# SEATLEON EUROCUP



## **SEAT LEON EUROCUP 2014**

- Drivers and Teams
- Organization and paddock activities
- PR and Media coverage

#### **SEAT LEON EUROCUP 2015**

- Meeting
- Championship
- Calendar



#### SEAT LEON **EUROEUP**

### 2014 Drivers and Teams

- An average of 26 Entries in 6 events
- 13 Teams and 15 Nationalities
- Drivers from 16 to 41 years old, including 3 women drivers and 2 VIPS.



#### SEAT LEON **EUROEUP**

# 2014 Organization and paddock activities:

- SEAT hospitality for guests, sponsors and drivers.
- Available from Friday to Sunday with an open bar and lunch area.



#### SEAT LEON **EUROEUR**

# 2014 Organization and paddock activities:

- SEAT sport Technical and commercial assistance
- SEAT Sport staff to support the event and participants
- Spare parts trucks.



# 2014 Organization and paddock activities:

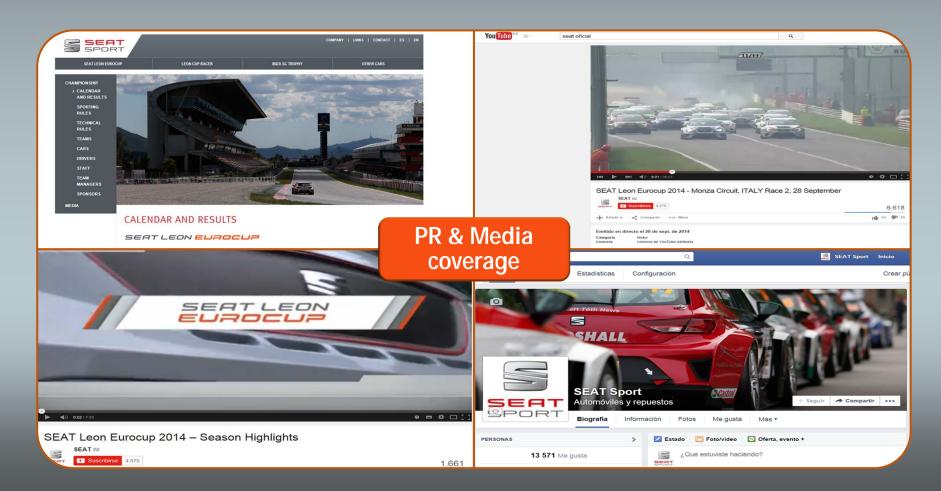
- Enjoy2Race program: Padock visits, Parcours and VIP laps in race track
- Actions with SEAT Ambassador drivers
- Special Activation in Barcelona for SEAT employees and families





# PR and Media coverage

- Live streaming through SEAT YouTube channel
- Content Production Webisode after each event
- Social media activation and PR and social media league



# **2014 SEAT LEON EUROCUP MEDIA HIGHLIGHTS**



### **2015 SEASON**

### Championship

- SEVEN Events: France, Portugal, UK, Austria, Germany, Italy and Spain
- Prize Money: over 300.000€ with starting prizes & final prizes and a Lady Trophy
- Social Media Award for drivers & teams
- Entry Fee:
  - Per season/car : 14.000€
  - □ Per race/car: 3.000€
- Championship information : <a href="http://www.seat-sport.com/eurocup/">http://www.seat-sport.com/eurocup/</a>

#### SEAT LEON **EUROCUP**

### **2015 SEASON**

### Meeting

- SEVEN race weekends in seven European countries
- Format:
  - Friday: 2 x FP of 30'
  - Saturday: 1 x Q of 30' and Race 1
  - Sunday: Race 2
- Sprint races of 50-60 Km
- Standing Start in all races
- 8 marked tires per event for Q, Race 1+Race 2
- Commercial, Technical and Spare parts support by SEAT Sport



# **2015 SEASON**

### Calendar

CTOPEN	Paul Ricard	25 <sup>th</sup> / 26 <sup>th</sup> April
et OPEN >	Estoril	09 <sup>th</sup> / 10 <sup>th</sup> May
CTOPEN	Silverstone	06 <sup>th</sup> / 07 <sup>th</sup> June
eropen	Red Bull Ring	04 <sup>th</sup> / 05 <sup>th</sup> July
BLANCPAIN GT SERIES	Nürburgring	19 <sup>th</sup> / 20 <sup>th</sup> September
CTOPEN	Monza	03 <sup>rd</sup> / 04 <sup>th</sup> October
eropen >	Barcelona	31 <sup>st</sup> / 01 <sup>st</sup> October - November



#### SEAT LEON **EUROEUP**



P

#### SEAT Sport Sales and Team coordinatior

Xavier Carrasquilla javier.carrasquilla@seat.es

Laura Brullas laura.brullas@seat.es

Fernando Perez fernando.perez1@seat.es

Web Site: <u>www.seat-sport.com</u>

Facebook: <u>www.facebook.com/seatsport</u>

Twitter: <u>www.twitter.com/seatsport</u>

Pinterest: <u>www.pinterest.com/seatsport/</u>

Instagram: <a href="http://instagram.com/seatsport\_official">http://instagram.com/seatsport\_official</a>