



FIA GT3 European Championship

2012 FIA GT3 European Championship



INTRODUCTION

In just six seasons, GT3 has established an all-time record for a single category, with 17 brands having homologated a total of 20 different models.

Many series, in particular on the European market, have created increasing competition to the original FIA GT3 European Championship.

To bring the FIA GT3 European Championship to a new and higher level SRO and the FIA have proposed a set of measures to rejuvenate the FIA GT3 European Championship, allowing it to regain its own specific nature and to become more professional.

In this way, the FIA GT3 European Championship will emerge stronger, better and more ambitious for 2012.

Stéphane RATEL, CEO of SRO Motorsports Group



ELIGIBLE CARS



ALPINA BMW B6



ASTON MARTIN GT3 VANTAGE



MANUFACTURER



ASTON MARTIN

MANUFACTURER



AUDI R8 LMS



BMW Z4



MANUFACTURER



MANUFACTURER



ELIGIBLE CARS



CORVETTE Z06



FERRARI 458



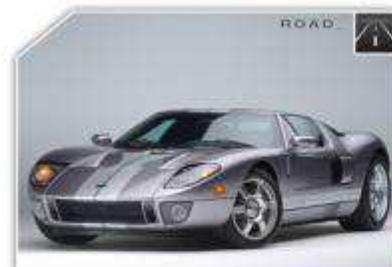
CORVETTE

INDEPENDENT
TUNER

CALLAWAY



MANUFACTURER



FORD GT



LAMBORGHINI 560



APPROVED
TUNER



APPROVED
TUNER

REITER



ELIGIBLE CARS



McLAREN MP4-12C



MANUFACTURER



MERCEDES AMG SLS



Mercedes-Benz

MANUFACTURER



NISSAN GT-R

NISSAN

MANUFACTURER



PORSCHE 997 GT3 RS



PORSCHE

MANUFACTURER



CALENDAR

 **NOGARO**
6th – 8th April

 **ZOLDER**
20th – 22nd April

 **NAVARRA**
25th – 27th May

 **ALGARVE**
6th – 8th July

 **MOSCOW ***
14th – 16th September

 **ZANDVOORT**
5th – 7th October



* Subject to the ASN's confirmation and the FIA homologation of the circuit

2012 FIA GT3 EUROPEAN CHAMPIONSHIP PRESENTATION

MEDIA



GROWING MEDIA EXPOSURE : TV REACH**SRO International GT Championships – TV reach in millions**

Region	Territory	Broadcaster 2011	Reach Millions	FIA GT3 Europe	Live	Highlights
EUROPE	Germany	SPORT 1+	1	GT3	Live	Yes
	Italy	SPORT ITALIA	7.3	Highlights	Live	Yes
	UK	BLOOMBERG	16	GT3	Live	Yes
	France	SPORT+	6.5	GT3	Live	Yes
	Belgium	RTBF	2	GT3	-	Yes
	Belgium	EXQI	1.65	GT3	Live	Yes
	Greece	SUPERSPORT / NETMED HELLAS	0.38	GT3	Live	Yes
	Bulgaria	TV+	na	GT3	Live	Yes
	Czech Republic	SPORT5	0.677	GT3	Live	Yes
	Pan-euro	MOTORS TV	23	GT3	Live	-
ASIA/AUSTRALASIA	Malaysia/Brunei	ASTRO /MEASAT	2.93	GT3	Live	Yes
	Australia	FOX / PREMIER MEDIA	1.5	GT3	Live	Yes
AMERICAS	USA and Canada	SPEED / PCG	80	GT3	Live Speed2	Yes
	Latin America	SPEED / PCG	13.3	GT3	-	Yes
MIDDLE EAST/ AFRICA	Saudi Arabia	LINESPORTS	na	GT3	Live	-
PAN REGION	WORLDWIDE	BLOOMBERG	160	GT3	-	Yes

TOTAL REACH**551.02****316.237****MILLION HOMES**

TV PRODUCTION & FORMAT

TV PRODUCTION



Cameras on track
12-18 HD cameras
around the track,
3 RF HD moving
cameras in the
pitlane



**High Quality
VT Packages**



Expert commentary
featuring the likes of
Ben Edwards,
David Croft,
John Watson



**Native HD
Production
SD Optional**



**In depth Interviews,
pitlane stories**



EXAMPLE PROGRAMME FORMAT

- **Qualifying Sessions** > from **09.15** to **10.45** > **90 minutes LIVE** - VT's, Interviews, Top Stories, Reactions...
- **Race 1** > from **14.15** to **15.45** > **90 minutes LIVE**
- **Race 2** > from **15.15** to **16.15** > **90 minutes LIVE.**

First a 30 min post produced Presentation show including Top Stories and Race highlights followed by live interviews on the grid, 60 mins of hard fought race action, podiums celebrations, interviews and analysis.

Plus:

- **Race Highlights** > **52 minutes** per race event (available Sunday evening at 22.00).
- **Season Review** > **52 minutes** at the end of the FIA GT3 European Championship Season

GROWING MEDIA EXPOSURE: ONLINE ACTIVATION



GT3Europe.com	
Total visits	455,606
Unique visitors	253,399
Page views	3,188,483
Hits	24,316,943

(1 January 2011 to November 2011)

More News



18/11/2011: 2010 FIA GT3 European Champion shines in first GT1 World season



16/10/2011: Castellacci and Leo become 2011 Champions as Haase and Ide take Dutch win

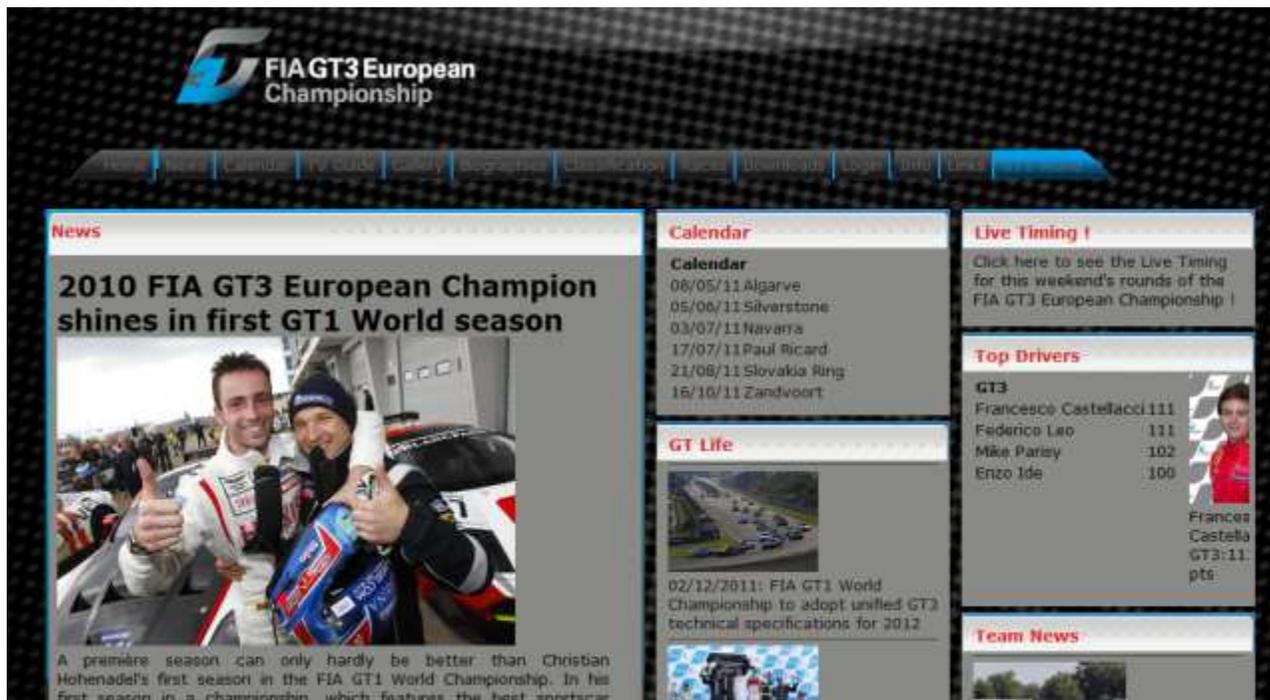


15/10/2011: Home Win for Van Splunteren as Prospeed Porsche takes victory at Zandvoort



15/10/2011: Mercedes and Audi set the pace in final Qualifying session of 2011

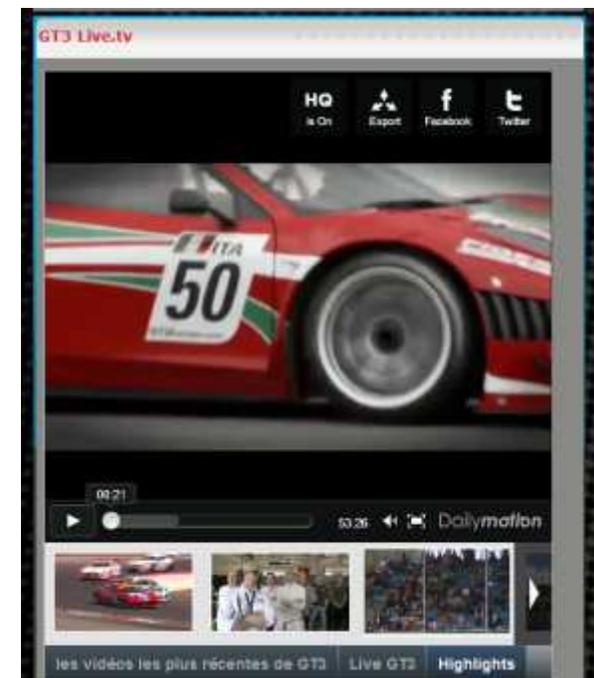
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The screenshot shows the website's layout with several sections:

- News:** Headline "2010 FIA GT3 European Champion shines in first GT1 World season" with a photo of a driver giving a thumbs up.
- Calendar:** A list of race dates and locations: 08/05/11 Algarve, 05/06/11 Silverstone, 03/07/11 Navarra, 17/07/11 Paul Ricard, 21/08/11 Slovakia Ring, 16/10/11 Zandvoort.
- Live Timing:** A link to see live timing for the weekend's rounds.
- Top Drivers:** A table showing driver points:

GT3	
Francesco Castellacci	111
Federico Leo	111
Mike Parry	102
Enzo Ide	100
- GT Life:** A section with a photo of a race track and text about unified GT3 technical specifications for 2012.
- Team News:** A section with a photo of a team.



The screenshot shows a video player for "GT3 Live.tv" featuring a red Ferrari GT3 race car with number 50. The player includes social media sharing options (HQ, Export, Facebook, Twitter), a video progress bar, and a list of recent videos at the bottom.

GROWING MEDIA EXPOSURE: SOCIAL MEDIA



597 monthly active users ▲57 since last week
 464 people like this ▲15 since last week
 91 wall posts or comments this week ▲6 since last week
 168 visits this week ▲202 since last week

Who You Reached (Demographics and Location)

Gender and Age?



Countries?

- 207 Germany
- 80 Netherlands
- 57 France
- 53 United Kingdom
- 49 Belgium
- 40 United States of America
- 31 Austria

Towns/cities?

- 16 Vienna
- 15 Vught
- 15 Munich
- 13 London
- 11 Stuttgart
- 10 Hamburg
- 10 Dusseldorf

Languages?

- 238 German
- 101 English (US)
- 91 Dutch
- 86 English (UK)
- 78 French (France)
- 28 Spanish
- 20 Italian



93 Tweets
 11 Following
 411 Followers
 40 Listed



2012 FIA GT3 EUROPEAN CHAMPIONSHIP PRESENTATION

ACHIEVEMENTS



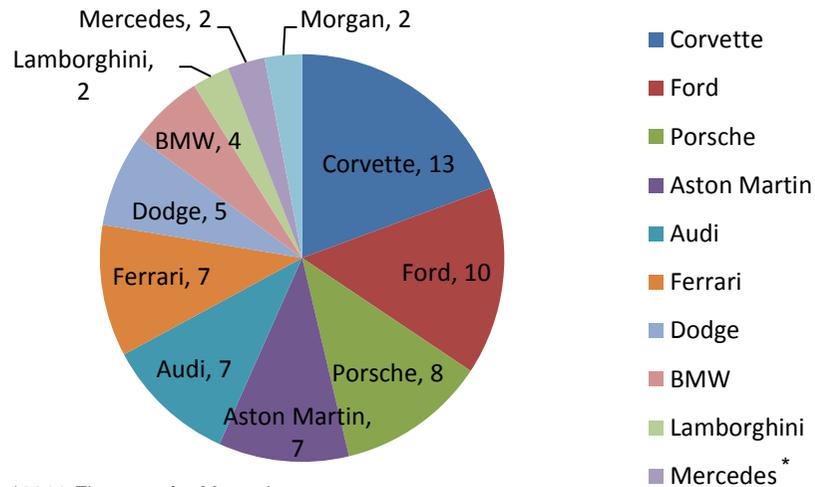
ACHIEVEMENTS

In the six years of its existence, the FIA GT3 European Championship has made a big impact on the world of motorsport.

The interest continues to grow, with new projects and new makes coming up every year. Two new exciting models are under development for 2012, and the enthusiastic tuners of the first years have been joined by customer service departments of the largest manufacturers, some of them creating race cars with GT3 specifications just for the GT3 category.

GT3 regulations have become the standard for almost all of the national and international GT series across the world, with the Australian GT Championship becoming the latest national championship to adopt GT3 rules in 2012. The FIA GT1 World Championship will also adopt GT3 technical regulations from 2012 onwards.

Race Wins by Brand (2006-2011).



*2011 First year for Mercedes

GT3 Champions

- Sean Edwards (2006) – Double race winner in Formula One supporting Porsche Supercup with Konrad Motorsport, who went on to become 2008 Porsche Supercup Team Champions.
- James Ruffier (2008) – became the first GT3 Champion to win an FIA GT race overall.
- Christian Hohenadel (2010) – became the first GT3 Champion to win a GT1 World Championship race and finished 3rd overall in the 2011 World Championship.

Since its start the FIA GT3 European Championship attracts some of the leading amateur and semi professional GT drivers. It is a platform where the grid is a mixture between established international GT drivers, real gentleman drivers and young racers who are coming from single-seaters and taking their first steps in sportscar racing. The FIA GT3 European Championship was and is the perfect training ground for drivers of all abilities who want to compete on the international stage in GT racing.

THE FUTURE ...

Not content to rest on several notable achievements of the past years, SRO is constantly striving to improve the appeal of the FIA GT3 European Championship in the coming years and bring it to new success.

Therefore SRO and the FIA will make some changes and amendments to the sporting regulation of the FIA GT3 European Championship:

- As before, up to six cars per brand permitted in full-season entries, with two cars allowed in the first year of homologation. Every team must enter two cars.
- Race-by-race entries are allowed with no brand or car number restrictions, but they will not score points towards Teams title.
- A minimum of 7 races per season, with 6 races on the provisional calendar. The teams and drivers will score points towards the Team and Drivers titles of the FIA GT3 European Championship.
- Driver Categorisation will be applied. Platinum drivers may not compete. Gold drivers may only be paired with Bronze drivers.
- Two free practice sessions of a maximum of 80 minutes on Friday.
- One qualifying session divided into two sessions, Q1 and Q2, on Saturday. All drivers must qualify. The fastest time set in qualifying 1 will set the grid for the Race 1 on Saturday. The fastest time set in qualifying 2 will set the grid for Race 2 on Sunday. Driver 1 will start Race 1; Driver 2 will start Race 2. Driver 1 will be the driver with the lower categorisation, for pairings of different categories, or as chosen by the team for drivers with the same category.
- Each race will be 60 minutes long, with an obligatory pit stop for driver change and all four tyres between the 25th and 35th minutes. A rolling start will be used.
- Points will be awarded to the races in accordance with the scale 25-18-15-12-10-8-6-4-2-1.
- Compensation times will be added to the pit stop time for the first, second and third place from each race. Compensation time will not be accumulated for the next event. 15 seconds for 1st place, 10 seconds for 2nd place and 5 seconds for 3rd place.
- Fees for the 2012 FIA GT3 European Championship will be 4,500 € per car per event or 27,000 for a full season of six rounds.

2012 FIA GT3 EUROPEAN CHAMPIONSHIP PRESENTATION

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