



TCR

International Series



AN INNOVATORY CONCEPT

The TCR International Series is an innovatory Touring Car competition that provides close and exciting racing while keeping the running costs under control. Each event is made up of two sprint races in which 330bhp racing cars derived from the sporting versions of the production models clash in door-to-door fights.

It's a customer-oriented series that aims to offer significant business opportunities to teams and manufacturers in terms of supplying and management.





TCR

- Reviving a worldwide interest in Touring Car racing
- Tailoring the regulations for controlling production, development and running costs
- Enhancing the competition through a Balance of Performance system
- Giving stability to the technical rules to ensure long life to the racing cars
- Making the series affordable for customer teams and independent drivers
- Offering the opportunity to car manufacturers to create a customer portfolio and promote the production models
- Creating a second hand marketing for racing cars and spare parts
- Giving the opportunity of using the same car for National, Regional and International Series
- Increasing the value of the investments made by the teams



2016 CALENDAR

TCR 2016 Calendar confirms the choice of international circuits worldwide, maintaining events with Formula 1 and visiting new countries.

| | | | | |
|--|------------------|----------------------------|-----------------|---|
|  | BARHAIN | 3 rd April | SAKHIR |  |
|  | PORTUGAL | 24 th April | ESTORIL | |
|  | BELGIUM | 7 th May | SPA |  |
|  | ITALY | 21 st May | MONZA | |
|  | AUSTRIA | 5 th June | SALZBURGRING | |
|  | GERMANY | 19 th June | OSCHERSLEBEN | |
|  | RUSSIA | 3 rd July | SOCHI | |
|  | CHINA | 28 th August | GUANGDONG (TBC) | |
|  | SINGAPORE | 18 th September | SINGAPORE |  |
|  | MALAYSIA | 2 nd October | SEPANG (TBC) |  |
|  | THAILAND | 30 th October | BURIRAM | |
|  | MACAU | 20 th November | MACAU |  |



TCR INTERNATIONAL SERIES - **FORMAT**

FREE PRACTICES

2 x 30 minutes

QUALIFYING

1 x 35 minutes (Q1 + Q2)

RACE

2 x 60 km (standing starts)

GRID

Race 1: as per Qualifying results

Race 2: Qualifying top-ten in reverse order



TCR
International Series

BRANDS



SEAT



HONDA



CURRENTLY REPRESENTED



PEUGEOT



Audi



RENAULT



HYUNDAI



KIA



Mercedes-Benz

CURRENTLY
STUDYING TCR



RACING CARS



HONDA Civic TCR



SEAT León



FORD Focus ST



VOLKSWAGEN Golf TCR



OPEL Astra TCR



SUBARU STI TCR



ALFA ROMEO Giulietta TCR



TCR TECHNICAL CONCEPT

| | |
|----------------|--|
| ENGINE | Production-based max 2.0L Turbocharged |
| OUTPUT | 330 bhp (approx.) |
| GEARBOX | 6 Speed sequential |
| WHEELS | 18" control tyre |
| WEIGHT | Including driver: 1250 kg for Production GBX; 1285 kg for Racing Sequential GBX |



TCR RACING

Adopted by 24 countries through National Championships, Regional and International Series.



TIMELINE 2015

2016

2017



INTERNATIONAL



REGIONAL



NATIONAL

Other TCR National Championships to follow














2015 CALENDAR

TCR International Series is held in highest international circuits worldwide, having 3 events along with the Formula 1.

| | | | | Pole Position | Race 1 Winner | Race2 Winner | Man of the Race |
|--|------------------|----------------------------|---------------|---|---------------|---------------|-----------------|
|  | MALAYSIA | 29 th March | SEPANG |  K. Gleason | S. Comini | G. Morbidelli | G. Morbidelli |
|  | CHINA | 12 th April | SHANGHAI |  G. Morbidelli | G. Morbidelli | S. Belicchi | L. Veglia |
|  | SPAIN | 3 rd May | VALENCIA | P. Oriola | P. Oriola | S. Comini | P. Oriola |
|  | PORTUGAL | 10 th May | ALGARVE | N. Thiim | N. Thiim | M. Nykjaer | M. Grachev |
|  | ITALY | 24 th May | MONZA | G. Morbidelli | G. Morbidelli | G. Morbidelli | F. Monje |
|  | AUSTRIA | 31 st May | SALZBURGRING | K. Gleason | K. Gleason | M. Nykjaer | A. Bellicchi |
|  | RUSSIA | 21 st June | SOCHI | J. Gene | J. Gene | S. Comini | A. Dudukalo |
|  | AUSTRIA | 12 th July | RED BULL RING |  G. Morbidelli | S. Comini | P. Rosell | P. Rosell |
|  | SINGAPORE | 20 th September | SINGAPORE |  S. Comini | K. Gleason | J. Gene | L. Rangoni |
|  | THAILAND | 25 th October | BURIRAM | G. Morbidelli | P. Oriola | S. Comini | S. Comini |
|  | MACAU | 22 nd November | MACAU |  R. Huff | R. Huff | S. Comini | P. Oriola |



2015 FIGURES

-  **170** Countries TV Distribution
-  **860 M.** TV Household reach
-  **45'000** On Site Spectators (average)
-  **1'319.20** Km of total race distance
-  **267** Laps completed over all races
-  **68** Drivers
-  **88** Trophies delivered to drivers and teams
-  **22** Represented countries by drivers
-  **7** Pole Men
-  **10** Race Winners
-  **5** Brands on podium
-  **22** Races
-  Over **940** minutes of race action



2015 LOGISTIC

✈ Over 116'000 Km crossed worldwide

👤 About 3'850 flight seats occupied

✈ 4 Boing 747-400 Cargo used for flight freights

📦 108 containers of 40 feet size

🚛 36 trucks used for road freight





TV DISTRIBUTION



WORLDWIDE TV: ABS Show, Auto Speed, Omnisport, SNTV

MAIN BROADCASTERS



SOCIAL MEDIA



2700%

FANS INCREASE

From the beginning of the season

TCR International Series
+25% Engagement rate
over 190.000 people reached (+122%)



700%

FOLLOWERS INCREASE

From the beginning of the series

@TCRInt



1900%

FOLLOWERS INCREASE

From the beginning of the series

TCR_Series
+400 Likes per post



Website

Official website
tcr-series.com
with all info and news of the Series



13%



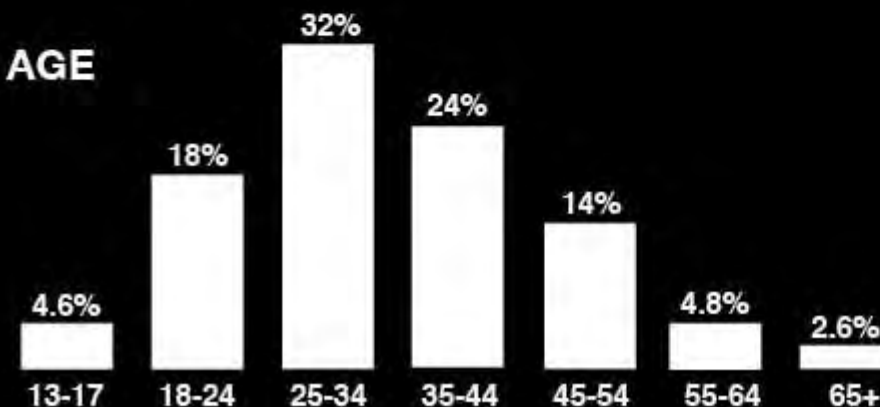
87%

COUNTRIES

| | |
|-----------|--------|
| Europe | 36,55% |
| Asia | 29,70% |
| America | 28,50% |
| Africa | 3,07% |
| Australia | 2,18% |

TCR FAN PROFILE

AGE





TCR TV 350%

Subscription Increase
from the beginning of the series;
+230.000 Viewers



-  Editing: over 140 videos edited during the season (average of 12 per event)
-  Crew: 50 people involved per event (average)
-  Over 160 hours working
-  20 cameras per race (Track, Eng Crew, RF Camera)
-  18 on board cameras
-  Master Control Room: Full HD OB Van
-  Broadcast: Live Satellite Transmissions & Internet Live Streaming



VIP HOSPITALITY

The TCR VIP Hospitality is the exclusive area hosting all guests and partners during the race weekend, and with the opportunity of meeting drivers.

It is a place where to live the racing experience and enjoying the entertainment programmes organized by TCR.

Customized corners may be set up for partners and sponsors to promote their own brands or products.



TCR
International Series

**GRID
WALK**



2015 TEAMS



Stefano Comini
Andrea Belicchi
Michel Nykjaer
Loris Hezemans
Rafael Galiana

Pepe Oriola
Jordi Gene
Sergey Afanasyev
Frank Yu

Gianni Morbidelli
Kevin Gleason
Rene Munnich
Igor Skuz
Robert Huff

Mikhail Grachev
Lorenzo Veglia
Franz Engstler
Pol Rosell
Tomas Engstrom
Nicki Thiim



Fernando Monje
Jordi Oriola
Hugo Valente
Oscar Nogues

Kenneth Ma
Diego Romanini
Rob Holland
Tom Boardman
James Nash

Alain Menu
Luca Rangoni

Norbert Toth
Zsolt Dávid Szabó
Daniel Nagy
Ferenc Ficza

TCR PARTNERS

LUKOIL



**LIQUI
MOLY**



卡利集團



arcese



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