



SQUADRA CORSE

# WORLD**SPEED** 2024 MARKETING OVERVIEW



# THE PINNACLE OF SPORTS CAR RACING

- IMSA is the premier sports car racing platform in North America.
- Sanctioning body for the top sports car series in North America including the IMSA WeatherTech SportsCar Championship, IMSA Michelin Pilot Challenge and the Lamborghini Super Trofeo.
- Features the most technically advanced and consumer relevant race cars in North America.



# » POWERED BY THE STRENGTH OF

# NASCAR™

- Owned by NASCAR, the North American leader in motorsports, established in 1948.
- Unparalleled access to resources in technology and marketing.
- Leverage the capabilities of NASCAR Productions.
- Integration into the business eco-system of NASCAR.



# SERIES INTRODUCTION



Lamborghini Super Trofeo North America is one of the most exciting racing series in the world.

In North America, Super Trofeo races alongside what is known as some of the premier sportscar racing including the top-tier IMSA SportsCar Championship. 35-plus car grids compete on some of the most iconic circuits in the United States. Thrilling competition combined with the luxury entertainment and hospitality the Lamborghini brand is known for.



Mobil 1  
**SEBRING** HOURS OF  
72<sup>ND</sup> ANNUAL • MARCH 16, 2024

WeatherTech<sup>®</sup>  
**Raceway**  
LAGUNA SECA

**Watkins Glen**<sup>®</sup>  
INTERNATIONAL

**CIRCUIT OF THE AMERICAS**<sup>™</sup>



CIRCUITO DE  
**JEREZ**  
ÁNGEL NIETO

**UPER**  
**TROFEO**



## 2024 Lamborghini Super Trofeo North America

13-16 Mar  **Sebring International Raceway, United States**  
Mobil 1 Twelve Hours of Sebring

10-12 May  **WeatherTech Raceway Laguna Seca, United States**  
Motul Course de Monterey Powered by Hyundai N

20-23 Jun  **Watkins Glen International, United States**  
Sahlen's Six Hours of The Glen

30 Aug-1 Sep  **Circuit of the Americas, United States**  
Lone Star Le Mans

20-22 Sep  **Indianapolis Motor Speedway, United States**  
Tirerack.com Battle on the Bricks

20-23 Nov  **Circuito de Jerez Ángel Nieto, Spain**  
Lamborghini Super Trofeo World Finals

# A TRULY LOYAL FAN BASE



## » IMSA FANS ARE AFFLUENT, EDUCATED INFLUENCERS

**\$109,000** \$109,000 AVERAGE  
HOUSEHOLD INCOME

**57%** HOLD A BACHELOR'S DEGREE OR HIGHER

**83%** HOMEOWNERS WITH AN AVERAGE  
HOUSEHOLD OF 2.3 PERSONS

**84%** OWN 2 OR MORE CARS

**86%** MORE LIKELY TO CONSIDER TRYING A  
SPONSOR'S PRODUCT OR SERVICE

**72%** MORE LIKELY TO TRY A SPONSOR'S  
PRODUCT OR SERVICE

**83%** MORE LIKELY TO CONSCIOUSLY SUPPORT  
A SPONSOR'S PRODUCT OR SERVICE

**74%** MORE LIKELY TO RECOMMEND A  
SPONSOR'S PRODUCT OR SERVICE



# » IMSA FANS ARE BUSINESS DECISION MAKERS

## SPORTS CAR RACING FANS ARE...



**67% MORE LIKELY**  
To be business owners



**2X AS LIKELY**  
To be business executives  
(i.e. CEO, President, etc.)



**36% MORE LIKELY**  
To be involved in business  
purchase decisions



**JUST AS LIKELY AMONG DECISION  
MAKERS**  
To be involved in business purchase  
decisions of \$100,000 or more a year



**17% MORE LIKELY**  
To read the business / financial  
section of the newspaper



**33% MORE LIKELY**  
To read business magazines



**56% MORE LIKELY**  
To watch CNBC



**40% MORE LIKELY**  
To read The Wall Street Journal



# A FOCUS ON TOMORROW'S INFLUENCERS

## Millennial Traits

Connected → Multiple ways to interact with IMSA (TV, Social, Mobile App, Online)

Highly Social → Expansion of social platforms (Facebook, Twitter, Instagram, YouTube)

Globally Conscious → Development of IMSA Green platform  
IMSA Green =Cleaner Racing

Experientially Driven → Focus on delivering a "make it your own" experience

Gaming → Integration into Forza Motorsport 7 and iRacing

25% of U.S. population express some interest in IMSA  
/ 10% express high interest

→ 53% are age 18-34

Source: ISPOS Connect Fan Study 2017



# AT-TRACK FAN EXPERIENCE



**300+  
Racing Hours**



**Car Corrals**  
*BMW, Corvette,  
Porsche & more!*



**Open Paddock**  
*Behind the scenes access  
to teams & race prep*



**Kids 12 &  
under free**



**Pre-Race Events  
open to all fans**



**Driver Autograph  
Sessions**

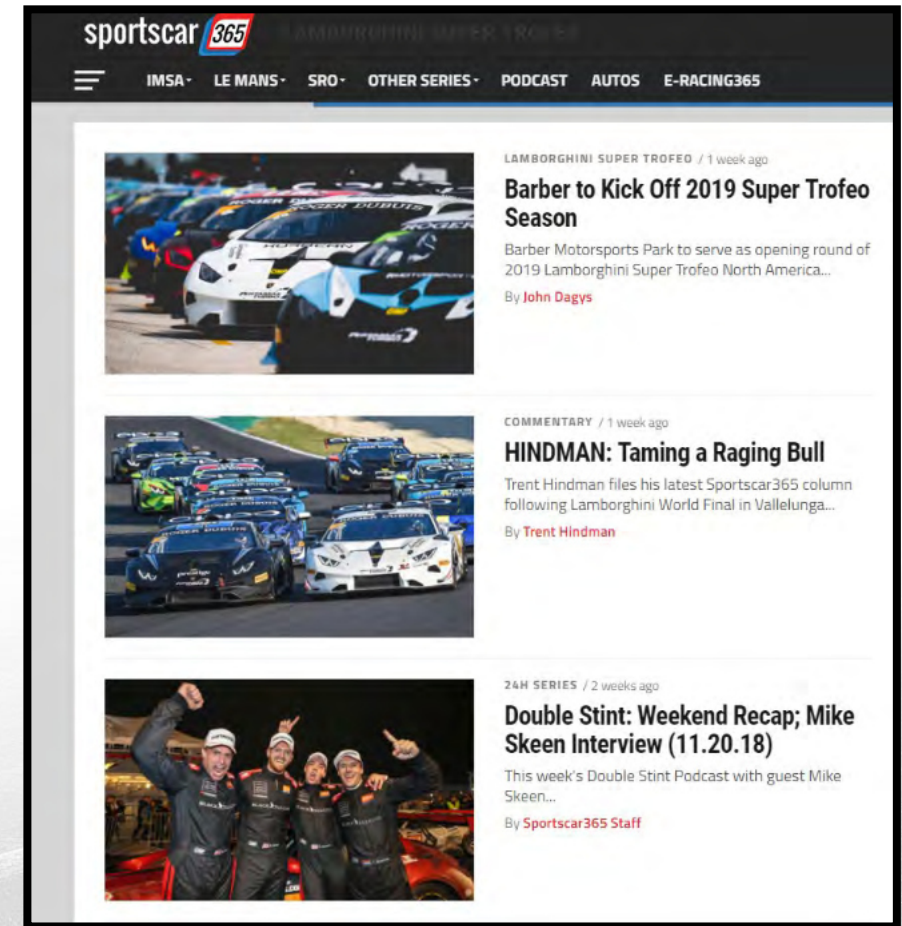
# DEDICATED ONLINE MEDIA COVERAGE

## SPORTSCAR365.com

- Providing dedicated coverage of all Lamborghini Super Trofeo series
- Dedicated Homepage tab for the series
- On-site coverage at each event including Weekend Notebook, Race Reports and Photo Galleries
- Specified driver column

## About Sportscar365.com:

- 27 million views since 2013 launch from 205 different countries
- 3.4 million unique viewers
- Avg. 750,000 page views per month
- Avg. 115,000 unique viewers per month



# PR & MEDIA OUTREACH

Lamborghini Squadra Corse

FACEBOOK

**250k fans**

SUPER TROFEO Live Streaming

**40,000** views on average

@lamborhinsic

INSTAGRAM

**3.4m followers**



Lamborghini Squadra Corse

YOUTUBE

**25k subscribers**

SUPER TROFEO Live Streaming

**8,000** views on average

@LamborghiniSC

TWITTER

**23k followers**



# BROADCASTS

- All Five US hosted races available on NBCSN
- Highlights include pit lane, track and podium ceremony footage

## EVERY RACE ON LIVE STREAM

Each and every race is broadcast on IMSA.TV

- IMSA.TV includes live broadcast streaming internationally, in-car camera streaming, timing & scoring, live audio, social feeds, IMSA Radio etc.
- Over 471,000 social followers
- 250,000+ fan email database



# A PASSIONATE LIVE-EVENT FAN BASE

- 2024 race attendance expected to exceed over 1 million.
- Over 300 event hours.
- Car “corrals” for sportscar enthusiasts attract thousands of participants and are a major feature at every event.



# EXCLUSIVE PARTNER ACCESS

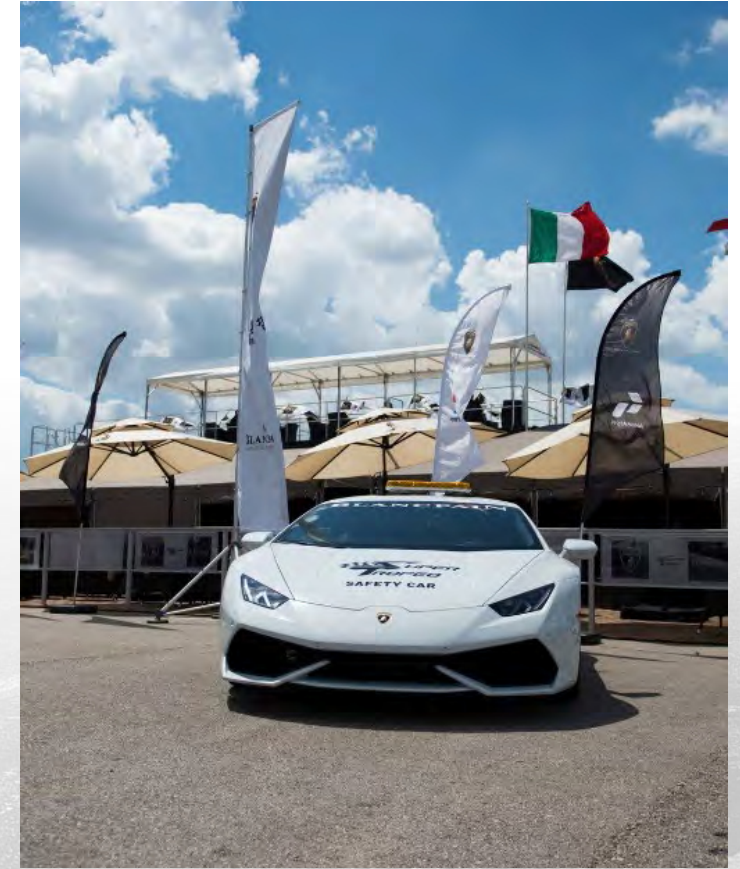


# EVENT HOSPITALITY



Provide an unforgettable experience for clients and guests with:

- Hot pit access
- Garage and paddock tours
- Pre-race fan walks
- Hot lap experiences
- Pit lane and tire demonstrations
- Victory lane celebrations
- Private hospitality suites and catering





# ABOUT WORLD SPEED MOTORSPORTS

Founded in 1991 WSM, has supported drivers in Formula and Sports cars ever since. WSM has competed in Formula Mazda, Champ Car Atlantic, F2000, Formula Renault, Pro Formula Mazda, F4, and Porsche GT3 Cup. World Speed Alumni are in IndyCar, NASCAR, IMSA, World Challenge, and many other series around the world.

World Speed Motorsports has earned a reputation as the “go to” company for drivers that demand real solutions and results.

The team has won countless races and championships, and is based at Sonoma Raceway in California. More info: [www.WorldSpeed.com](http://www.WorldSpeed.com)



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