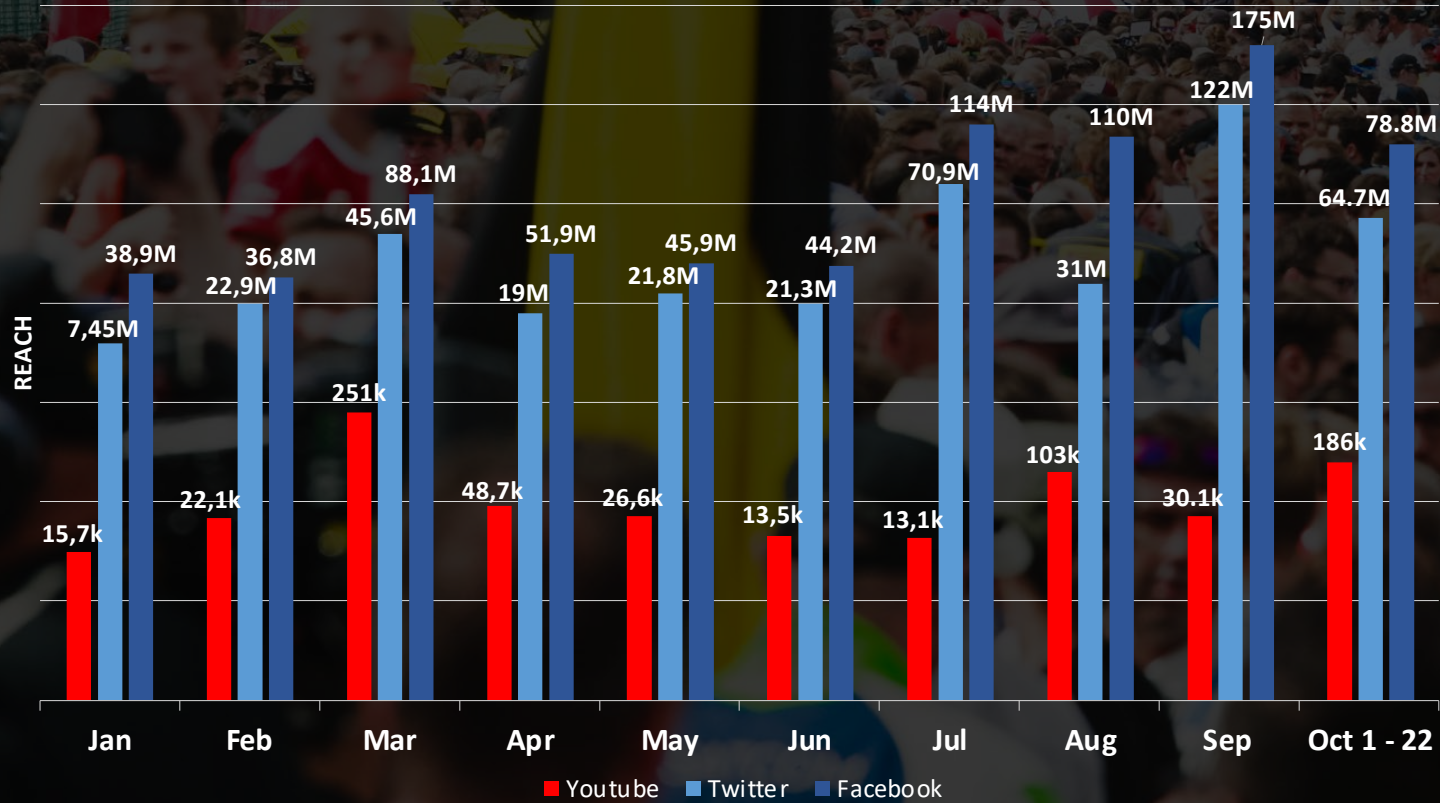


#### ASIA PACIFIC





## SOCIAL REACH (SOURCE: MELTWATER)



 **784M**

 **440M**

 **709K**



# FACEBOOK LIKES



9,539,792

1,570,665

1,008,449

657,106

331,855

238,100

218,047

107,092

60,250

49,710

27,677

13,871

11,353

6,391



Figures as per 18/09/20





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FIA MOTORSPORT GAMES  
BACK TO THE ROOTS  
ESPORTS  
COST EFFICIENCY  
SUSTAINABILITY





# DEVELOPMENT PROGRAMS

## FIA MOTORSPORT GAMES

### BACK TO THE ROOTS

TOTAL LOOK RALLY  
GT SPORTS CLUB

### ESPORTS

### COST EFFICIENCY

### SUSTAINABILITY

GTX  
SUSTAINABILITY STRATEGY







## DEVELOPMENT PROGRAMS

# FIA MOTORSPORT GAMES – TIMELINE



2018

FIA GT Nations Cup  
Bahrain

- 1 category:
- GT

2019

FIA MOTORSPORT GAMES  
Rome

6 categories:

- GT
- Touring Car
- F4
- Drift
- Digital Motorsport
- Karting Slalom

2021

FIA MOTORSPORT GAMES  
Marseille

15 to 17 categories:





## DEVELOPMENT PROGRAMS

# FIA MOTORSPORT GAMES



- A unique multi-disciplinary event that sees drivers competing in the colours of their national flag.
- 2019 edition:
  - Host City: Rome
  - Categories: GT Cup, Touring Car Cup, F4 Cup, Drifting Cup, Karting Slalom Cup and Digital Cup
  - Overall winner: Team Russia



		RANKING		
1	TEAM RUSSIA	1	-	2
2	TEAM ITALY	1	-	1
=	TEAM AUSTRALIA	1	-	1
3	TEAM NETHERLANDS	1	-	-
=	TEAM UKRAINE	1	-	-
=	TEAM JAPAN	1	-	-
4	TEAM BELGIUM	-	2	-
5	TEAM CZECH REPUBLIC	-	1	-
=	TEAM COSTA RICA	-	1	-
=	TEAM GERMANY	-	1	-
=	TEAM POLAND	-	1	-
6	TEAM FINLAND	-	-	1
=	TEAM SLOVAKIA	-	-	1







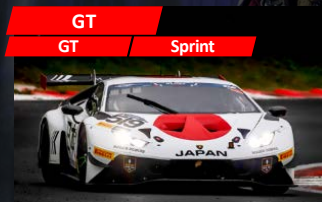
## DEVELOPMENT PROGRAMS

# FIA MOTORSPORT GAMES – 2021 DEVELOPMENT PLAN

After a resounding success in Rome, the FIA Motorsport Games will continue its development plan and aim to attract 80 Nations across its 15 to 17 categories

Date and location:

- Opening Ceremony: Marseille
- Competitions: Circuit Paul Ricard (circuit) & Spéciales de la Sainte Baume (Rally)
- Date TBC: 21 to 24 October 2021 or following weekend depending on other series calendars



## 2021 ADDITIONAL CATEGORIES:





## DEVELOPMENT PROGRAMS

# **FIA MOTORSPORT GAMES – GT SPRINT (PRO)**



- Introduction of new GT pro-class from 2021 to complement current Pro-Am (Silver – Bronze) category
- Single driver
- 1 hour race
- 1 day event – on Sunday
- Teams to use the cars after the Pro-am race







# DEVELOPMENT PROGRAMS

**FIA MOTORSPORT GAMES**

**BACK TO THE ROOTS**

TOTAL LOOK RALLY  
GT SPORTS CLUB

**ESPORTS**

**COST EFFICIENCY**

**SUSTAINABILITY**

GTX  
SUSTAINABILITY STRATEGY



TOTAL LOOK RALLY

LE VENDÔME

80

21<sup>st</sup> to 23<sup>rd</sup> of May

Friday 21<sup>st</sup> of May: Paris - Place Vendôme

Saturday 22<sup>nd</sup> of May: Chambord Castle

Sunday 23<sup>rd</sup> of May: Vendôme





DEVELOPMENT PROGRAMS

## GT SPORTS CLUB NEW CONCEPT



**GT3** SPORTS CLUB

**GT** SPORTS CLUB EUROPE



**GT2** EUROPEAN SERIES

**GT** SPORTS CLUB EUROPE



**GT1** SPORTS CLUB



## DEVELOPMENT PROGRAMS

### **GT SPORTS CLUB**



Amateur drivers head to GT series with 3 categories: GT3; GT2; GT1

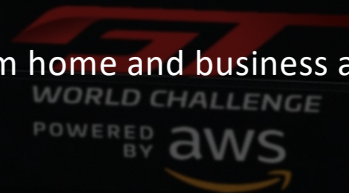
The aim: Bring AM-drivers back to the SRO paddock, by offering:

- A calendar of four to five events on the most beautiful circuits in Europe.
- A main series with garages, access to a top-level hospitality, with access to a panoply of media services, with sporting and technical entourage identical to those in the GT World Challenge powered by AWS.

SRO would propose a parallel calendar to that of the GT World Challenge, consisting of either independent or national events , with dates that would be compatible with those of the other Series organized by SRO.

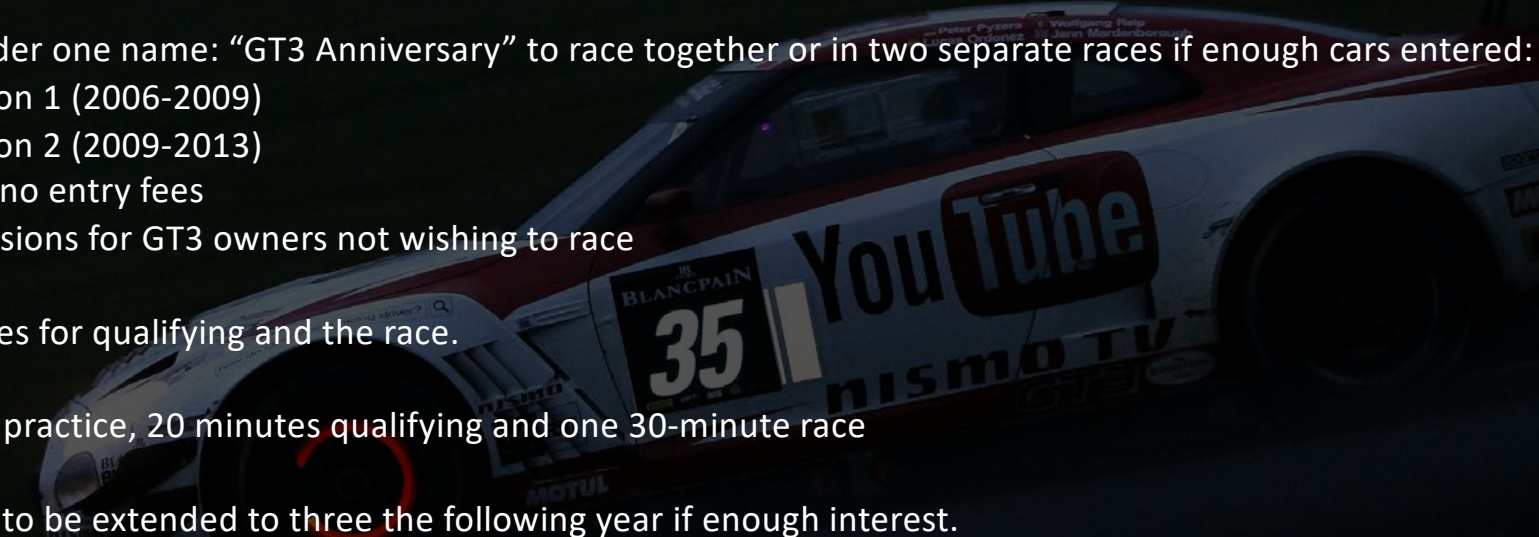
A successful equation in terms of:

- Budget
- pleasure
- availability (the ratio between the time away from home and business and the time behind the wheel)





## MONZA GT3 15<sup>TH</sup> ANNIVERSARY MEETING

- Four days event in Monza to celebrate 15 years of GT3 racing
  - Two categories under one name: “GT3 Anniversary” to race together or in two separate races if enough cars entered:
    - GT3 Generation 1 (2006-2009)
    - GT3 Generation 2 (2009-2013)
    - By invitation, no entry fees
    - Free track sessions for GT3 owners not wishing to race
  - One set of new tyres for qualifying and the race.
  - 45 minutes of free practice, 20 minutes qualifying and one 30-minute race
  - One event in 2021 to be extended to three the following year if enough interest.
- 



DEVELOPMENT PROGRAMS

## GT3 Generation 1

2006-2009

**GT** SPORTS  
CLUB  
EUROPE





DEVELOPMENT PROGRAMS

## GT3 Generation 2

**GT** SPORTS  
CLUB  
EUROPE

2009-2013





GT REBELLION<sup>®</sup>  
SERIES

## 2021 GT REBELLION

	Monza Anniversary	15-17 April	GT2 / GT Rebellion
	Hockenheim	14-15 May	GT2 / GT Rebellion
	Silverstone 500	25-27 June	GT2 / GT Rebellion
	Paul Ricard	1-3 October	GT2 / GT Rebellion

\*Incentive to go to the Total 24 Hours of Spa

- Format:
  - Three-hour endurance with two drivers and three pit stops
  - Two 60-minute free practice sessions
  - Combined qualifying time based on two 20-minute sessions
- Two categories; three podiums; three classifications
  - Overall
  - GT3 Gen4 evo (the latest specs GT3 cars)
  - GT3 Gen3
- Am drivers only distributed in two groups: Bronze and Bronze +. Handicap weight for Bronze + drivers
- Possibility to add a pro driver for the Free Practices only to help with car set-up



# GT2 EUROPEAN SERIES

## 2021 GT SPORTS CLUB

	Monza Anniversary	15-17 April	GT2 / GT Rebellion
	Hockenheim	14-15 May	GT2 / GT Rebellion
	Silverstone 500	25-27 June	GT2 / GT Rebellion
	Spa Francorchamps	23-25 July	GT2
	Paul Ricard	1-3 October	GT2 / GT Rebellion

- Series name: GT2 European Series
- Format:
  - Two 45-minutes free practice sessions
  - Two 50-minute races over three days
  - Two 20-minute qualifying sessions
- Two categories; two podiums; two classifications
  - Pro-am
  - Am
- Pro drivers limited to FIA graded Silver drivers aged 30 and over
- Am drivers divided in two groups: Bronze and Bronze +
- Am drivers can drive alone



DEVELOPMENT PROGRAMS

**GT2**

**GT** SPORTS  
CLUB  
EUROPE





#### 2021 GT1 SPORTS CLUB

	Monza	20-21 April
	Circuit Paul Ricard	31-1 June
	Barcelona	11-12 October

- 2-day event following the GT World Challenge meetings
- Driving programme for track designed supersport cars
- 8 hours of track time per event and limited cars on track
- Supersports car exhibition area on the GT World Challenge paddock
- VVIP package for drivers, including hospitality, catering and invitation to race weekends



**GT** AMERICA












## DEVELOPMENT PROGRAMS

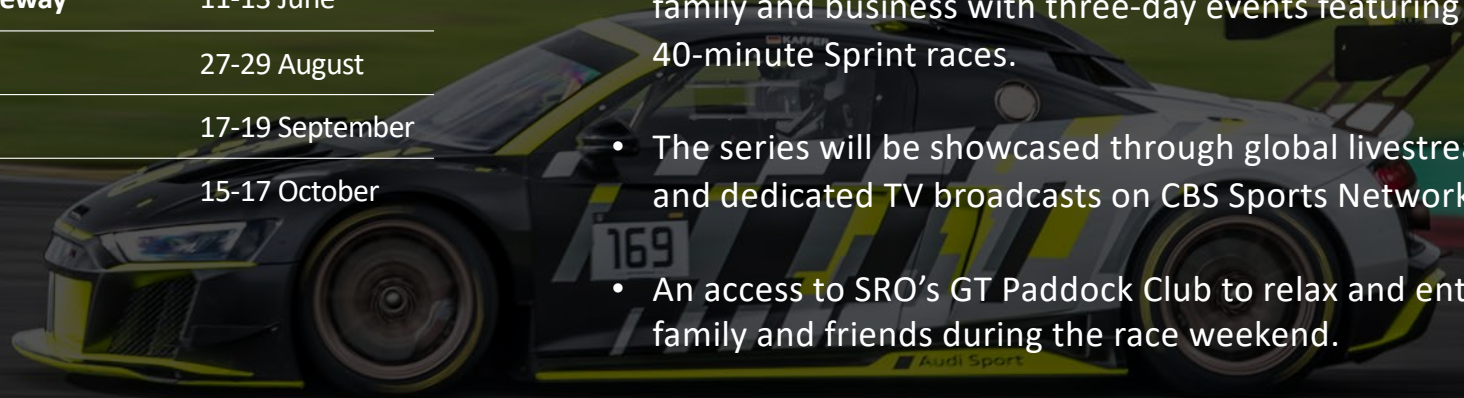
# GT AMERICA – DESCRIPTION

**GT** AMERICA

### 2021 GT WORLD CHALLENGE AMERICAS

	Sonoma	5-7 March
	COTA	30-2 May
	CTMP	21-23 May
	Virginia International raceway	11-13 June
	Road America	27-29 August
	Watkins Glen	17-19 September
	Indianapolis	15-17 October

- A consolidation of SRO America's Sprint championships to form a throwback to the traditional World Challenge format.
- Designed for Bronze level drivers, GT America will feature three classes - GT3, GT2, and GT4.
- Each race weekend will maximize your time away from family and business with three-day events featuring two 40-minute Sprint races.
- The series will be showcased through global livestreams and dedicated TV broadcasts on CBS Sports Network.
- An access to SRO's GT Paddock Club to relax and entertain family and friends during the race weekend.







## DEVELOPMENT PROGRAMS

**FIA MOTORSPORT GAMES**

**BACK TO THE ROOTS**

TOTAL LOOK RALLY  
GT SPORTS CLUB

**ESPORTS**

**COST EFFICIENCY**

**SUSTAINABILITY**

GTX  
SUSTAINABILITY STRATEGY







DEVELOPMENT PROGRAMS

## ESPORTS



## EARNED MEDIA



TOTAL MENTIONS  
SOCIAL

11,420



SOCIAL REACH

156.2M



TOTAL MENTIONS  
EDITORIAL

592



TOTAL REACH  
EDITORIAL

476M

## SOCIAL



TOTAL POSTS

1889



ENGAGEMENT

580,084



IMPRESSIONS

16.7M



## LIVESTREAM



TOTAL LIVE  
42:56:03



VIEWS (DIGITAL VIEWERSHIP)  
1,831,162



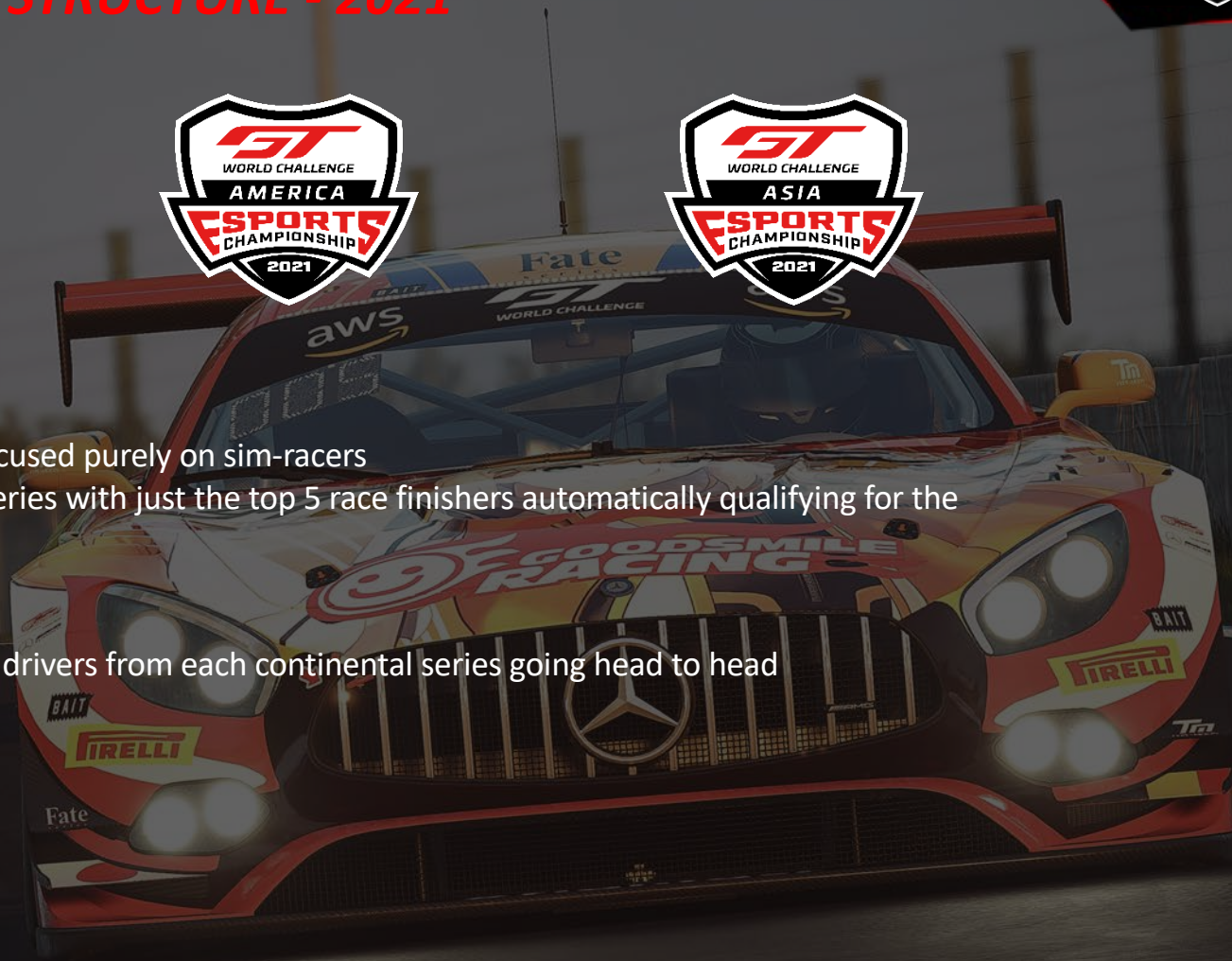
REACH  
7,138,881





## DEVELOPMENT PROGRAMS

# ONLINE CHAMPIONSHIP STRUCTURE - 2021



March to November – Sim Driver Season

- 3 continental series running in parallel focused purely on sim-racers
- Online qualifiers for every round of the series with just the top 5 race finishers automatically qualifying for the following round

December

- Championship grand finals seeing best drivers from each continental series going head to head

January to March - Real Driver Season

- Winter series focused on real drivers

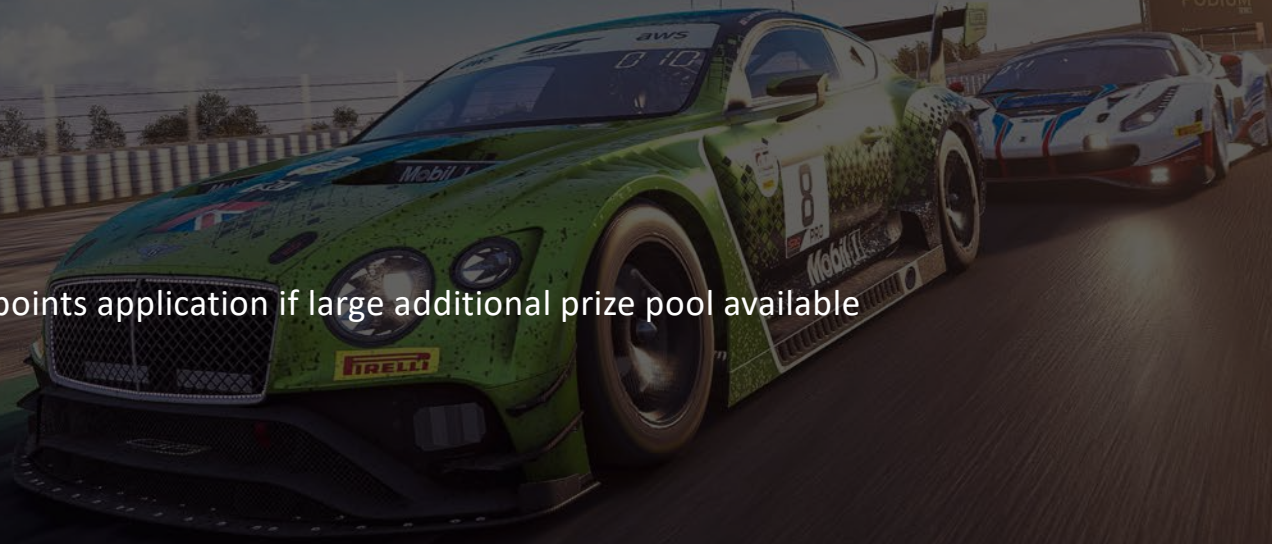


## DEVELOPMENT PROGRAMS

# ***ESPORTS INTEGRATION – 2021***



- SRO looking at closer integration of esports with real racing activities
- On-site events
- Real drivers competing
- Pro team focus
- Real team championship points application if large additional prize pool available







# DEVELOPMENT PROGRAMS

**FIA MOTORSPORT GAMES**

**BACK TO THE ROOTS**

GT SPORTS CLUB  
GT RACING DRIVER DEVELOPMENT

**ESPORTS**

**COST EFFICIENCY**

**SUSTAINABILITY**

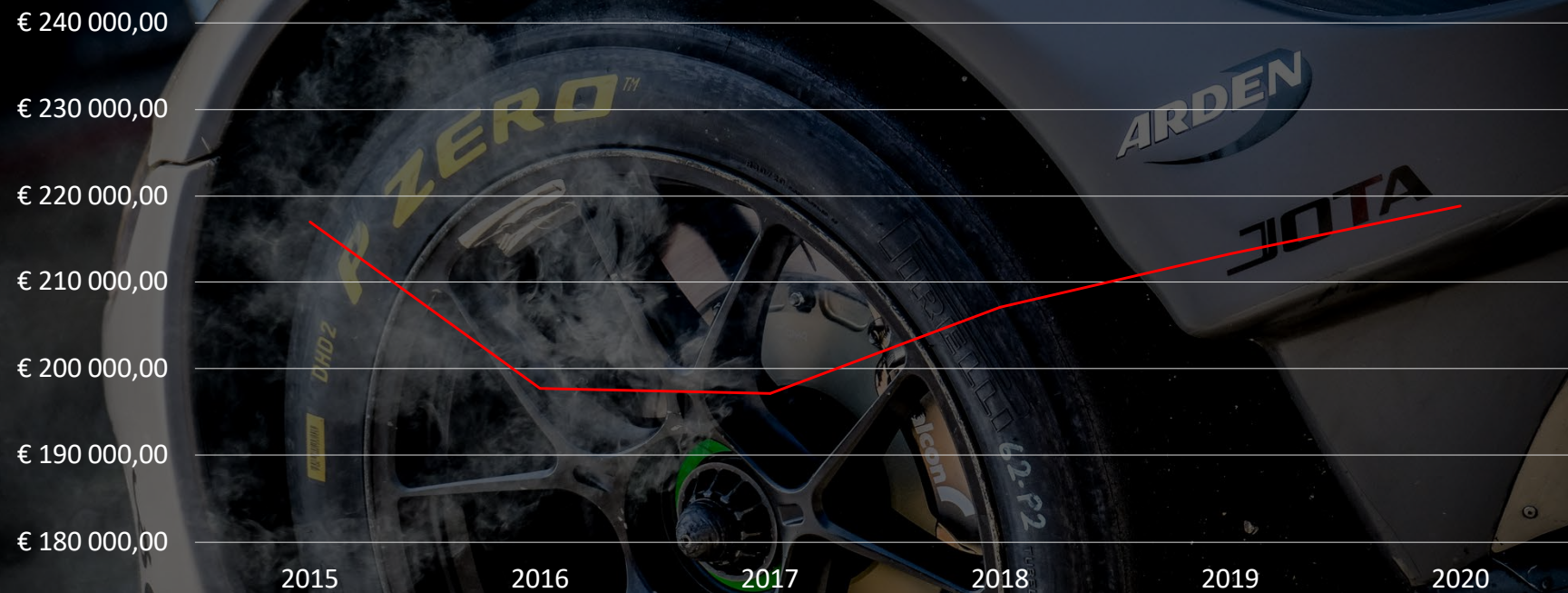
GTX  
SUSTAINABILITY STRATEGY



## DEVELOPMENT PROGRAMS

### **COST EFFICIENCY**

**SRO**  
MOTORSPORTS GROUP



TOTAL COSTS INCLUDING: TESTS+TYRES+FUEL+EQUIPMENT+ENTRY FEE-BENEFIT-PRIZE MONEY



## DEVELOPMENT PROGRAMS

# ***COST REDUCTION PROGRAM***

**SRO**  
MOTORSPORTS GROUP

### Topics under discussion with teams:

- One Silver driver per car
- Reduction of the number of team personnel at the track
- Strict control of one truck per car
- Only allow tyre warmers at Spa
- Reduce the number of tyres where possible and certainly at Spa
- One fuel rig imposed for every two cars, with restrictions to forbid teams avoiding this by the use of different licences
- Revised pit stop rules: Tyres changing during refueling







# DEVELOPMENT PROGRAMS

**FIA MOTORSPORT GAMES**

**BACK TO THE ROOTS**

GT SPORTS CLUB  
GT RACING DRIVER DEVELOPMENT

**ESPORTS**

**COST EFFICIENCY**

**SUSTAINABILITY**

GTX  
SUSTAINABILITY STRATEGY





**GT EXPERIMENTAL WORLD TOUR**

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





## **GTX WORLD TOUR – 2021 LAUNCH EVENT**

The GTX World Tour will launch in 2021 through a short 2-day media event going from Geneva to Monaco 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.

### **Tentative Schedule:**

#### **Friday**

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

#### **Saturday – 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

#### **Sunday – 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



DEVELOPMENT PROGRAMS

# GTX WORLD TOUR – 2021 LAUNCH EVENT



Geneva



Val d'Isère

Turin



Alba

Monte Carlo



## DEVELOPMENT PROGRAMS

# GTX WORLD TOUR – 2022

**GTX**  
GT EXPERIMENTAL WORLD TOUR

Day 1:  
Paris -  
Reims:



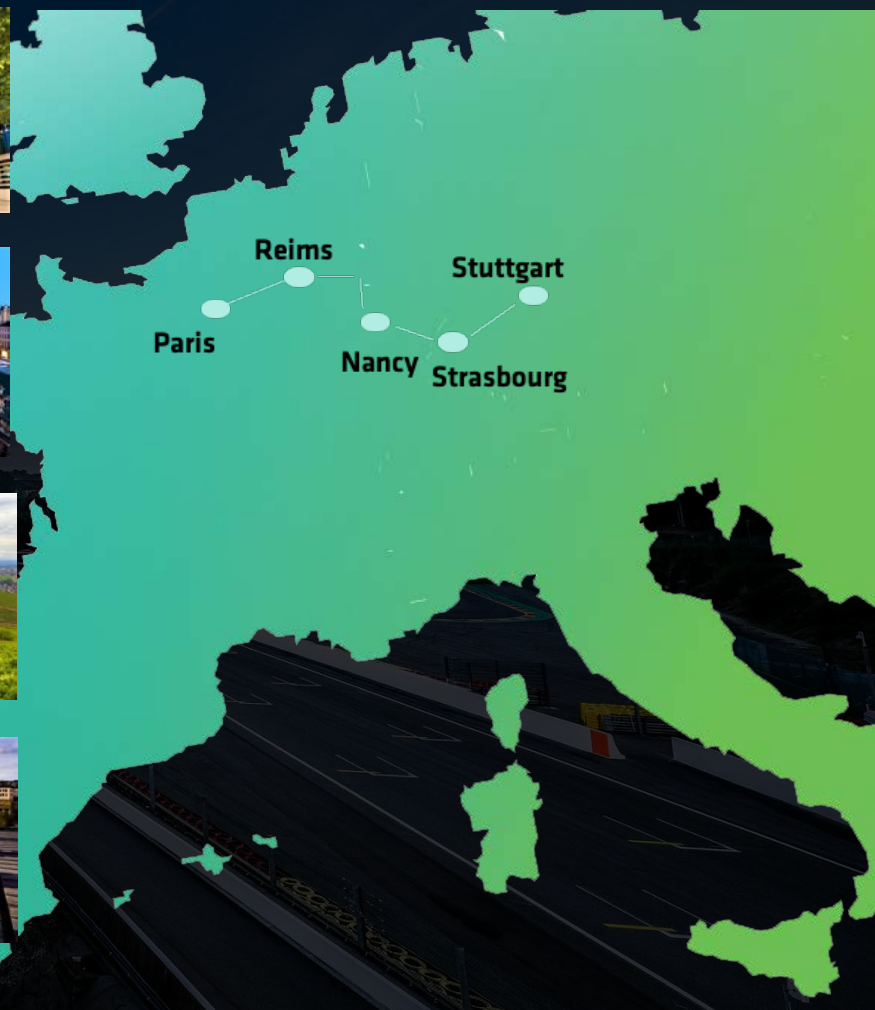
Day 2:  
Reims -  
Nancy:



Day 3:  
Nancy -  
Strasbourg:



Day 4:  
Strasbourg -  
Stuttgart:





## DEVELOPMENT PROGRAMS

# GTX WORLD TOUR – 2022

**GTX**  
GT EXPERIMENTAL WORLD TOUR

Day 5:  
Stuttgart –  
Nuremberg:



Day 6:  
Nuremberg –  
Prague:



Day 7:  
Prague –  
Dresden:



Day 8:  
Dresden –  
Berlin:





## SUSTAINABILITY STRATEGY AND IMPLEMENTATION

**Corporate social responsibility:** SRO will implement a sustainability strategy in order to minimise its carbon emissions and offset the residual emissions that cannot be avoided (with a goal of being carbon neutral by 2022).

- **Sustainability roadmap:**
  - **Footprint assessment**
  - **Minimising carbon emission**
  - **Carbon offsetting**
  - **Establish and motivate a sustainable motorsport network;**
- **Partners:**
  - **Futerra** - international sustainability strategy and creative agency;
  - **Permian Global** – expert in the fields of science, forest conservation and asset management;

**FUTERRA**





## **SUSTAINABILITY ROADMAP – CARBON NEUTRAL BY 2022**

### **SUSTAINABILITY ROADMAP**

<b>YEAR</b>	<b>TIMELINE</b>
2020	Start GHG Footprint assessment and decarbonisation strategy
2021	Implement carbon reduction strategy Carbon offsetting
2022	Implement carbon reduction strategy Carbon offsetting
2023 and beyond	SRO operating at carbon neutrality whilst continuing to implement further carbon reduction strategies Sustainable motorsport network





# SRO

MOTORSPORTS GROUP