



**SEAT LEON**  
**EURO CUP**



## SEAT LEON EURO CUP 2014

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

## SEAT LEON EURO CUP 2015

- Meeting
- Championship
- Calendar





# 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.





## 2014 Organization and paddock activities:

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



Hospitality area





## 2014 Organization and paddock activities:

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



Spare trucks  
Customer's area





## 2014 Organization and paddock activities:

- ❑ Enjoy2Race program: Paddock 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

**PR & Media coverage**

The collage features four distinct digital assets:

- Top Left:** A screenshot of the SEAT Sport website's navigation menu, highlighting the 'SEAT LEON EURO CUP' section. The menu includes options like 'CHAMPIONSHIP', 'CALENDAR AND RESULTS', 'SPORTING RULES', 'TECHNICAL RULES', 'TEAMS', 'CARS', 'DRIVERS', 'STAFF', 'TEAM MANAGERS', 'SPONSORS', and 'MEDIA'. A background image shows a race track with a grandstand.
- Top Right:** A screenshot of a YouTube video player showing a live stream of a race at Monza Circuit, Italy, on September 28, 2014. The video has 4,575 subscribers and 6,618 views.
- Bottom Left:** A screenshot of a YouTube video player for 'SEAT Leon Eurocup 2014 – Season Highlights', featuring a close-up of a car's rear wing with the 'SEAT LEON EURO CUP' branding. It has 4,575 subscribers and 1,661 views.
- Bottom Right:** A screenshot of the SEAT Sport Facebook page, showing the profile picture, name 'SEAT Sport', and a post featuring a red SEAT Leon race car. The page has 13,571 likes.



# 2014 SEAT LEON EURO CUP MEDIA HIGHLIGHTS

OVER  
**22,400**  
SEAT SPORT  
SOCIAL MEDIA  
FOLLOWERS

MEDIA  
COVERAGE IN  
**19**  
COUNTRIES

**800+**  
PIECES OF MEDIA  
COVERAGE

**LIVE**  
STREAMING  
OF RACES ON  
YOUTUBE

OVER  
**190,000**  
SEAT  
SOCIAL MEDIA  
FOLLOWERS

OVER  
**60,000**  
YOUTUBE VIDEO  
VIEWS

CIRCULATION OF  
MEDIA COVERAGE  
TO OVER  
**75**  
MILLION







# 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 : <http://www.seat-sport.com/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

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





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Twitter:    [www.twitter.com/seatsport](http://www.twitter.com/seatsport)



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Instagram:    [http://instagram.com/seatsport\\_official](http://instagram.com/seatsport_official)