

romeo ferraris 
style and power on demand
M I L A N O

ETCR
 **eTOURING CAR
WORLD CUP**



www.romeoferraris.com

abmedica®



Henkel

PRO

Henkel

OMP

THE TEAM



TEAM ROMEO FERRARIS



HISTORY



ROMEO FERRARIS FACTORY WAS BORN IN 1959. SINCE THEN, 67 TITLES AND MORE THAN A THOUSAND VICTORIES ENRICH ITS PALMARÈS, BETWEEN NATIONAL, EUROPEAN AND INTERNATIONAL MOTORSPORT AND OFFSHORE CHAMPIONSHIPS. TODAY ROMEO FERRARIS' WORKSHOP IS PLACED IN OPERA, JUST OUTSIDE MILAN. IT IS A HIGHLY INNOVATIVE FACTORY ON MORE THAN 2600 MS AND A PRESTIGIOUS REFERENCE POINT OF THE AUTOMOTIVE MADE IN ITALY.

SINCE 1960 ROMEO FERRARIS HAS ALWAYS BEEN INVOLVED IN THE WORLD OF COMPETITIONS, BOTH AS MANUFACTURER AND TEAM. AFTER HAVING ACHIEVED TOP LEVEL RESULTS IN THE FIA WTCR, THE HIGHEST REFERENCE SERIES IN THE TOURING CARS CATEGORY, ROMEO FERRARIS HAS EMBRACED THE MOST AMBITIOUS PROJECT OF ITS LAST CENTURY HISTORY: ETCR, THE FIRST WORLD CHAMPIONSHIP FOR TOURING CARS.



PALMARES

| | | |
|-----------|---------------------------------|----------------------------------|
| 2022 | FIA ETCR | GIULIA ETCR |
| 2021 | PURE ETCR | GIULIA ETCR |
| 2020 | FIA WTCR | ALFA ROMEO GIULIETTA TCR VELOCE |
| 2019 | FIA WTCR | ALFA ROMEO GIULIETTA TCR VELOCE |
| 2018 | FIA WTCR | ALFA ROMEO GIULIETTA TCR |
| | TCR ITALY | ALFA ROMEO GIULIETTA TCR |
| 2017 | INTERNATIONAL TCR SERIES | ALFA ROMEO GIULIETTA TCR |
| | WRC CHAMPIONSHIP | WRC 2 |
| 2016 | WRC CHAMPIONSHIP CONSTRUCTOR | WRC 3 ALFA ROMEO GIULIETTA QV |
| 2015 | CITE | 1ST DIVISION |
| | CITE | 1.6CC 24H SPECIAL CLASS |
| 2014 | WRC CHAMPIONSHIP PANDELTA | WRC 3 MERCEDES C63 AMG |
| 2013 | SUPERSTAR SERIES | CONSTRUCTORS |
| 2010 | TROFEO 500 ABARTH SELENIA | CONSTRUCTORS |
| 2009 | ITALIAN GT CHAMPIONSHIP | GT CUP CLASS |
| 2006/2007 | ECTS CHAMPIONSHIP | 3000CC DIESEL |
| 2003/2005 | ECTS CHAMPIONSHIP | SUPERDIESEL / 24H SPECIAL |
| 1972/1973 | ITALIAN PROTOTYPE CHAMP. | 1000CC |
| 1965/1969 | ITALIAN TOURING CHAMPIONSHIP | GR.2 |

P2 MANUFACTURERS STANDINGS

WTCR TROPHY WINNER;
P3 IN THE OVERALL DRIVERS' STANDINGS

1. VICTORY, 2 POLE POSITIONS
2. FASTEST LAPS, 9 PODIUMS

POLE POSITION, VICTORY
AND PODIUM IN JAPAN

RUNNER-UP
MANUFACTURERS
CHAMPION

WINNER IN GEORGIA,
BAHRAIN, AUSTRIA
HYUNDAI I20 R5

3RD RALLYE
MONTECARLO TCR

3RD PLACE

WINNER

PEUGEOT
208

WINNER

WINNER

WINNER

WINNER

WINNER

WINNER

WINNER

WINNER





CAR

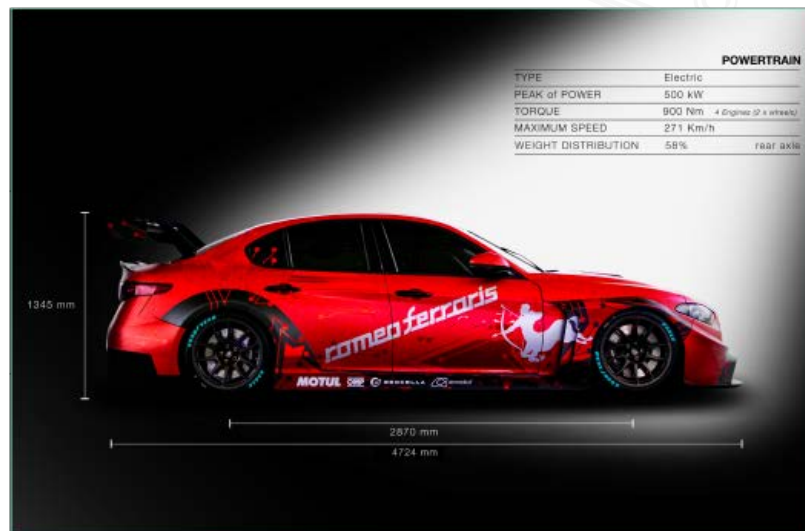


ALFA ROMEO GIULIA ETCR BY ROMEO FERRARIS



CARBON COMPONENTS

| | | | |
|--------------|----------------|------------|-------------|
| FRONT BUMPER | REAR FENDER | FLAT FLOOR | ROOF |
| REAR BUMPER | SIDE SKIRTS | DIFFUSER | DRIVER SEAT |
| FRONT FENDER | FRONT SPLITTER | REAR WING | |



CAR



FIA ETCR



PHILOSOPHY

1

TO PROVIDE A
PLATFORM FOR THE BIGGEST
AUTOMOTIVE
MANUFACTURERS TO
SHOWCASE
THEIR LATEST ELECTRIC
PRODUCTION CARS

2

TO APPEAL MOTORSPORT
FANS TO THE IMMENSE
POTENTIAL OF HIGH-
PERFORMANCE ELECTRIC
VEHICLES BY CREATE
ELECTRIFYING ON-TRACK
BATTLES

3

TO BRING
THE SPIRIT OF
THRILLING ON-TRACK
COMPETITION
IN ITS PUREST SENSE

4

TO SHOWCASE
WORLD'S MOST
POWERFUL TOURING CARS
ON THE INTENSE
ENVIRONMENT OF THE
RACETRACK



WHAT IS FIA ETCR

WORLD'S FIRST ALL-ELECTRIC
MULTI-BRAND TOURING CAR CHAMPIONSHIP



HIGH PERFORMANCE &
EXCITING COMPETITION



THRILLING ACTION
WITH STARTING GATES &
EXTRA-POWER BOOSTS



DIGITAL FRIENDLY
& FAN ORIENTED
TO CREATE PURE ENTERTAINMENT



TECHNICAL CONCEPT



FORWARD-THINKING TECHNICAL CONCEPT SET OUT
BY OUT BY WSC TECHNOLOGY AIMED AT SHOWCASING THE MOST
EXTRAORDINARY
PERFORMANCE ELEMENTS OF THE WORLD'S FASTEST-
ACCELERATING TOURING CARS



FOUR-OR-FIVE-DOOR PRODUCTION TOURING CARS



ELECTRIC MOTOR WITH 300KW



CONTINUOUS POWER AND 500KW MAX EQUAL TO 680BHP



65KW BATTERY CAPACITY AT 800V



REAR-WHEEL-DRIVE WITH SINGLE GEAR



COMMON WILLIAMS ADVANCED ENGINEERING BATTERY PACK



MAGELEC PROPULSION POWER UNIT TO FIT ALL CARS



CHARGING BY ENELX



TARGETED CALENDAR 2022

ROUND 1

PAU VILLE
FRANCE

MAY. 6-8

ROUND 2

ISTANBUL PARK
TURKEY

MAY. 20-22

ROUND 3

HUNGARORING
HUNGARY

JUN. 10-12

ROUND 4

**CIRCUITO DEL
JARAMA**
SPAIN

JUN. 17-19

ROUND 5

CIRCUIT ZOLDER*
BELGIUM

JUL. 8-10

ROUND 6

**AUTODROMO
VALLELUNGA***
ITALY

JUL. 22-24

ROUND 7

INJE SPEEDIUM
KOREA

OCT. 7-9



QUICK MARKETING REPORT

PER EVENT



BROADCAST KEY FIGURES

30

**BROADCASTERS
CONFIRMED
PER ROUND**

159

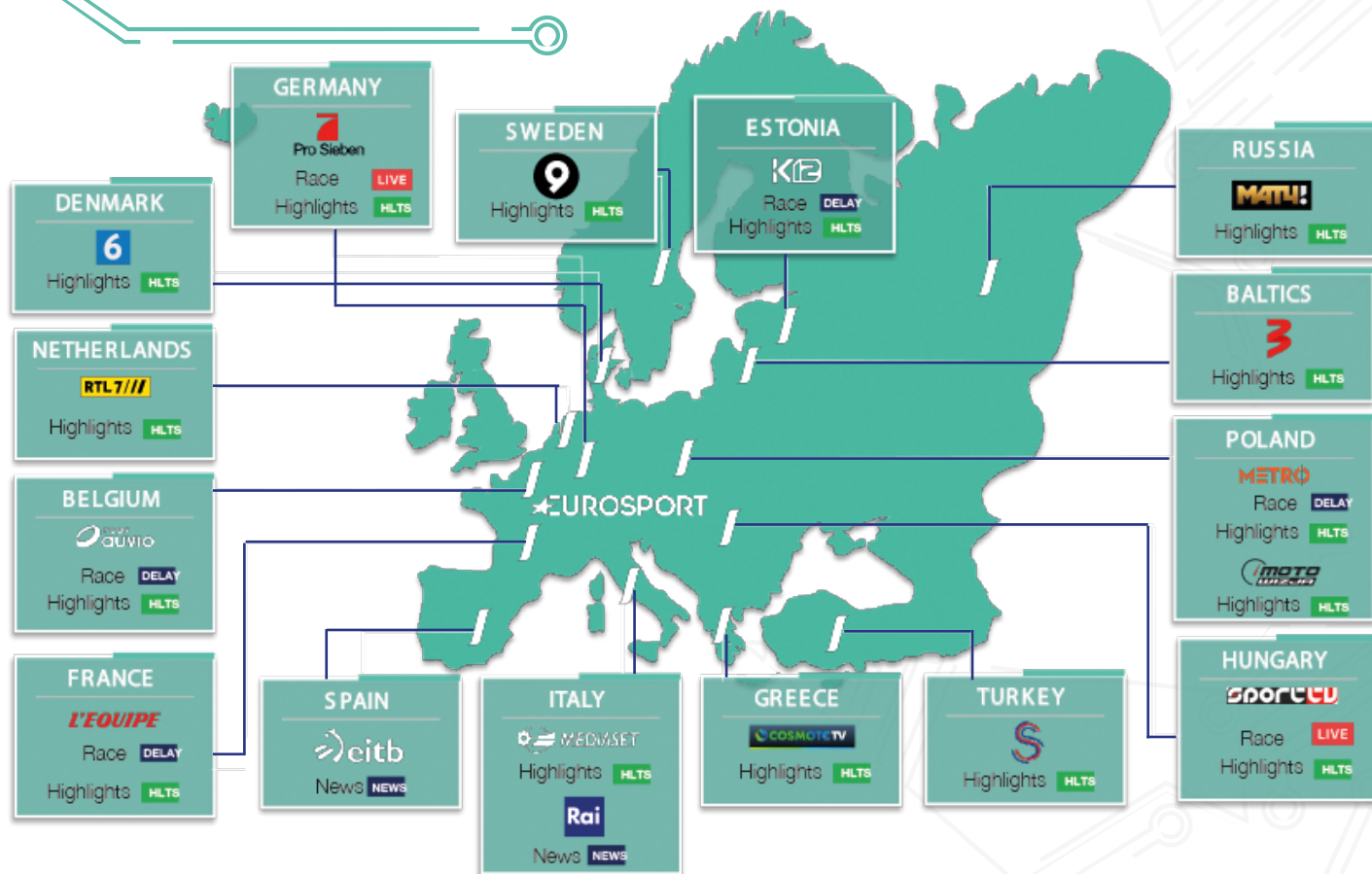
**NUMBERS OF COUNTRIES
IN WHICH THE PURE ETCR
IS BROADCAST**

6

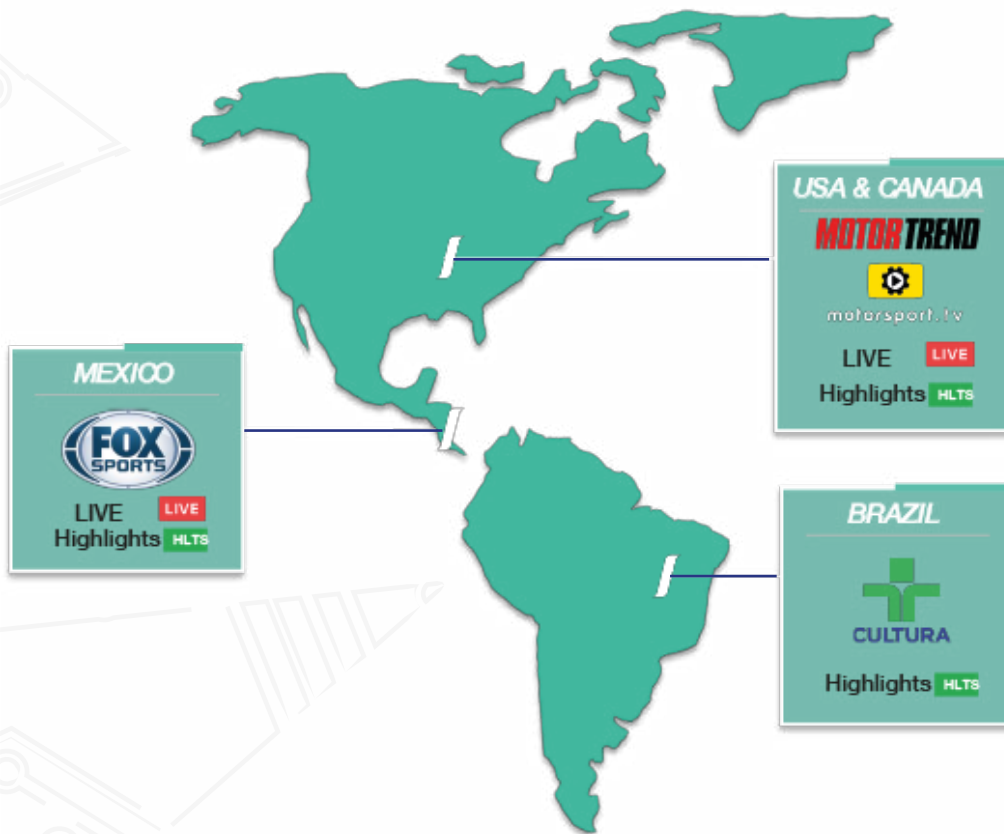
**BROADCASTERS LIVE
FOR THE #3 ROUND**



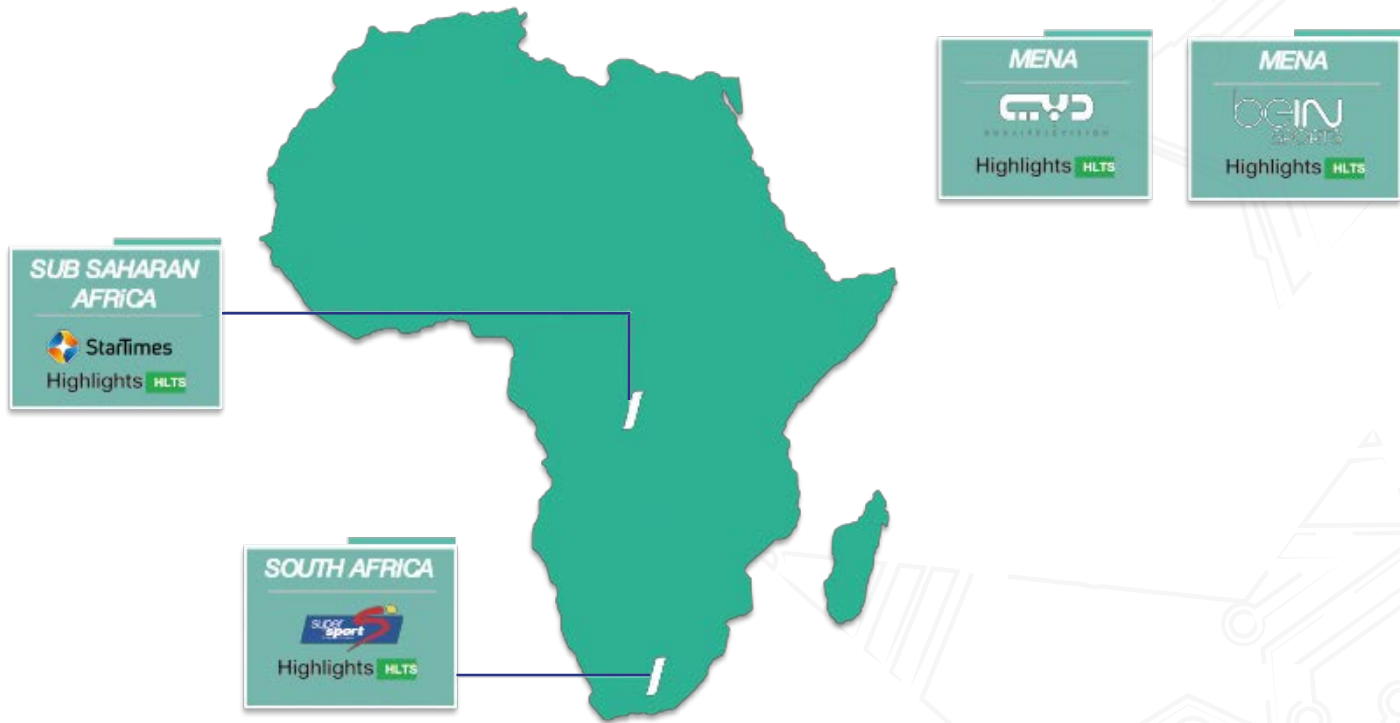
BROADCAST EUROPE



BROADCAST AMERICAS



BROADCAST AFRICA & MENA



BROADCAST ASIA

CHINA

Tencent
LIVE **LIVE**
Highlights **HLTS**

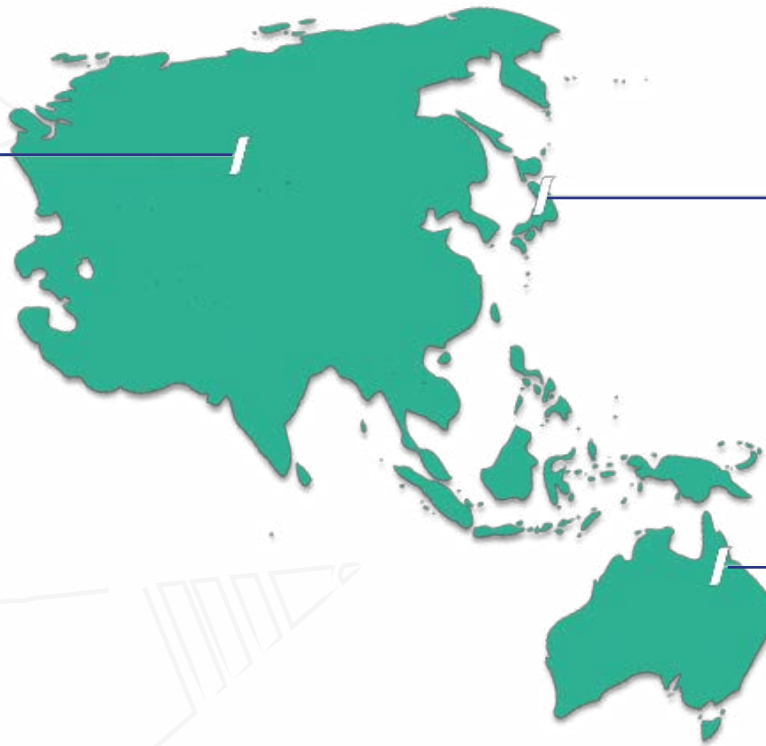
 **中国体育**
ZHIBO.TV
Highlights **HLTS**

ASIA

beIN
Sports

 motorsport.tv

★EUROSPORT
Highlights **HLTS**



JAPAN

 **J SPORTS**
LIVE **LIVE**
Highlights **HLTS**

AUSTRALIA

 **FOX SPORTS**

Kayo
Highlights **HLTS**

NEW ZEALAND

 **+HRTV**
Highlights **HLTS**



BROADCAST ON EUROSPO

BROADCAST OVER 60 COUNTRIES

3H42
BROADCAST TIME



1.01 MILLION
AUDIENCE REACH



DIGITAL & SOCIAL MEDIA

PER EVENT



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SOCIAL MEDIA OVERVIEW

1.8
MILLION
VIDEO VIEWS

17.8
MILLION
IMPRESSIONS

362 K
ENGAGEMENT

33
VIDEOS
EDITED



FACEBOOK / INSTAGRAM OVERVIEW



98
POSTS
PUBLISHED

1.13 MILLION
VIDEO VIEWS
OVER 33 VIDEOS

10.5 MILLION
IMPRESSIONS

5.4 MILLION
REACH

236.5 K
ENGAGEMENT



273 POSTS & STORIES

643 K
VIDEO VIEWS

7.1 MILLION
IMPRESSIONS

5 MILLION
REACH

124 K
ENGAGEMENT



TWITTER / YOUTUBE OVERVIEW



51
POSTS



3.6 K
VIDEOS VIEWS

152 K
IMPRESSIONS

1.7 K
ENGAGEMENT



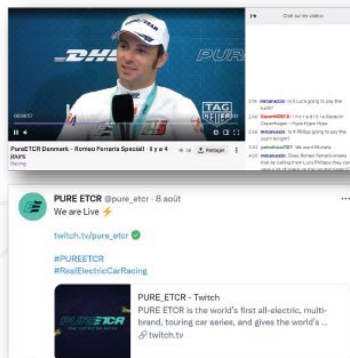
PURE ETCR - STORY OF THE
DAY - RACE DK - SUNDAY

21
VIDEOS
PUBLISHED

23 K
VIDEO
VIEWS

DIGITAL STREAMING

Full Draw program on social media **Live Streaming**



Throughout the weekend, we broadcast exclusive content on twitch at different occasions: after the draw on Thursday, after rounds 1 & 2 on Saturday, and after the post-event press conference on Sunday



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DIGITAL COVERAGE OVERVIEW

KEY FIGURES

July 26 - August 13, 2021

566
DIGITAL
ARTICLES

1.02
BILLION
REACH
DIGITAL ARTICLES

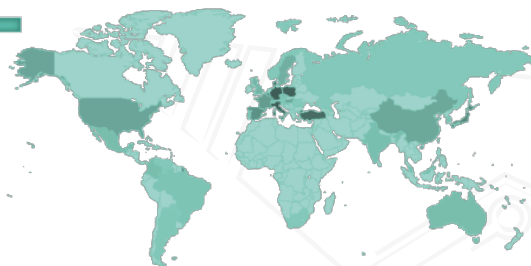
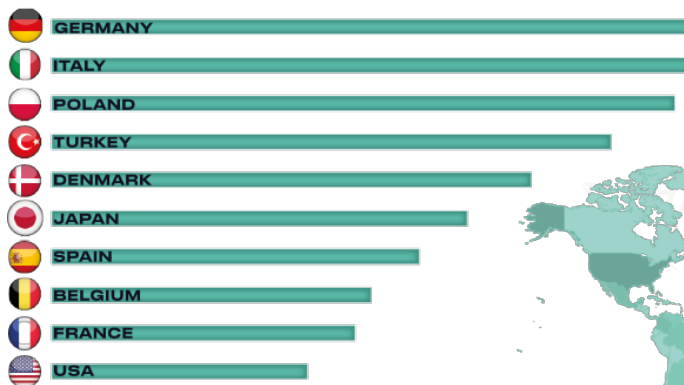
9.4
MILLION €
AVE*

Advertising Value Equivalency

**TOP
COUNTRIES**



ONLINE COVERAGE - TOP COUNTRIES*



INTERNATIONAL TV CAMPAIGN

DEDICATED SPOTS TV CAMPAIGN ON **★EUROSPORT**

FROM **11 JULY**
TO
10 AUGUST 2021



BROADCASTED ON



121
TV SPOTS &
TRAILERS

14.5
MILLION
REACH



INTERNATIONAL DIGITAL CAMPAIGN

2 PRE-ROLL CAMPAIGNS ON EUROSPORT WEBSITES & EUROSPORT APP TO PROMOTE THE ROUND IN COPENHAGEN From 20 July to 8 August 2021

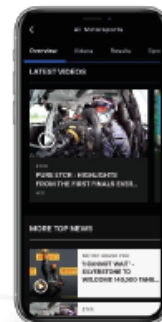
Campaign on the Motorsport section of
EUROSPORT.COM



**14 MILLION
IMPRESSIONS**

**3.5 MILLION
CLICKS**

Campaign on the Motorsport section of the
EUROSPORT APP



SPONSOR AREA

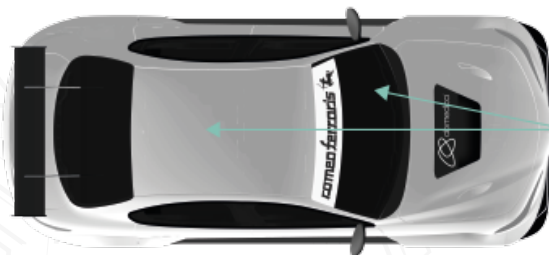
ALFA ROMEO GIULIA ETCR BY ROMEO FERRARIS



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SOCIAL

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