



CAMPIONATO
ITALIANO
SUPERSTARS

INTERNATIONAL
SUPERSTARS
SERIES



2009 SUPERSTARS SERIES

Marketing Presentation

SUPERSTARS

SUPERSTARS is a fast-growing touring car Championship reserved to top-class production-based cars with 3000-7000 cc engines, which can achieve over 500 hp

Thanks to a winning formula which puts together appealing cars, spectacular races and levelled competitions, SUPERSTARS is recognized as a real revolution in the world of Touring-Car Racing.

A WINNING FORMULA





The 2009 programme has an integrated calendar with 9 events, leading to Titles of:

- **INTERNATIONAL SUPERSTARS SERIES (S)**
- **CAMPIONATO ITALIANO SUPERSTARS (I)**

The “CAMPIONATO ITALIANO SUPERSTARS” is sanctioned by the ACI-CSAI, the Italian Car Series Sporting Authority

The races will be held in prestigious circuits and will include an European race in Portimao, Portugal, and an extra-European race in Kyalami, South-Africa.

2009 CALENDAR



19th APRIL IMOLA - Italy	I	S
10th MAY ADRIA - Italy	I	
7th JUNE MAGIONE - Italy	I	
21st JUNE MUGELLO - Italy	I	
2nd AUGUST PORTIMAO - Portugal	I	S
20th SEPTEMBER VALLELUNGA - Italy	I	
27th SEPTEMBER MUGELLO - Italy	I	S
18th OCTOBER MONZA - Italy	I	S
29th NOVEMBER KYLAMI - South Africa		S

SUPERSTARS

One of the great values of SUPERSTARS is the diversity of Brands represented and car models participating the Series.

7 are the Brands already involved (AUDI, BMW, CADILLAC, CHEVROLET, CHRYSLER, JAGUAR, MERCEDES) whilst others are set to join in the next future.

7 BRANDS REPRESENTED





SUPERSTARS technical rules are managed by experts from ORAL ENGINEERING, one of the most qualified companies in this field, headed by M. Forghieri, former Technical Director at Ferrari F1.

Both technical and sporting rules are studied to ensure equal performance and competition among participants.

Exclusive of SUPERSTARS is the SUPERPOLE, a spectacular qualifying format which assigns points to the 3 fastest drivers.

TECHNICAL AND SPORTING REGULATIONS



ELIGIBLE CAR MODELS

AUDI	BMW	CADILLAC	CHEVROLET	CHRYSLER	JAGUAR	MASERATI	MERCEDES
RS 4 - S5	M3 - M5 - 550i	CTS-V	Lumina	300C SRT8	S Type-R - XF	Quattroporte	C63 AMG



SUPERSTARS TV product is characterized by high quality and spectacular content thanks to:

- LIVE PRODUCTION and OB-VAN SET-UP;
- 14-18 TV CAMERAS per each event;
- "ON-BOARD" CAMERAS on each car;
- ENG-CREW and STUDIO ON-SITE.

The Production formats provide:

- LIVE and AS LIVE;
- NEWS 3' - 6';
- HIGHLIGHTS 26' - 52'

TELEVISION PRODUCT



SUPERSTARS

The TV Distribution Plan (already implemented in 2008, which in 2009 will receive a further development) involves:

- some of the main TV Networks worldwide (e.g. Sky Sport Italia; Sky Sport UK; 7TV Russia; Fox Sport Australia; Sky Sport New Zealand; Band Sport Brazil; Zee Sport India).

- the most important sector Broadcasters and Motorsport Magazines (MotorTV; Max Power; Planet Speed; Motorsport Mundial)

WORLDWIDE TV DISTRIBUTION



SUPERSTARS

Today is possible to watch on the Internet the highlights of all the SUPERSTARS races, at any moment, with a simple click.

The broadband TV “on demand”, broadcasting the SUPERSTARS races on the Internet, are the following:

MOTORtv
broadband television

MOTORONLINE.TV

Italiaracing.net

BROADBAND TV “ON DEMAND”

MOTORtv
broadband television



Pronto



Per vedere correttamente MOTOR TV scarica gratuitamente l'ultima versione di Windows Media Player

FULLSCREEN

ON AIR

MOTORSPORT



Superstars - Magione

Terzo appuntamento della stagione sul circuito umbro di Magione



Superstars - Monza

Secondo round sulle velocissima pista di Monza per le sportive berline V8 della Superstars

SUPERSTARS

[Altri Video >](#)

AUTO&MOTO



Dodge Demon

Concept di un roadster agile e compatto che coniuga linee essenziali e brillanti prestazioni



Audi R8

Motore centrale V8 FSI con 420 CV di potenza, trazione integrale permanente quattro e carrozzeria in alluminio

[Altri Video >](#)

The Official SUPERSTARS website offers, in both Italian and English, contents such as:

- VIDEO AND PHOTO GALLERY
- PRESS CUTTING
- NEWS AND NEWSLETTER
- TEAM AND DRIVERS PROFILES
- CALENDARS
- RESULTATS AND CLASSIFICATIONS
- SPORTING AND TECNICAL REGULATIONS

The screenshot displays the SUPERSTARS website interface. At the top, a navigation bar includes links for HOME, TEAMS & DRIVERS, CALENDAR, RESULTS, REGULATIONS, and PRESS CUTTINGS. A language selector shows Italian and English options. The main banner features 'MULTIMEDIA HIGHLIGHTS' with links to PHOTO GALLERY and VIDEO GALLERY, and a 'DOWNLOAD DIGITAL BOOK' button. A 'NEWS' sidebar on the left lists recent updates:

- Jan. 18th, 2008**: Roberto Ravaglia interview about his new engagement in Superstars
- Dec. 31th, 2007**: Habitat Racing at the start in 2008 with Ascani's BMW 550i
- Dec. 24th, 2007**: 2004-2007: four years of success for SUPERSTARS
- Dec. 21st, 2007**: 2008 calendar: links with DTM, Fia GT, Open GT and ACISport

The 'MULTIMEDIA GALLERY' section promotes 'Superstars in TV' on LA7, with the text: 'Tutti i palinsesti per non perdere gli appuntamenti con il Campionato Italiano Superstars.' Below this is the MOTORtv broadband television logo. A sidebar on the right features the 'SUPERSTARS NEWSLETTER' sign-up button and several news items:

- Pigoli Wins at Monza**: The drivers of the SUPERSTARS comes put on a real show the Monza circuit
- Monza Superpole for Balzan**: Also Present Ghedina (BMW), Merzario (BMW) and Marbidelli (Audi)
- Misano Debut For New Cadillac CTS-V**: S.Santucci Team has announced the debut of new Cadillac CTS-V
- SUPERSTARS at Bologna's Motor Show**: BMW 550i on display at the Corti Editore stand

At the bottom, logos for TIRELLI, AUTO SPRI NT, ofel engineering, and FGSPORT are displayed. The website URL www.superstars.it is also visible.



SUPERSTARS offers a unique opportunity of contact between the fans and the protagonists.

In order to enhance this aspect, SUPERSTARS will bring the areas reserved to teams in the "OPEN" Paddock.

In this way fans will be able to enjoy, along with other entertainment opportunities, the chance to have a DIRECT VIEW on what normally is hidden into the pit garages.

PADDOCK SHOW





SUPERSTARS offers its partners reserved areas for VIP Hospitality & PR.

Here they can invite CLIENTS AND SPECIAL GUESTS and give them the chance to experience a motorsport event from a PRIVILEGED, EXCLUSIVE AND COMFORTABLE point of view.

The VIP hospitality at SUPERSTARS events may also be part of a wider COMPANY INCENTIVE PROGRAMME which can be developed according to the needs and wants of partners.

VIP HOSPITALITY





SUPERSTARS VILLAGE

The “SUPERSTARS VILLAGE” identify the area, within the Paddock of circuits, entirely dedicated to **MARKETING, PROMOTION & ENTERTAINMENT ACTIVITIES.**

The Village is a further opportunity of contacts between fans and partner companies, with the latest having the change to **DISPLAY and PROMOTE** their products and services.





SUPERSTARS organizes, within events weekends, further initiatives aimed to and promoted by its partners (automotive industry) including:

- CORPORATE EVENTS
- TEST DRIVE
- TRAINING ACTIVITIES
- HOT-LAPS (with pro-drivers)
- ACCELERATION RACES
- CO-MARKETING INITIATIVES

SPECIAL INITIATIVES





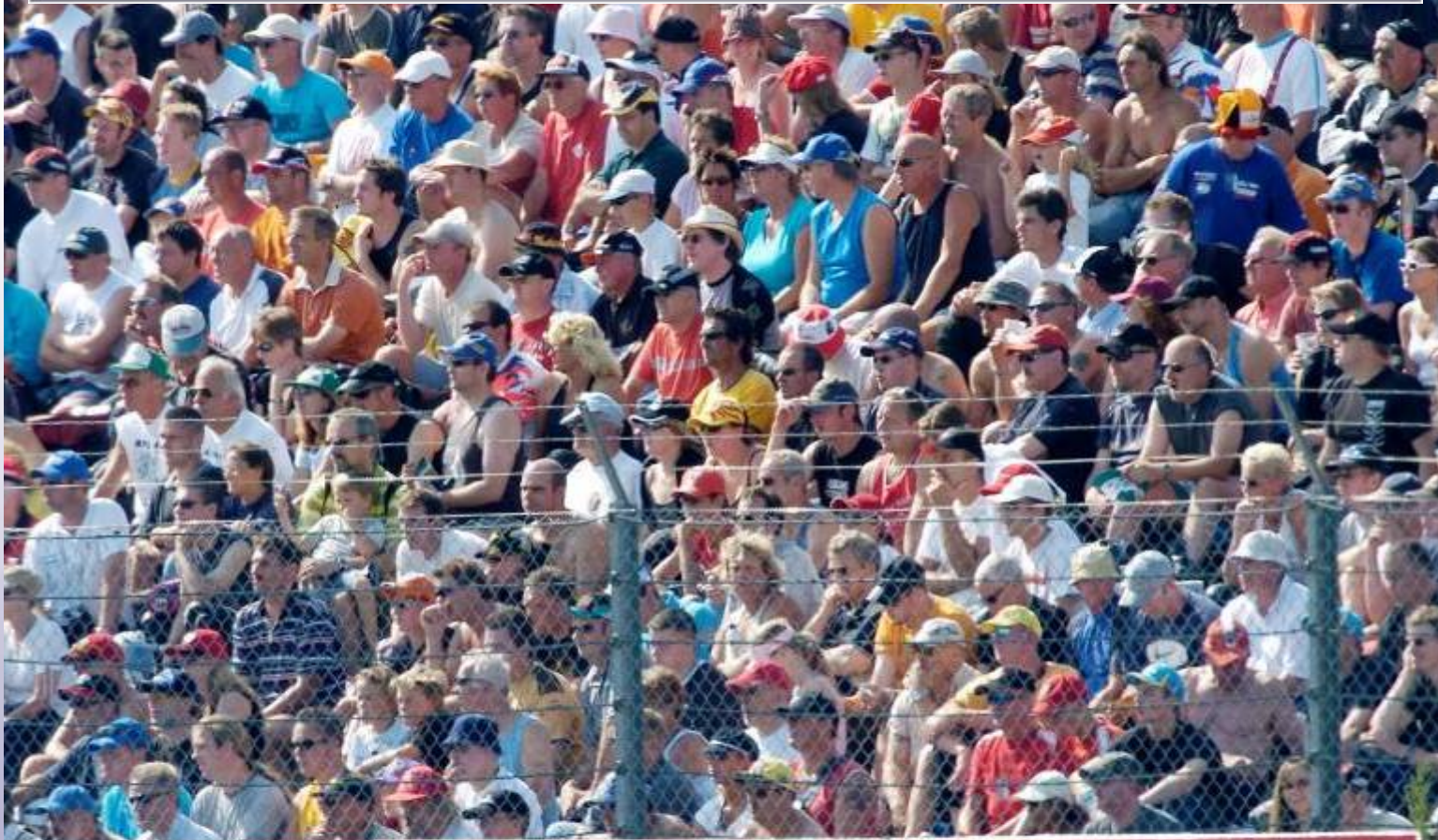
SUPERSTARS is an effective marketing tool for companies willing to integrate their own communication and associate their image to the motorsport values.

The basic “Sponsorship packages” are:

- Title Sponsor
- Golden Sponsor
- Silver Sponsor
- Tyre/Technical Supplier
- Official Sponsor
- Event Sponsor

Depending on Partner needs is possible to develop proposals and “tailor-made” programmes.

SPONSORSHIP OPPORTUNITIES



**EN
SOR**

**GOLDEN
SPONSOR**

SUPERSTARS

INSTITUTIONS & PARTNERS

INSTITUTIONS



National Championship
Promoter
www.csai.aci.it



Italian Car Series Sporting
Authority
www.acisportitalia.com

PARTNERS



Supplier Control Drivers
www.pirelli.it



Technical Support Provider
www.oralengineering.com



Media Partner
www.autosprint.it



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www.superstars.it