



PIRELLI



WRC
World Challenge

PIRELLI WORLD CHALLENGE COMPETITORS MEETING | SEMA 2013



THIS IS HOW RACING SHOULD BE



State of the Series



- All Marketing Partners renewed for 2014 with many renewing for multiple years.
- 2014 marks the 25th anniversary of the series.
- Pirelli World Challenge is the longest running sports car series in North America.
- 2013 Event Sponsorships were sold out, we expect the same for 2014.
- The PWC Manufacturers Council membership will continue to be strong in 2014 – Acura, Audi, Cadillac, Chevrolet, Fiat, Ford, Honda, Kia, Mazda, Mercedes, Mini, Nissan, Porsche, Volvo and more to come





Strong Car Counts



- Car counts were up 33% in 2013. WC Vision has been able to attract a number of new GT, GTS, Touring Car and Touring Car B-Spec teams to run in the series.
- Forecasting continued growth for 2014



2014 Season

- Pirelli World Challenge events held with IndyCar, and NASCAR
- Over 1,000,000 fans attended races in 2013. Continued growth is expected in 2014
- Nine events will be in the top 20 largest DMA's (Designated Market Areas).
- Two double races added with the same nine event schedule.





2014 Season

- Schedule for 2014 includes many top spectator events. New events include Road America with NASCAR, and Barber Motorsports Park with IndyCar.
- Diverse audience of road racing fans and new motorsports enthusiasts.
- Select events integrate media rides, car corrals and special events.





2014 GT / GTS Schedule

Date	Classes	Venue	Market
March 28 – 30	GT/GTS**	St. Petersburg Grand Prix	DMA 14 – Tampa-St Petersburg, FL
April 11 – 13	GT/GTS*	Grand Prix of Long Beach	DMA 2 – Los Angeles, California
April 25 – 27	GT/GTS**	Barber Motorsports Park	DMA 44 – Birmingham, AL
May 30 – June 1	GT/GTS**	Detroit Grand Prix – Belle Isle	DMA 11 – Detroit, MI
June 19 – 21	GT/GTS**	Elkhart Lake	DMA 34 – Milwaukee, WI
July 18 – 20	GT/GTS**	Streets of Toronto	DMA 5 – Toronto, ONT, Canada
August 1 – 3	GT/GTS**	Mid-Ohio Sports Car Course	DMA 8 – Cleveland/Columbus, OH
August 22 – 24	GT/GTS**	Sonoma Grand Prix	DMA 6 – San Francisco, CA
Sept. 12-13	GT/GTS*	Miller Motorsports Park	DMA 34 – Salt Lake City, UT





2014 TC / TCA / TCB Schedule

Date	Classes	Venue	Market
April 25 – 27	TC/TCA/TCB**	Barber Motorsports Park	DMA 44 – Birmingham, AL
May 16 – 18	TC/TCA/TCB**	Canadian Tire Motorsport Park	DMA 4 – Toronto, ONT, Canada
May 30 – June 1	TC/TCA/TCB**	New Jersey Motorsports Park	DMA 5 – Philadelphia, PA
June 19 – 21	TC/TCA/TCB**	Elkhart Lake	DMA 34 – Milwaukee, WI
August 1 – 3	TC/TCA/TCB**	Mid-Ohio Sports Car Course	DMA 8 – Cleveland/Columbus, OH
August 30 – 31	TC/TCA/TCB**	Brainerd Raceway	DMA 16 – Minneapolis, MN
Sept. 12 – 13	TC/TCA/TCB**	Miller Motorsports Park	DMA 34 – Salt Lake City, UT





2014 Combined Schedule

Date	Classes	Venue	Market
March 28 – 30	GT/GTS**	St. Petersburg Grand Prix	DMA 14 – Tampa-St Petersburg, FL
April 11 – 13	GT/GTS*	Grand Prix of Long Beach	DMA 2 – Los Angeles, California
April 25 – 27	GT/GTS/TC/TCA/TCB**	Barber Motorsports Park	DMA 44 – Birmingham, AL
May 16 – 18	TC/TCA/TCB**	Canadian Tire Motorsport Park	DMA 4 – Toronto, ONT, Canada
May 30 – June 1	TC/TCA/TCB**	New Jersey Motorsports Park	DMA 5 – Philadelphia, PA
May 30 – June 1	GT/GTS**	Detroit Grand Prix – Belle Isle	DMA 11 – Detroit, MI
June 19 – 21	GT/GTS/TC/TCA/TCB**	Elkhart Lake	DMA 34 – Milwaukee, WI
July 18 – 20	GT//GTS**	Streets of Toronto	DMA 5 – Toronto, ONT, Canada
August 1 – 3	GT/GTS/TC/TCA/TCB**	Mid-Ohio Sports Car Course	DMA 8 – Cleveland/Columbus, OH
August 22 – 24	GT/GTS**	Sonoma Grand Prix	DMA 6 – San Francisco, CA
August 30 – 31	TC/TCA/TCB**	Brainerd Raceway	DMA 16 – Minneapolis, MN
Sept. 12 – 13	GT/GTS* TC/TCA/TCB**	Miller Motorsports Park	DMA 34 – Salt Lake City, UT

(*) Single Event | (**) Double Header



GT Class Overview

- **GT** – This class will continue as the premier sports car racing sprint series in North America. FIA Homologated GT3 platforms approved for class competition. Platforms competing include the Cadillac CTS-V, Chevrolet Corvette, Volvo S60, Mercedes-Benz SLS, Porsche 911 GT3 R, Aston Martin GT3, Ferrari 458, McLaren MP 12 C and Audi R8 are fully developed race cars built from their production counterparts.
- **GTS** – Significantly higher performance than TC. GTS cars are prepared to rules which limit modification to keep costs down. Examples of eligible cars include the Aston Martin GT4, Ford Mustang Boss 302, Chevrolet Camaro, Kia Optima, Acura TSX, Porsche Cayman S, Lotus Evora, Audi TTR, BMW M3, and Nissan 370Z.





TC Class Overview

- **Touring Car** – Designed to be the most cost effective way to go professional racing. Performance modifications will be primarily limited to chassis tuning. Examples of eligible cars include the Honda Civic Si, Mazda Speed 3, Fiat 500 Abarth, Kia Forte, VW GTI and Volvo C30.
- **Touring Car A-Spec** – New for 2014, this class is an evolution of the current TC class with an emphasis on maintaining cost effectiveness while providing an easy avenue to entry into professional racing. Performance modifications will continue to be limited to mainly chassis tuning, but new will be the requirement of spec components. Examples of eligible cars include the Honda Civic Si, Mazda MX5, VW Golf, Fiat 500 Abarth, Ford Focus, Mini Cooper JCW, and Scion FRS.
- **Touring Car B-Spec** – Entering its second full season in 2014, this class is designed to give club level racers a way to benefit from exposure from professional racing and be involved with Pirelli World Challenge. These cars will compete as they do in SCCA Club Racing, but will race in the series on Pirelli 15" racing slicks. Touring Car B Spec cars have prep limited to shocks, springs and the required safety equipment. Examples of the types of cars in B Spec include the Chevy Sonic, Ford Fiesta, Fiat 500, Honda Fit, Kia Rio, Mazda2 and Mini Cooper.





2014 Entry Fees GT / GTS

# of races	SPGP	LBGP *	BARBER	DETROIT	RD AM	TORONTO	MOH	SONOMA	MMP	2014	2014
	MAR 28-30	APR 11-13	APR 25-27	MAY 30-JUN1	JUN 19-21	JUL 18-20	AUG 1-3	AUG 22-24	SEP 12-14	Total Season Cost	Average Cost Per Race
	2	1	2	2	2	2	2	2	1		
Prepaid season											
GT	4000	5000	4000	4000	4000	4000	4000	4000	3000	\$36,000	\$2,250
GTS	3600	4600	3600	3600	3600	3600	3600	3600	2600	\$32,400	\$2,025
Prepaid - 5 events											
GT	4500	5500	4500	4500	4500	4500	4500	4500	3500	\$40,500	\$2,531
GTS	4100	5100	4100	4100	4100	4100	4100	4100	3100	\$36,900	\$2,306
Pay Per Race											
GT	5000	6000	5000	5000	5000	5000	5000	5000	4000	\$45,000	\$2,813
GTS	4600	5600	4600	4600	4600	4600	4600	4600	3600	\$41,400	\$2,588
Entry Deadline	2/15	3/15	3/25	4/30	5/19	6/18	7/1	7/22	8/12		



2014 Entry Fees TC / TCA / TCB

# of races	BARBER	CTMP	NJMP	RD AM	MOH	BRAINERD	MMP	2014	2014
	APR 25-27	MAY 16-18	MAY 30-JUN1	Jun 19-21	AUG 1-3	AUG 30-31	SEP 12-14	Total Season Cost	Average Cost Per Race
	2	2	2	2	2	2	2		
Prepaid season									
TC	2200	2200	2200	2200	2200	2200	2200	\$15,400	\$1,100
TCA	1600	1600	1600	1600	1600	1600	1600	\$11,200	\$800
TCB	1400	1400	1400	1400	1400	1400	1400	\$9,800	\$700
Prepaid 4 in your region events									
TC	2400	2400	2400	2400	2400	2400	2400	\$16,800	\$1,200
TCA	1800	1800	1800	1800	1800	1800	1800	\$12,600	\$900
TCB	1600	1600	1600	1600	1600	1600	1600	\$11,200	\$800
Pay Per Race									
TC	2800	2800	2800	2800	2800	2800	2800	\$19,600	\$1,400
TCA	2200	2200	2200	2200	2200	2200	2200	\$15,400	\$1,100
TCB	2000	2000	2000	2000	2000	2000	2000	\$14,000	\$1,000
Entry Deadline	3/25	4/16	4/30	5/19	7/1	7/30	8/12		



TC and TCB Growth

- TCB: 265 entries in 2013, up from 61 in 2012.
- TC/TCB headline exposure at Canadian Tire Motorsport Park, New Jersey Motorsport Park and Brainerd International Raceway.
- All events are double race weekends with one 40 minute race each day, and standing starts.
- TCA class new for 2014





Cost Reduction - Touring Car

- For 2014, a 13% reduction in TCB entry costs.
- Slick tire fitment tailored/adapted for each class.
- Each entry includes 'P ZERO Dollars.'
 - Prepay season \$200
 - Prepay 4 races. \$100
 - Pay per race. \$50





TC-A Specification Overview

- Based on success of the TCB formula, TCA is being introduced for the 2014 season.
- Increase Touring Car (TC) Car Counts
- Reduce the current cost of entry and operating
- Include a variety of manufacturer's vehicles, not requiring extensive modifications
- Ease of entry/attraction for new Drivers - Show Room Stock look and feel
- Include T-4 SCCA specification cars - A natural step from Club Racing to allow partial season competitors in both Club and Pro
- 2013 TC Specifications Carried over through 2014





TC-A Specifications Outline

- Target = 200 crank HP @ 2800 pounds
- NA or SMALL displacement (1.6L or less) turbo
- Approximately 15:1 power to weight ratio
- \$50,000 car built price point
- Stock sealed motor specifications
- Limited modifications
- Spec Shock Package
- Spec Brake Package
- Spec Pirelli Tire





TC-A Specifications Nuts and Bolts

- Stock motor specifications (sealed units)
- Stock flywheel (upgrade maybe approved as adjustment)
- Open clutch – same physical sizes as stock
- Spec Shock Package (per vehicle type) target cost \$2800
- Open springs
- Stock swaybars (upgrade maybe approved as adjustment)
- Stock suspension arms, Limited suspension bushings (upgrade maybe approved as adjustment)
- Camber adjustment (plates or arms)
- Engine mount bushing maybe replaced with non-metallic (must retain stock configuration and location)
- StopTech front brake package, stock rear brakes, Stainless Steel brake lines
- Limited ECU software – possible spec ECUs
- Stock Bodywork – no composite components
- Transmission stock with stock ratios (F.D. maybe approved as adjustment)
- Helical gear Limited Slip Differentials (specifications per vehicle)
- 17x8 wheel – minimum weight specifications
- TC specific Pirelli Tire





TC-A Target Vehicles

- Vehicles that are currently not racing in TC.
- Vehicles that do not require extensive modifications to compete.
- A natural step from the SCCA Club Racing Touring 4 category that also allows partial season competitors in both Club and Pro.

Target Cars - stock specifications	HP	TQ	Delivered Weight	Displ (L)	HP/Wt
Honda Si (T4)	201	170	2967	2.4	14.8
VW Golf	170	177	2968	2.5	17.5
VW Jetta 2.5l	170	177	3018	2.5	17.8
Mazda MX5 (T4 or MX-5 Cup)	167	158	2480	2.0	14.9
Fiat Abarth	160	170	2500	1.4	15.6
Ford Focus	160	146	2948	2.0	18.4
Kia Forte	173	154	2837	2.0	16.4
Mini JCW	208	192	2712	1.6	13.0
BMW 128	230	200	3208	3.0	13.9
Scion FRS	200	151	2758	2.0	13.8
Subaru BRZ	200	151	2758	2.0	13.8



Sponsor Packages GT / GTS

- WC Vision will again offer the popular Driver/Team Sponsor package to all Pirelli World Challenge racing teams. For an investment of **\$12,000**, WC Vision is offering a limited quantity marketing sponsor package that returns excellent value.
- Please note only a limited number of programs will be offered, half of the allocation has already been pre-sold to teams that bought the package last year.**
- The \$12,000 package includes the following: (over \$160,000 in Marketing value / savings)**
-
- Pay the pre-paid season rate for event registration on a race by race basis. See entry fee schedule for detail
- One set of four PWC Pirelli Racing Tires
- In car camera coverage broadcast on WC-TV and posted to YouTube
- Coverage on NBC Sports
- Five annual crew credentials
- One SCCA pro racing license
- One season rental of the Delphi yellow safety light system
- One Pirelli World Challenge/Manufacturer flag that is used for pre-race ceremonies
- One four-color full page ad in the Pirelli World Challenge Fan Guide
- One custom hi resolution 27"x 20 print of the years action shots for driver/team or sponsor
- One custom produced video for your driver/team/sponsor with 2 DVDs and a link to a host site
- Four tickets to each race weekend
- Vision X Team Apparel Package, includes \$100 or 10% order credit (whichever is larger), plus \$130 design credit. Minimum value of \$230.
- Fifty fan guides
- If you have any questions on the package offering, please contact Susan Dunklau at 402-618-7545 or via email at sdunklau@wcvision.com





Sponsor Packages TC / TCA / TCB

- WC Vision will again offer the popular Driver/Team Sponsor package to all Pirelli World Challenge racing teams. Due to the lower entry fee savings we are offering TC / TCA / TCB teams the Sponsor Package for an investment of only **\$7,000**, WC Vision is offering a limited quantity marketing sponsor package that returns excellent value.
- **Please note only a limited number of programs will be offered.**
- **The \$7,000 package includes the following: (over \$100,000 in Marketing value / savings)**
 - Pay the pre-purchase rate for event registration on an event by event basis. See entry fee schedule for detail
 - Two sets (8) PWC Pirelli Racing Tires
 - In car coverage broadcast on WC-TV.com and YouTube
 - World Challenge TV broadcast coverage
 - Five annual crew credentials
 - One SCCA pro racing license
 - One season rental of the Delphi yellow safety light system
 - One Pirelli World Challenge/Manufacturer flag that is used for pre-race ceremonies
 - One four-color full page ad in the Pirelli World Challenge Fan Guide
 - One custom hi resolution 27"x 20 print of the years action shots for driver/team or sponsc.
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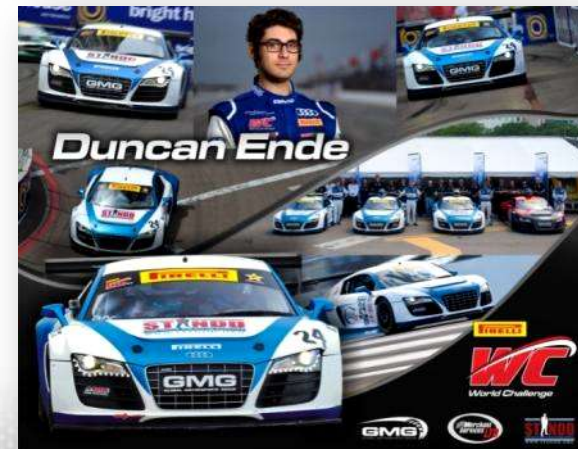
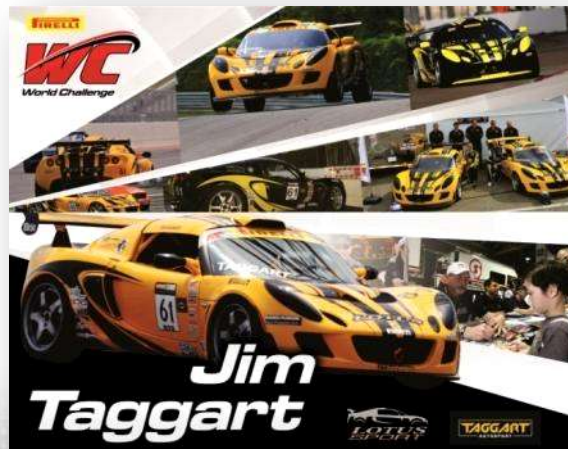
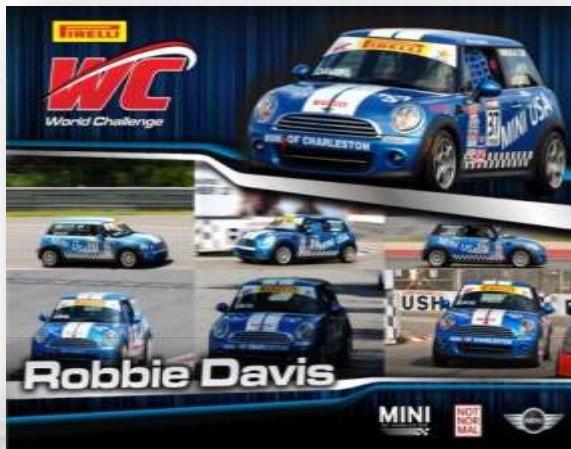




WC

World Challenge

Sponsor Packages





Sponsor Packages



Brad Adams





WTC

World Challenge

Sponsor Packages

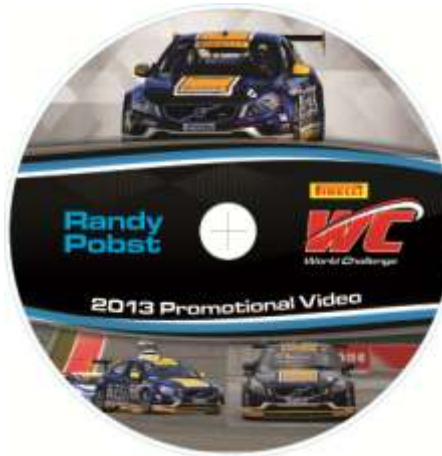
Shea Holbrook

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Sponsor Packages





2014 Pirelli Tire Costs



Size	Tread Pattern	Team List Price (M/B)	W/O Service Fee
190/580-15	P Zero Slick	\$288	\$268
200/600-16	P Zero Slick	\$356	\$336
245/620-17	P Zero Slick	\$388	\$368
275/645-18	P Zero Slick	\$530	\$510
305/645-18	P Zero Slick	\$565	\$545
305/660-18	P Zero Slick	\$582	\$562
305/680-18	P Zero Slick	\$582	\$562
315/680-18	P Zero Slick	\$565	\$545
325/660-18	P Zero Slick	\$653	\$633
325/705-18	P Zero Slick	\$653	\$633
190/580-15	P Zero Rain	\$288	\$268
200/600-16	P Zero Rain	\$356	\$336
245/620-17	P Zero Rain	\$388	\$368
275/645-18	P Zero Rain	\$530	\$510
305/645-18	P Zero Rain	\$565	\$545
305/660-18	P Zero Rain	\$582	\$562
305/680-18	P Zero Rain	\$582	\$562
315/680-18	P Zero Rain	\$565	\$545
325/660-18	P Zero Rain	\$653	\$633
325/705-18	P Zero Rain	\$653	\$633



2014 Television Package



- Contract renewed for 2014.
- Over 1,000,000 viewers watched Pirelli World Challenge races on NBC Sports and our combined outlets. In 2013, NBC Sports Network reached 74.1 million households in the U.S. In the important 25-54 male demo with household incomes of 75K+, NBC Sports Network ranked 2 behind only Fox Sports Network and ahead of ESPN ranked 4.
- Pirelli World Challenge broadcasts will again feature top quality production values with Greg Creamer, Calvin Fish and Jeff Lepper announcing all of the action again for 2014
- 90 /120 minute TV programs in 2014 focus on GT/GTS with TC/TCB highlights
- Prime weekend time slots delivering great series exposure and sponsor value
- Select cars in the Pirelli World Challenge will be equipped with a in-car camera to ensure we catch all of the exciting action from the series
- Continue to develop more features and behind-the-scenes footage, as well as driver profiles



2014 Live Streaming Package

On Demand Video

2013 Foametix Grand Prix of Houston GT-GTS Replay

Exclusive replay of the GT-GTS season finale at the 2013 Pirelli World Challenge Foametix Grand Prix of Houston.

Follow Pirelli World Challenge on **Facebook** and **Twitter**.

Having trouble viewing the video? **Contact us** or send an email to support@speedcasttv.com.



AIRS ON NBC SPORTS NETWORK
SUNDAY, OCTOBER 20th AT 4:00 PM EST
See exciting on board cameras, behind the scenes features,
instant replays, and interviews with winning drivers.



- All races in 2014 will be streamed live at World-ChallengeTV.com (WCTV).
- All races in 2014 will include a pre-race show highlighting series stories and partner messaging.



2013 Media Coverage Highlights



Forbes

HOME F1 INDYCAR NASCAR SCCA ALMS GR... SPORTSMONEY 8/17/2013 @ 1:06AM 2,300 views

Cadillac Racing: Where Luxury Meets Motorsports

Comment Now Follow Comments

Picture this. You are offered a once-in-a-lifetime opportunity to ride in a race car driven by motorsports veteran, Andy Pilgrim.

You suit up, put your helmet on, and climb into the car

- Sofronas multi's title that got away
- O'Connell and Aschenbach win at Houston, claim Pirelli World Challenge titles
- Winchester, Davis take PWC TC, TCB titles as Sandberg, Winchester, and Palmer win Houston season finale

Racer » SCCA » World Challenge » Veteran Baldwin targets Pirelli World Challenge GTS title at Houston finale

Veteran Baldwin targets Pirelli World Challenge title at Houston finale

October 02, 2013

PRINT EMAIL REPRINT TEXT A|A|A



It's the final countdown as GTSport Racing and Goldcrest Motorsports prepare for the Pirelli World Challenge season finale with Nos. 73 and 72

Foametix/StopTech/Motul Porsche Cayman S drivers Jack Baldwin and Buz McCall. Baldwin's No. 73 Cayman will feature a fresh Foametix-based livery in support of the Foametix Grand Prix on the streets of Houston on Oct. 4-5, where the 64-year-old road racing ace will be trying to secure the GTS class title.



MotorSportsTalk

WORLD CHALLENGE UPDATE

unfolds as O'Connell, Aschenbach win GT,

2013 1:00 PM EDT



AUTOWEEK

CAR NEWS CAR REVIEWS RACING AUTO SHOWS COLLECTOR SUBSCRIBE & CO

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Ryan Winchester, Robbie Davis close out successful Pirelli World Challenge seasons

Winchester captures Touring Car title, while Davis tops field in Touring Car B-Spec

By Pirelli World Challenge on October 7, 2013



Mark Weber - Ryan Winchester captured the Pirelli World Challenge Touring Car championship by a comfortable margin.



HOME NEWS SPORTS TORONTO & GTA ONTARIO NEWS TORONTO

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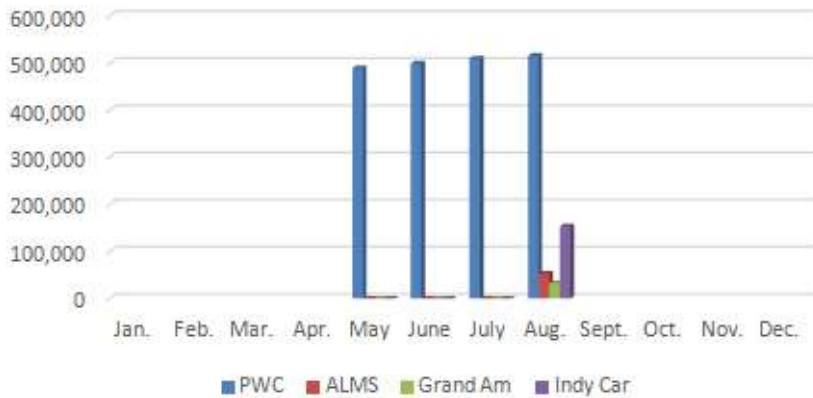
Living it up in the fast lane

BY JEMMY YUEN TORONTO SUN FIRST POSTED THURSDAY, JULY 11, 2013 07:46 PM EDT | UPDATED: FRIDAY, JULY 12, 2013 09:19 AM EDT

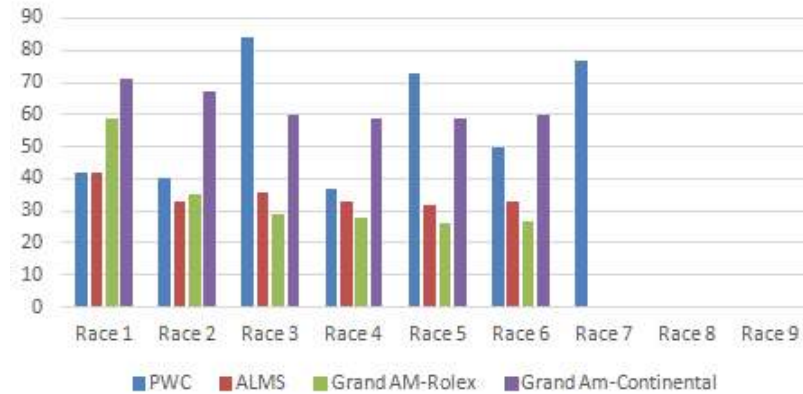


Marketing Metrics

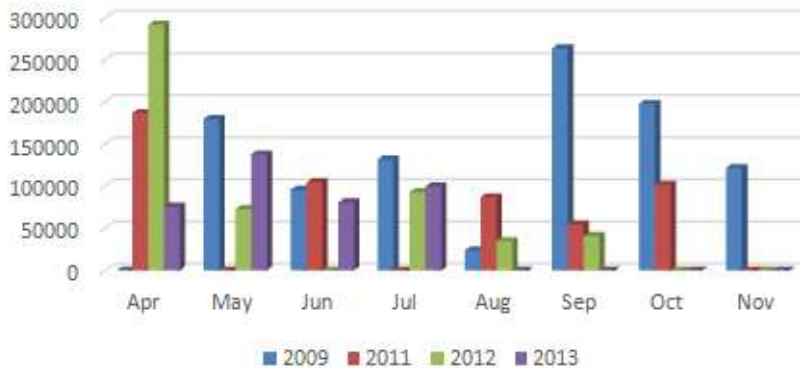
Facebook Likes Comparison



Race Entry Comparison



TV Network Numbers



YouTube (Views)





Growth and Connection

- 550,000 Facebook 'Likes,'
- 10,000 fans per month being added
- 100,000+ NBC Sports Broadcast total viewers



An average of 10,000 new Facebook likes per month.
130,000+ likes gained from January 2013-October 2013.
An average monthly reach of 16+ million Facebook users.



Twitter:

An average of 183 new Twitter followers per month.
A total of 3,859 Twitter followers.
An average monthly reach of 51,948 Twitter users.
#PirelliWC has an average monthly reach of 16,739 Twitter users.



YouTube:

Since the launch of the World Challenge TV account in July 2012.
409 videos have been launched, with a total of 139,000+ video views.
Over 1 million minutes of Pirelli World Challenge videos have been watched.

World-Challenge.com

Over 300,000 visits were made by fans to the World-Challenge.com website from Jan. to Oct. 2013





Fan Connection and Activation

- Contests and Sweepstakes with OEMs and Partners
 - Pirelli “Fan Focus” model search and numerous sponsor-related initiatives
 - Pirelli World Challenge racecars/garage included in Car Town. With 65 million lifetime players, the game has a Top 20 ranking on Facebook.
 - PWC Fan Video Contest (awarded winner trip to Sonoma), and Fan Photo Contest (winner will have image in the 2014 Pirelli World Challenge calendar) in partnership with Pirelli.
 - Eibach/Pirelli World Challenge 2013 Social Media cross promotions
- Promotional Poster
 - Over 5,000 distributed at events and through Series sponsors
- Series Fan Guide
 - 20,000 copies distributed at Pirelli World Challenge races and promotional events.
- Series Spotter’s Guide
 - 20,000 copies distributed at races featuring the cars and stars of the series.





Outreach and Partnerships

2013 Schedule

Streets of St. Petersburg March 22 - 24 TV: April 7 - 12:30pm Classes Running: GT/GTS	Lime Rock Park July 4 - 6 TV: July 20 - 4pm Classes Running: GT/GTS/TC/TCB
Grand Prix of Long Beach April 19 - 21 TV: May 5 - 2pm Classes Running: GT/GTS	Streets of Toronto July 12 - 14 TV: August 17 - 1pm Classes Running: GT/GTS/TC/TCB
Circuit of the Americas May 17 - 19 TV: June 16 - 5pm Classes Running: GT/GTS/TC/TCB	Mid-Ohio Sports Car Course August 2 - 4 TV: August 17 - 1pm Classes Running: GT/GTS/TC/TCB
Streets of Detroit Belle Isle May 31 - June 2 TV: June 18 - 5pm Classes Running: GT/GTS	Sonoma Grand Prix August 23 - 25 TV: September 8 - 3:30pm Classes Running: GT/GTS/TC/TCB
	Houston Grand Prix October 4 - 6 TV: October 20 - 4pm Classes Running: GT/GTS/TC/TCB

All Races Streamed Live!
www.world-challenge.com www.world-challenge.com

Sponsors: PIRELLI, MOTUL, Castrol, GoPro, Cadillac, 3M, BONDURANT, HAWK, LATITE, PrivacyStar, STOPOTECH, BONDURANT

- **Print Advertising**
 - Full-page ads showcasing the Series' unique image and attitude in leading magazines such as Racer.
 - Insertions in Racer, SportsCar and Grassroots Motorsports Magazine and weekend race programs.
- **Extensive Web and Social Networking Presence**
 - Overall World Challenge social networking efforts had a direct reach in 2013 of an annual total of 162 million.
 - World-Challenge.com, World-ChallengeTV.com, Facebook (550,000+), YouTube and Twitter.
 - Large motorsports websites feature World Challenge, i.e. Racer.com, Jalopnik.com, theracesite.com, nbcsports.com, autoweek.com, autoguide.com, paddocktalk.com and motorsport.com.
- **Contests and Sweepstakes**
 - "Fan Focus" model search and numerous sponsor-related initiatives.
 - Pirelli Video and Photo contests, Eibach, Hawk.



Fan Engagement



- **Via Contests**, Pirelli Ultimate Fan Sweepstakes, Hawk Corvette Give Away, Social Media Promotion.
- **Via At Track Activities**, Autograph Session, Paddock Tours and Grid Walks.
- **Via Greater Interactivity**, New for 2014 is the extension of our digital Spotters' Guide started at the Foametix Houston Grand Prix.



Spotters Guide

- Digital spotters guide with driver profiles linking to Pirelli World Challenge website.

The screenshot shows a digital spotters guide for the Pirelli World Challenge Grand Prix of Houston. It features a grid of driver profiles, each with a driver's name, number, and a small photo of the driver. The profiles are organized into two main categories: GT and GTS. A blue arrow points from the driver profiles to the right, towards a social media profile.

The screenshot shows a social media profile for Andy Pilgrim. The profile includes a name, a profile picture, and a bio. A blue arrow points from the driver profiles on the left to this social media profile.





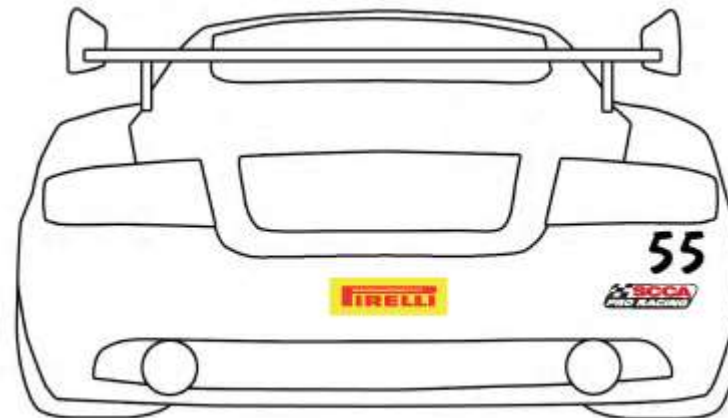
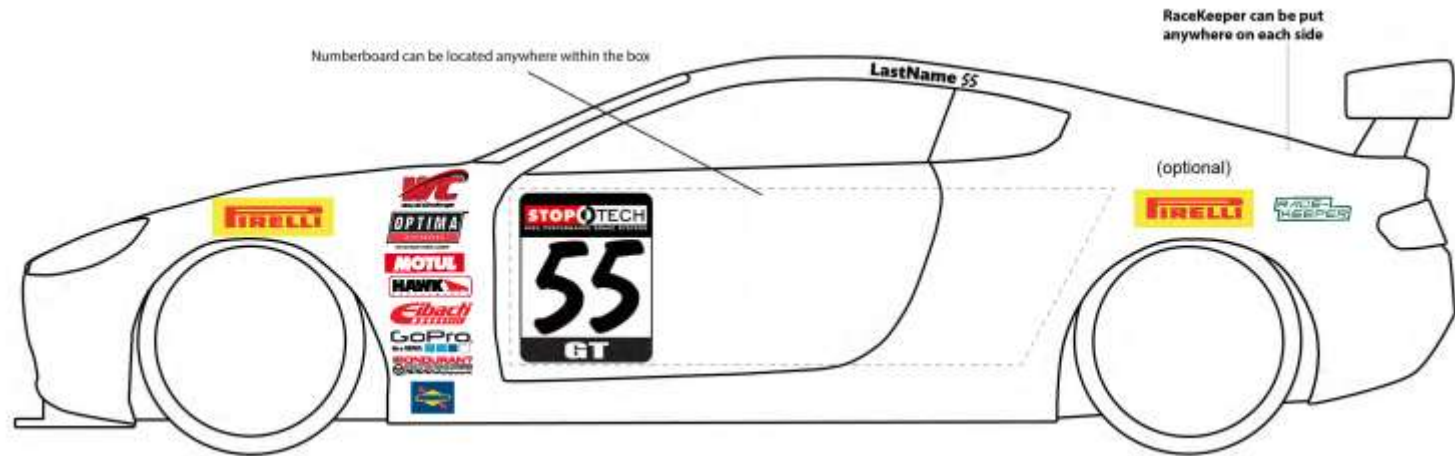
Help Us Help You

- Over one million dollars in lost sponsor value by teams not placing logos within in-car camera frame shots
- Increased exposure = increased opportunity.
- For the cost of a couple of tires your team and crew will represent you and the Series at the level sponsors expect.





Decal Placement





Our Commitment

In 2014 Pirelli World Challenge will Provide :

- **More Racing**, with enhanced and expanded classes
- **More Fans**, with continued outreach and growth
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