



GT EXPERIMENTAL WORLD TOUR



CONCEPT

Customer Racing & Experience towards 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 GT eXperimental WORLD TOUR by SRO (GTX), is a road show of the most technologically advanced Electric Vehicles. 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.

As technology evolves the GTX is open - as a second step - to welcome hydrogen and autonomous vehicles as well.

The competitive side will include five different challenges. Four of pure racing competition: rally stages, hill climbs, circuit racing and standing-start acceleration runs, and one dedicated to efficiency challenge. The first event planned in 2025 is the **legendary Targa Florio**, Italy at his 107th edition.

The touristic side 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.

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.



SRO AT GLANCE

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** highlighted by the prestigious CrowdStrike 24 Hours of Spa and the organisation of the FIA Motorsports Games.

In addition to racing activities, SRO organizes a growing number of non-competitive **events and track days** around the world.

13

CHAMPIONSHIPS
&
SERIES

92

ROUNDS

57

TEST
&
TRACK DAYS

5

CONTINENTS

55

EVENTS

5

ESPORTS
CHAMPIONSHIPS

220

HOURS
OF
DRIVING

25

ESPORTS
RACES



GTX PROJECT OVERVIEW

GTX BY SRO

GTX Fundamentals

EXPOSURE

Aspirational & Concept cars
City centre **exhibitions & Road Show**
Social Media focus
Live coverage of all competitions
Short race formats
Drivers & co-drivers
Ambassadors/Influencers
Journalists/Personalities

EFFICIENCY

Measured on all liaison stages within a regularity framework
Energy consumption calculated within a defined route and a time frame controlled by GPS
Efficiency will be **part of the competition**

GTX BY SRO

GTX Fundamentals

COMPETITION

5 different challenges: 4 pure racing competition on rally stages, hill climbs, circuit racing and acceleration runs + **regularity/efficiency stints**

2 short races each day combined with efficiency liaison stints

BOP and success penalties to share visibility and success among manufacturers

Separate Cups for each race specialties, including efficiency and overall title

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

PROMOTION

An ideal event for brand/travel/tour car manufacturer's **customer experience**

A 'money can't buy' **experience for EV's only:** sharing roads, the atmosphere and regularity stints together or against **factory racing teams**

Travelling Motor Shows with PR events at each city stops

Test drives along the way by invitation

Local **retail** involvement





GTX PROJECT OVERVIEW

GTX BY SRO

Attractive and Realistic Frame

TECHNICAL

- Definition of the GT cars in line with **current EV standards**
- Sporting formats and liaison mileage defined in accordance with their capacity
- Reasonable organisation costs
- Short visits on secondary **iconic small circuits**
- Partnerships with organising clubs
- One sporting team including track marshals attending each stages
- SRO teams already active in Europe, America and Asia managing both competitions and track-days

ENVIRONMENTAL

- Scenic **roads** and historical **landmarks**
- Glamour and elegance
- Fun and friendship

GTX BY SRO

Initiated by Manufacturers / Designed for Customer Racing and Experience

The direct implication of **car manufacturers** is essential to launch the GTX World Tour.

They are pivotal in pursuing the **development** of appropriate machinery and through active **promotional support**.

Car manufacturers need to:

- **Develop cars** choosing between 2 different entry ways within **1 technical regulation**

Eligible car 1: Road homologated cars developed for competition use (NeGTX)

Eligible car 2: Race or GT designed concept cars produced in limited numbers (CeGTX)



Audi e-tron GT



Maserati GT Folgore



Mercedes Vision AMG



Porsche 718 GT4 e Performance

- **Contribute** to the organisation costs with **entry fees**

- Progressively **integrate customer racing teams and private entrants** with the minimum objective of four cars per manufacturer

GTx BY SRO

Initiated by Manufacturers / Designed for Customer Racing and Experience

- Run them over a **three-year initial program**. The initial direct manufacturer commitment over the first three years is to be developed as a **transition towards customer racing programs**
- Insert GTx world tour as a pinnacle **customer experience**
- As seen with the **GT3 and GT4** categories, both initiated by SRO, and as it will be with **GTx**, the initial success of the **first International Series** will spread into **National and regional events**
- Should GTx be successful, spearheaded by the appeal of the legendary Targa Florio - and it will be if the car manufacturers commit to it - there is no doubt that **the GTx class will be adopted in many events and in diverse formats**



GTX BY SRO

Program

2025



Inaugural GTX Targa Florio
Sicily, Italy
May



PARIS - BERLIN

Inaugural GTX European Tour
Paris-Berlin
October

2026



GTX Targa Florio
Sicily, Italy
May



GTX European Tour
tbd



GTX Asian Tour
tbd

2027



GTX Targa Florio
Sicily, Italy
May



GTX European Tour
tbd



GTX Asian Tour
tbd



GTX American Tour
tbd

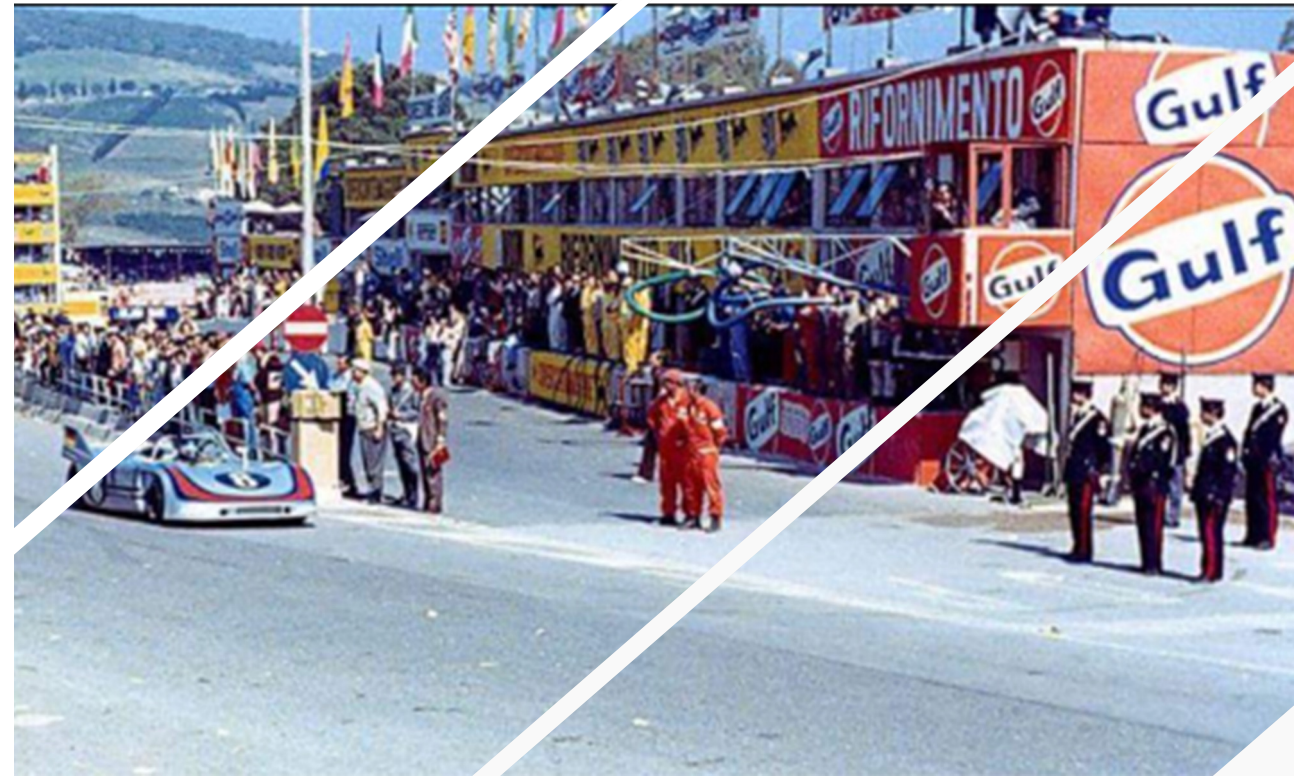
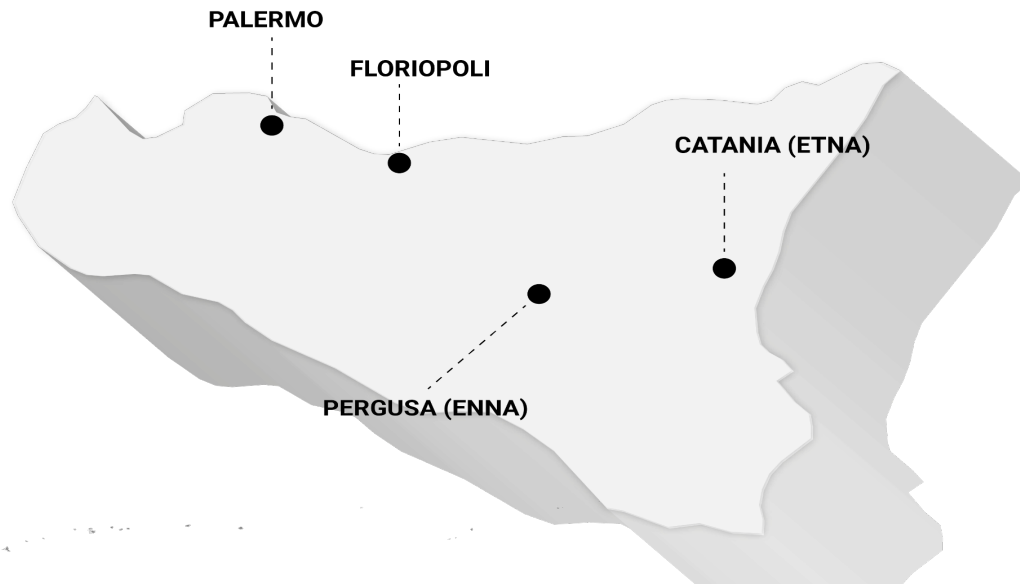


GTX PROJECT OVERVIEW

Inaugural GTX Targa Florio 2025

A UNIQUE MOTORSPORTS CONCEPT

- A city-to-city competition roadshow from Palermo to Catania, Sicily, Italy
- To establish a link between the **oldest sport car racing event in the world** and the most modern race project in the 21st Century
- GTX fundamentals: exposure, efficiency, competition (5 different challenges) and promotion





GTX PROJECT OVERVIEW

Inaugural GTX Targa Florio

2025

A UNIQUE MOTORSPORTS CONCEPT

- Competition includes rally stages in a **renovated Floriopoli**, Racing and standing-start acceleration runs in **Pergusa Circuit**, Hill Climb from **Catania to Etna volcano** and efficiency challenge along the transfers
- Attractive environmental frame: scenic **roads** & historical **landmarks**, **glamour & elegance**, fun & friendship

The Targa Florio was a public road endurance car race held in Sicily. Founded in 1906 thanks to Mr. Vincenzo Florio, a local visionary entrepreneur from Palermo city. It was the **oldest sports car racing event**, part of the FIA World Sport Car Championship between 1955 and 1973. In 2025 will run the 107th edition.

Unanimously, one of the most legendary races ever



Inaugural GTX Targa Florio

2025

A UNIQUE MOTORSPORTS CONCEPT

- possibility to host **VIP guests** in a five-star **resort** on the Mediterranean Sea and **luxury private residences**
- Ideal locations to set up any **customer experiences** around the GTX races
- Possibility to set up a **tailor-made tourist discovery** path both in Palermo and Catania cities
- A **gala dinner** in a private XVI Century castle, this would be the ideal closing ceremony of the inaugural GTX Targa Florio edition
- A special event to celebrate the car manufacturers' return to Sicily and the opening of an important **new international motorsports chapter**



Inaugural GTX European tour 2025

A UNIQUE MOTORSPORTS CONCEPT

- Ideally scheduled for October, the **6-day long** GTX European Tour will initially link **Paris to Berlin**, before expanding to Asia in 2026 and in the USA in 2027
- Five different **motorsports challenges** mixed with **exceptional tourism** and possibilities of extended promotional activities
- **Rally stages, hill climbs, circuit racing** and **standing-start acceleration runs**, and one dedicated to **efficiency** challenge
- Attractive environmental frame: **scenic roads & historical landmarks, glamour & elegance, fun & friendship**



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