GTWORLD

SRO MOTORSPORTS GROUP

SEASON REVIEW

2026



GT WORLD CHALLENGE EUROPE

powered by aws

INTRODUCTION

STÉPHANE RATEL



I am delighted to join you in looking back on what has been a fantastic season for GT World Challenge powered by AWS. Once again, we have seen excellent grids, including record entries in the Sprint Cup and a consistently high number in the Endurance Cup. Quantity was matched by quality, with the entire paddock now operating at an extremely high level. Indeed, I must commend the teams for their hard work and for ensuring that we put on such a tremendous show.

The level of drivers was also exceptional and included some notable guest appearances. We were delighted to welcome Lance Stroll for the opening race at Circuit Paul Ricard, the first time that this series has featured an active Formula 1 driver. For our finale at Portimão, the addition of Max Verstappen was nothing short of sensational. The presence of global stars such as these – like Valentino Rossi before them – demonstrates the extremely high regard in which GT World is held.

We can also look back on another superb CrowdStrike 24 Hours of Spa. I offer my sincere congratulations to Porsche and the Lionspeed GP team for a truly remarkable victory, one that confirmed the fundamental rule of endurance racing: never give up! More broadly, I believe that this year's 24 Hours succeeded in elevating the fan experience even further, from Wednesday's parade right up to the chequered flag on Sunday afternoon. A big thanks to all of those who attended, and to those whose work made it possible.

Alongside our flagship event at Spa-Francorchamps, we also enjoy excellent working relationships with the other tracks that we visit, more than half of which have been part of the calendar for over a decade. Each event now features a growing range of fan activities and entertainment, ensuring that spectators have just as much to experience off the track as on it.

For those not at the circuit, the GT World YouTube channel allows everyone to enjoy this series live and for free no matter where they are. This also achieved a significant landmark in 2026, with more than one million subscribers now following the channel. The year ended in brilliant fashion, with a record 9.7 million views of the finale's live coverage.

None of this would be possible without our fantastic group of partners. We are immensely grateful to AWS for its ongoing support as our global technology provider and to CrowdStrike for the role it has played at the CrowdStrike 24 Hours of Spa. Pirelli remains vitally important as our trusted tyre supplier, while TotalEnergies ensures that the series runs on 100 percent certified sustainable fuel. We also enjoy excellent relationships with ROWE Motor Oil and our official cars supplier Maserati.

While we do not take anything for granted, I believe that this series is on very firm footing and will continue to flourish in the years to come. This sustained growth would not be possible without your support. In closing, I wish to thank all of those who contribute to making GT World Challenge powered by AWS such a success.

STÉPHANE RATEL – FOUNDER & CEO



INTRODUCTION

SRO HISTORY

Now in its fourth decade at the forefront of a continuously evolving industry, SRO Motorsports Group is the established global leader in GT racing. The 2026 season saw more than 100 races staged under the SRO banner, highlighted by the iconic CrowdStrike 24 Hours of Spa.

The company's diverse sporting portfolio includes GT World Challenge powered by AWS series in Europe, America, Asia and Australia, while the flagship Intercontinental GT Challenge brings together marquee endurance events from around the globe. Considerable emphasis is also placed on amateur competitors thanks to a range of series combining a relaxed atmosphere with highly professional standards.

A wide variety of international and domestic categories catering for GT1, GT2, GT3, GT4 and touring car machinery add further depth to this extensive on-track programme. In addition to promotion and organisation, the company operates the SRO Race Centre by MMC service facility at Circuit Paul Ricard and provides the ultimate driving opportunities at world-renowned venues through Curbstone Track Events.

The 2027 season will mark the 35th anniversary of the inaugural race event organised by Stéphane Ratel, who continues to lead SRO Motorsports Group while playing a key role in shaping the sport's future. He is supported by a dedicated global team of full-time and freelance staff, with SRO offices in Europe, Asia, North America and Australia.



INTRODUCTION

THE SERIES

GT World Challenge powered by AWS is the global reference in GT racing. Launched in 2011 by SRO Motorsports Group, the series draws on more than 30 years' experience to deliver a thrilling, highly professional on-track spectacle.

The 10-round GT World schedule is split evenly between the Sprint Cup and the Endurance Cup. In the former, competitors undertake a pair of 60-minute races per weekend, while the latter features a single long-distance contest that can range from three hours up to the marquee CrowdStrike 24 Hours of Spa. With 70 cars competing for victory, the Belgian classic has earned its status as the biggest GT race in the world.

Each event features a wealth of support action from high-level series, as well as fan activities that range from live music and entertainment to pit walks and driver autograph sessions, all staged within a family-friendly atmosphere. On-site attendances have risen consistently in recent years, culminating in a record 132,000 spectators experiencing the 2026 CrowdStrike 24 Hours of Spa.

The series relies on the trusted support provided by a loyal group of partners. Pirelli is invaluable in its role as official tyre supplier, while Amazon Web Services (AWS) has been title presenter and global technology provider since 2020. In 2023 CrowdStrike took up the mantle of title sponsor for the 24 Hours of Spa, while further support comes from ROWE Motor Oil; TotalEnergies; Maserati; TM Performance; Gullwing Racing Insurance; Assetto Corsa Competizione; Spark; STX Motorhomes; and the RACB.

The season to come will maintain a familiar calendar that takes in 10 high-level circuits across Europe, with the 24 Hours of Spa as the marquee event. Alongside similar categories in Asia, America and Australia it will once again form part of the global GT World Challenge powered by AWS, which allows manufacturers to measure the success of their customer racing programmes.

GT WORLD

SRO MOTORSPORTS GROUP

GT WORLD GLOBAL ANALYSIS



GT WORLD CHALLENGE powered by aws

GT WORLD GLOBAL ANALYSIS

GT WORLD IN FIGURES

4 CONTINENTAL SERIES
29 EVENTS
99 HOURS OF RACING



EUROPE
42 cars in Sprint
60 cars in Endurance
69 cars at Spa 24h



AUSTRALIA
15 cars



ASIA
22 cars



AMERICA
22 cars
28 cars at Indy 8h

10 MANUFACTURERS ENTERED



MANUFACTURERS

The GT World Challenge powered by AWS brings together leading international Manufacturers competing through their customer racing programmes worldwide.

10 Manufacturers – Aston Martin, Audi, BMW, Chevrolet, Ferrari, Ford, Lamborghini, McLaren, Mercedes-AMG and Porsche – entered 2026's global campaign.

Across 29 events and 46 races, regional customer teams contributed the majority of their Manufacturer's points in both Sprint (25 points for a victory) and Endurance races (up to 100 points at the CrowdStrike 24 Hours of Spa).

Although not all Manufacturers are represented across all four GT World Challenge continents, their participation demonstrates confidence in SRO's commitment to investing in and developing GT racing on a global scale. This commitment is reflected in SRO's continued investment in events, championships and series, which together create a truly worldwide environment for GT3 customer racing.

YOUTUBE NUMBERS

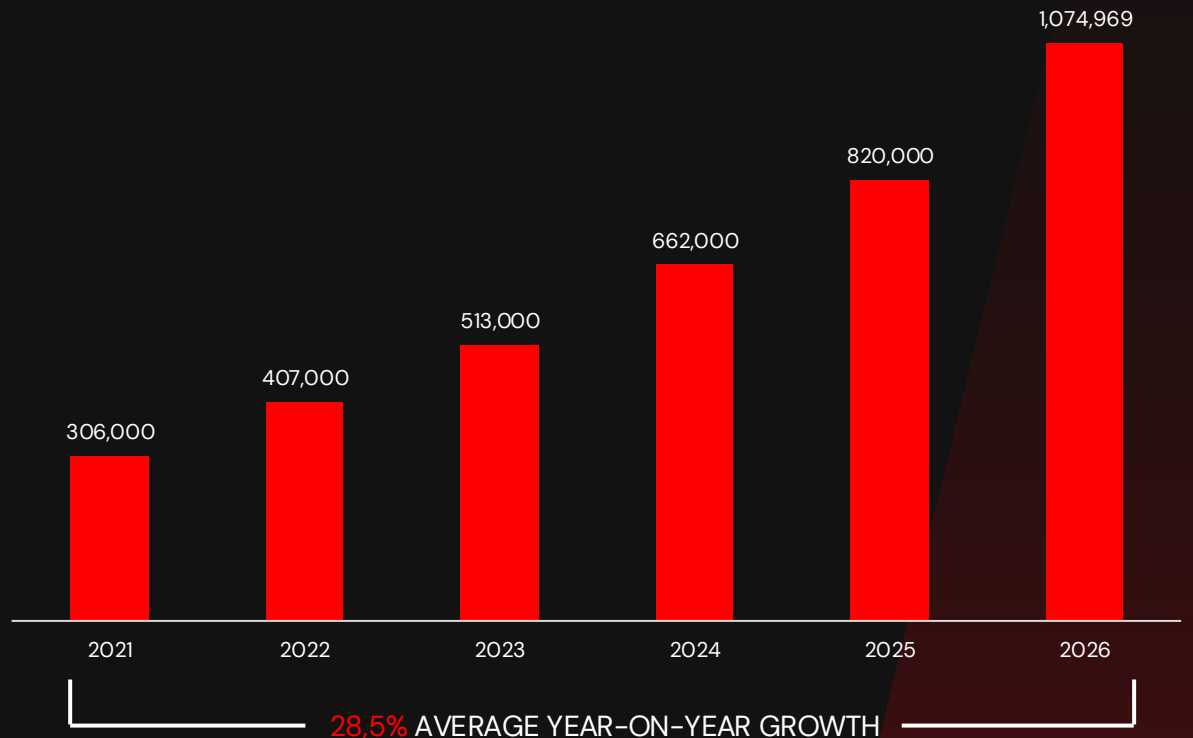
@GTWORLD ALL SRO CONTENT

REPORTING PERIOD 01 JAN 2026 – 25 OCTOBER 2026

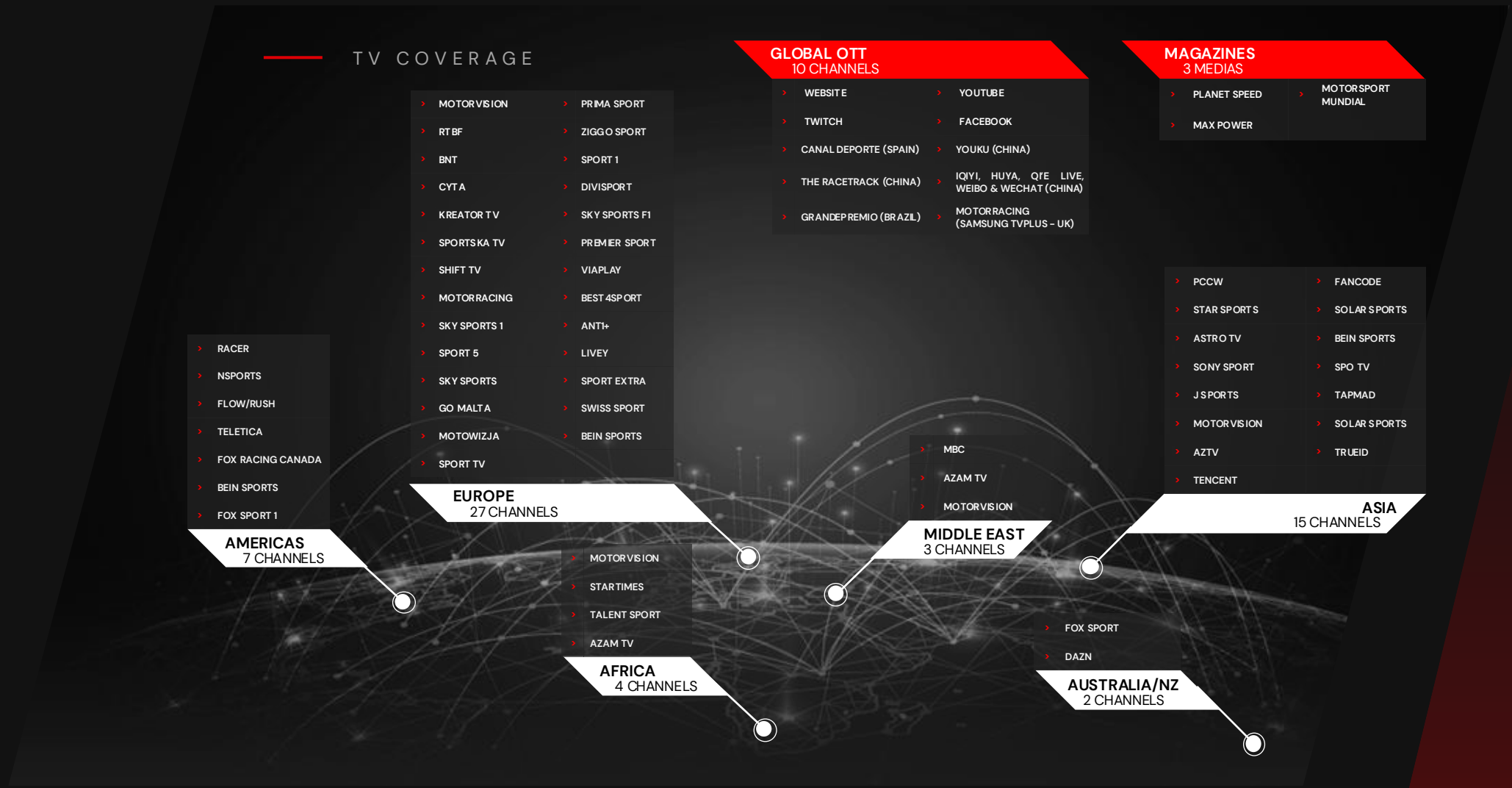
43.9M VIEWS – LIVE & VIDEOS *+60 %*

388M IMPRESSIONS *+1,1 %*

869 LIVE STREAMS *+30,4 %*



@GTWORLD SUBSCRIBERS


TV COVERAGE
GLOBAL OTT
10 CHANNELS
WEBSITE
YOUTUBE
TWITCH
FACEBOOK
CANAL DEPORTE (SPAIN)
YOUKU (CHINA)
THE RACETRACK (CHINA)
IQIYI, HUYA, QI'E LIVE, WEIBO & WECHAT (CHINA)
GRANDEPREMIO (BRAZIL)
MOTORRACING (SAMSUNG TVPLUS – UK)
MAGAZINES
3 MEDIAS
PLANET SPEED
MOTORSPORT MUNDIAL
MAX POWER
MOTORVISION
PRIMA SPORT
RTBF
ZIGGO SPORT
BNT
SPORT 1
CYTA
DIVISPORT
KREATOR TV
SKY SPORTS F1
SPORTSKA TV
PREMIER SPORT
SHIFT TV
VIAPLAY
MOTORRACING
BEST 4SPORT
SKY SPORTS 1
ANTI+
SPORT 5
LIVEY
SKY SPORTS
SPORT EXTRA
GO MALTA
SWISS SPORT
MOTOWIZJA
BEIN SPORTS
SPORT TV
EUROPE
27 CHANNELS
RACER
NSPORTS
FLOW/RUSH
TELETICA
FOX RACING CANADA
BEIN SPORTS
FOX SPORT 1
AMERICAS
7 CHANNELS
MBC
AZAM TV
MOTORVISION
MIDDLE EAST
3 CHANNELS
PCCW
FANCODE
STAR SPORTS
SOLAR SPORTS
ASTRO TV
BEIN SPORTS
SONY SPORT
SPO TV
J SPORTS
TAPMAD
MOTORVISION
SOLAR SPORTS
AZTV
TRUEID
TENCENT
ASIA
15 CHANNELS
MOTORVISION
STARTIMES
TALENT SPORT
AZAM TV
AFRICA
4 CHANNELS
FOX SPORT
DAZN
AUSTRALIA/NZ
2 CHANNELS

2026 CROSS MEDIA



GLOBAL CROSS MEDIA FIGURES

The GT World Challenge powered by AWS has a live and free worldwide strategy, to boost global reach and exposure.

Races are covered by 59 TV broadcasts for a total of **3629 hours.**

388M impressions on YouTube.

131.4M€ cross-platform **advertising value** (TV OTT).

105.5M€ Media value for series sponsors.

*Source: Iris Sports / monitoring period 01.01.2026 / 15.7.2026
*Full 2026 figures will be shared when available

The GT World Challenge powered by AWS is gaining an increasing global reach, attracting fans across five social media platforms.

303% overall growth in fan numbers across all platforms for a total of **7.35M** fans.

138% growth in video views across social platforms with **126M views.**

426M people engaged with socials via **14 954 posts.**

*Source: Meltwater – reporting period: 1 January 2026– 25 October 2026

GTWORLD

SRO MOTORSPORTS GROUP

NUMBERS & FACTS



GT WORLD CHALLENGE EUROPE
powered by aws

GT WORLD



GT WORLD CHALLENGE EUROPE powered by aws

NUMBERS

10 MANUFACTURERS

Ten of the world's top brands competed for glory across the campaign, the most manufacturers to have featured in GT3 Europe's history.

1 322 LAPS

Between both disciplines, a total of 1322 laps were completed in 2026. The Endurance Cup ran for 973 laps, while the Sprint Cup campaign comprised 349 laps.

10 RACES

With 10 races held at some of Europe's most prestigious circuits, the GT World Challenge Europe powered by AWS delivers the very best of international GT racing.

391 000 SPECTATORS

An outstanding season, welcoming 391,000 fans across the championship, representing a 9.2% increase compared to last year.

51 CARS ON AVERAGE

The 2026 GT World Challenge Europe saw 510 total car entries, setting a new record for the long-distance series. The Endurance Cup had 60 cars on average, while the Sprint Cup had 42. The CrowdStrike 24 Hours of Spa had the biggest starting grid.

32 NATIONALITIES ON AVERAGE

With Drivers from an average of 32 different nationalities competing at each race, the series confirms its status as a truly international championship.

4 DRIVER CATEGORIES

Platinum, Gold, Silver and Bronze are the 4 main categories of the GT World Challenge Europe Drivers. The Silver category is the most populated, with an average of 65 Drivers per race.

4 CAR CATEGORIES

Pro, Gold, Silver and Bronze are the 4 main categories of the cars competing in the GT World Challenge Europe. Pro-Am is the only exception, appearing exclusively at the 24 Hours of Spa. The Pro category is the most populated, with an average of 16 cars per event.

FACTS



LANCE STROLL & MAX VERSTAPPEN

The opening round at Paul Ricard saw a special appearance by Lance Stroll, and we were honoured to welcome Max Verstappen for our finale in Portimão. For the first time, this series has featured active Formula 1 Drivers.

SILVER CLASS DOMINANCE

The Silver Class was dominated by Team WRT's #30 car. With 12 podium finishes and the Silver Class victory in Overall, Endurance and Sprint Cups, these young drivers contributed to make Team WRT the Overall Teams Champion.

A RECORD-BREAKING COMEBACK

Alongside its Sprint Cup Drivers title, Lionspeed GP secured victory at the CrowdStrike 24 Hours of Spa with its #80 entry, defying the odds and battling back from a pit lane start to take the win. This also marked Porsche's first victory in the world's biggest GT race since 2020.

DEFINITION OF CONSISTENCY

Winward Racing claimed both the Overall Drivers title and the Endurance Teams title through remarkable consistency. Despite never taking a race victory, a series of crucial second-place finishes, including at the CrowdStrike 24 Hours of Spa, proved decisive.

24H OF LE MANS SELECTED ENTRY

The #74 Ferrari of Kessel Racing has secured an invitation to the 24 Hours of Le Mans for the second consecutive season, following its success in winning the Overall Bronze Cup title.

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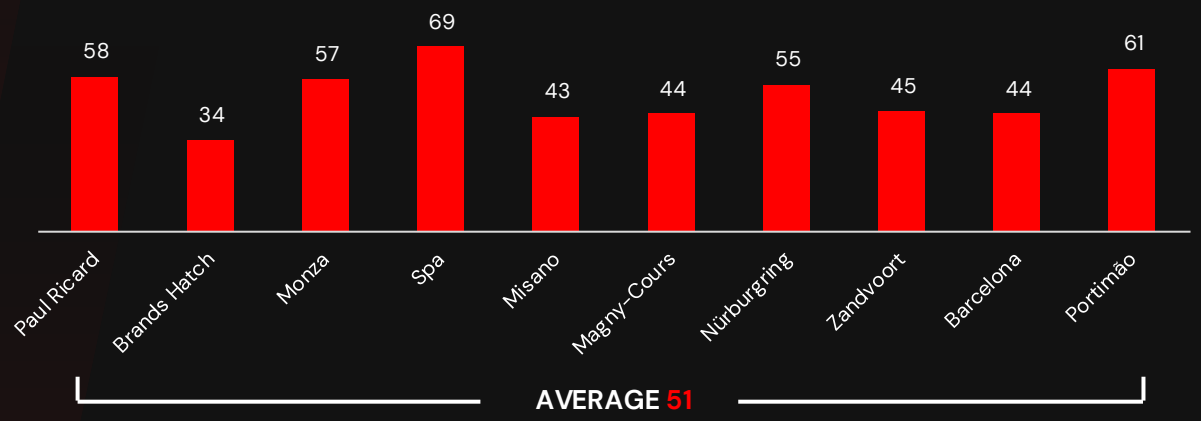
NUMBER OF CARS



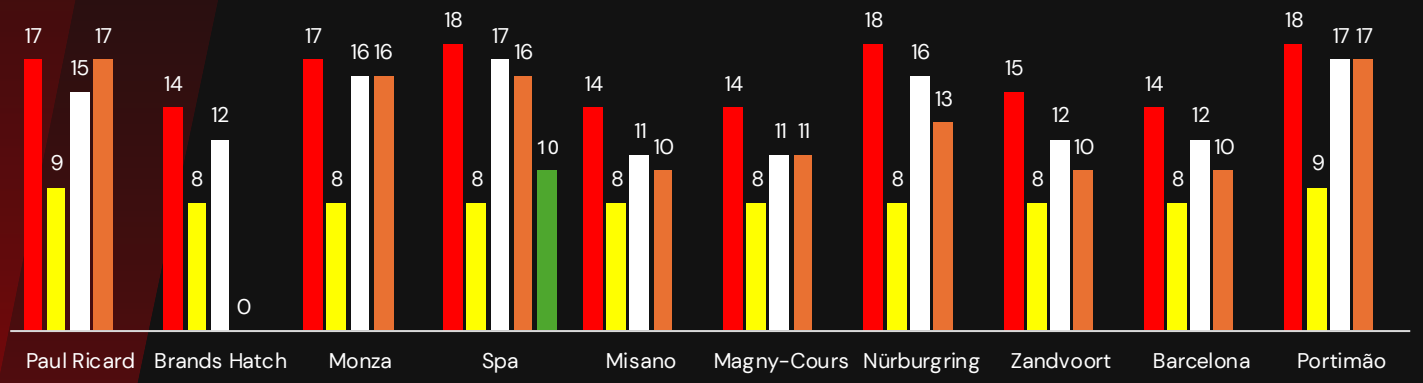
AVERAGE IN ENDURANCE: 60 AVERAGE IN SPRINT: 42



AVERAGE 51

NUMBER OF CARS PER EVENT

AVERAGE: 16 PRO 8 GOLD 14 SILVER 12 BRONZE (Spa only) PRO-AM



NUMBER OF CARS PER CATEGORY

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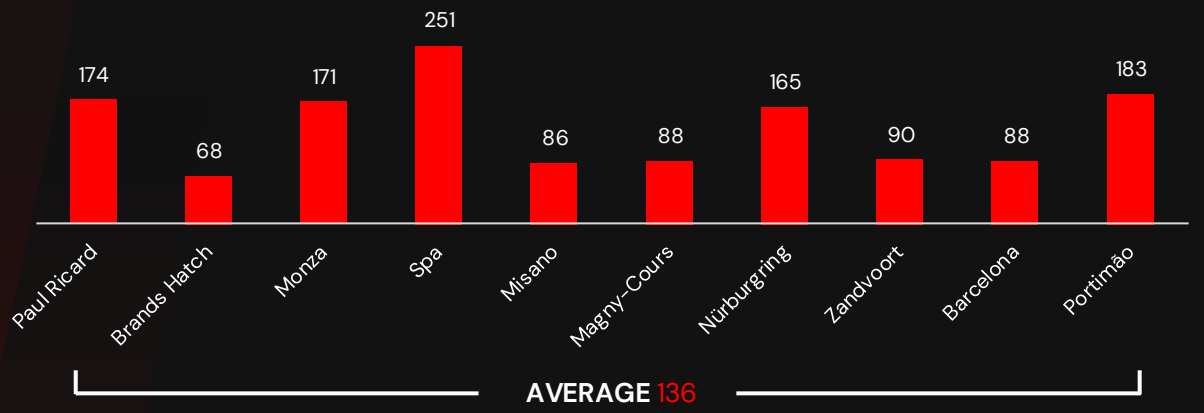
NUMBER OF DRIVERS



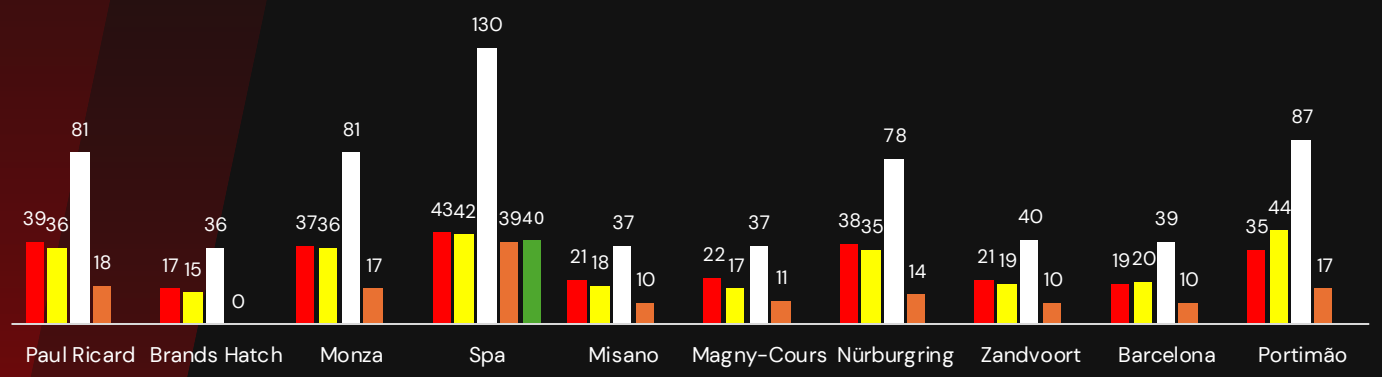
AVERAGE IN ENDURANCE: 189 AVERAGE IN SPRINT: 84



AVERAGE 136

NUMBER OF DRIVERS PER EVENT

AVERAGE: 29 PLATINUM 28 GOLD 65 SILVER 15 BRONZE (Spa only) PRO-AM

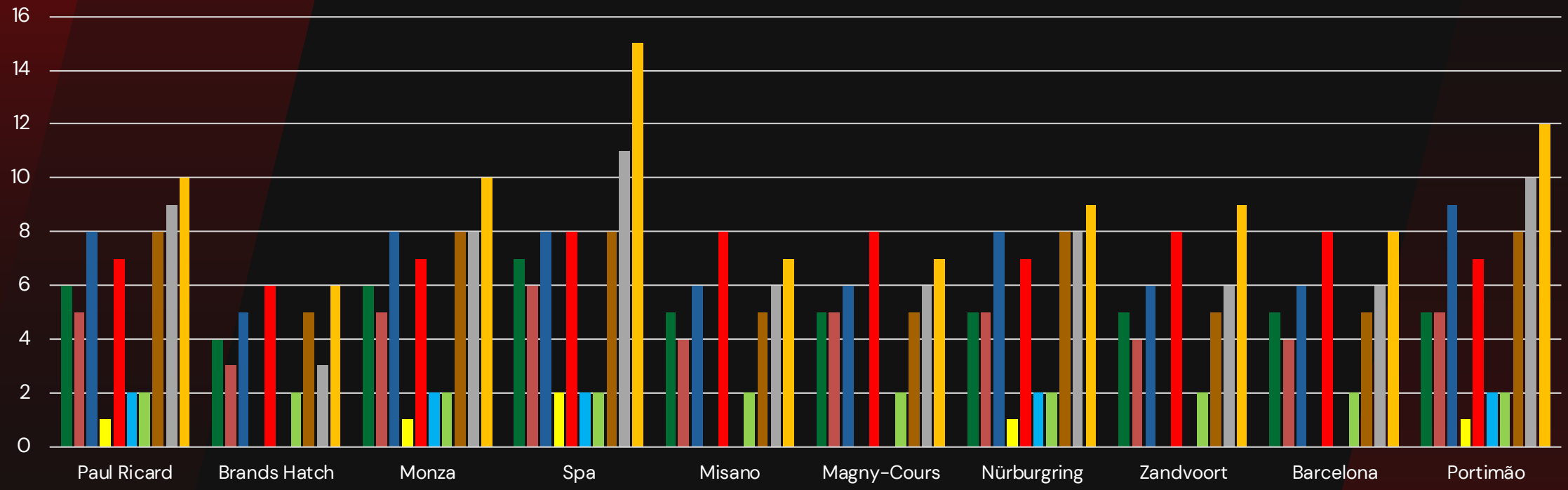


NUMBER OF DRIVERS PER CATEGORY

GT WORLD

GT WORLD CHALLENGE EUROPE powered by aws

NUMBER OF CARS PER MANUFACTURER



	AMR	Audi Sport	BMW Motorsport	Chevrolet	Ferrari	Ford Racing	Lamborghini	McLaren	Mercedes-AMG Motorsport	Porsche
AVERAGE N° OF CARS PER MANUFACTURER:	5	5	7	1	7	1	2	7	7	9

NUMBER OF CARS PER MANUFACTURER

GT WORLD

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RACE FORMAT



	3/6 HOURS ENDURANCE	24 HOURS	SPRINT
FORMAT	3 days plus set-up	4 days plus set-up	2 or 3 days
SCRUTINEERING	Thursday / Friday	Tuesday / Wednesday	Thursday / Friday
FREE PRACTICE	2 sessions, max 180 minutes in total	2 sessions, max 180 minutes in total. One mandatory night practice	2 sessions, max 80 minutes
QUALIFYING	Three 10-minute sessions, split in 2 groups	Four 10-minute sessions, one per Driver, split in 2 groups	Two 10-minute sessions, one per Driver, split in 2 groups
	Grid set by average lap time per car	One Superpole session for the top 32 cars, based on the average qualifying time	Q1: grid for Race 1 Q2: grid for Race 2
RACE	One Race of 6 hours and three races of 3 hours	24 hours	Two 1-hour Races
DRIVERS	3 Drivers per car	3 Drivers in Pro, 4 Drivers in Gold, Silver, Bronze and Pro-Am	2 Drivers per car
DRIVER CATEGORISATION	Pro: any Driver categorisation Gold: G/G/S Silver: S/S/S Bronze: P/S/B	Pro: any Driver categorisation Gold: G/G/S + G Silver: S/S/S + S Bronze: P/S/B + S Pro-Am: P/P/B/B	Pro: any Driver categorisation Gold: G/S Silver: S/S Bronze: P/B

GT WORLD

SRO MOTORSPORTS GROUP

CHAMPIONS



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GT WORLD

GT WORLD CHALLENGE EUROPE powered by aws

2026 OVERALL CHAMPIONS

DRIVERS

FULL SEASON

1

LUCAS AUER / MARO ENGEL

2

RICARDO FELLER / BASTIAN BUUS

3

KELVIN VAN DER LINDE / CHARLES WEERTS

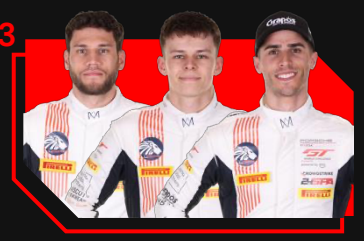
ENDURANCE CUP

1

LUCAS AUER / MARO ENGEL / LUCA STOLZ

2

NICKI THIIM / MARCO SØRENSEN / MATTIA DRUDI

3

RICARDO FELLER / BASTIAN BUUS / THOMAS PREINING

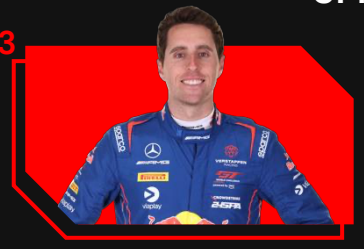
SPRINT CUP

1

RICARDO FELLER / BASTIAN BUUS

2

ARTHUR LECLERC / THOMAS NEUBAUER

3

DANIEL JUNCADELLA

TEAMS

FULL SEASON

1

TEAM WRT

2

WINWARD RACING

3

LIONSPEED GP

ENDURANCE CUP

1

WINWARD RACING

2

TEAM WRT

3

COMTOYOU RACING

SPRINT CUP

1

TEAM WRT

2

LIONSPEED GP

3

EMIL FREY RACING

GT WORLD

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2026 GOLD CHAMPIONS

FULL SEASON

DRIVERS

1

THOMAS FLEMING / LOUIS PRETTE

2

SIMON GACHET

3

JAMES KELL

TEAMS

1

AF CORSE

2

GARAGE 59

3

CSA RACING

ENDURANCE CUP

1

UGO DE WILDE / JENS KLINGMANN / TIM TRAMNITZ

2

SIMON BIRCH / FREDERIK SCHANDORFF / MALTE EBDRUP

3

BENJAMIN GOETHE / THOMAS FLEMING / LOUIS PRETTE

1

ROWE RACING

2

AF CORSE

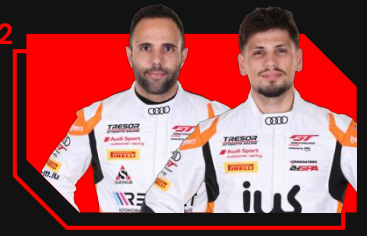
3

GARAGE 59

SPRINT CUP

1

TOMMASO MOSCA / MATIAS ZAGAZETA

2

DYLAN PEREIRA / ALEX AKA

3

THOMAS FLEMING / LOUIS PRETTE

1

AF CORSE

2

CSA RACING

3

TRESOR ATTEMPTO RACING

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2026 SILVER CHAMPIONS

FULL SEASON

DRIVERS

1


IGNACIO MONTENEGRO / MATISSE LISMONT

2

GUILHERME OLIVEIRA / MIKEY PORTER

3


AURÉLIEN PANIS / ANTHONY BARTONE

TEAMS

1

TEAM WRT

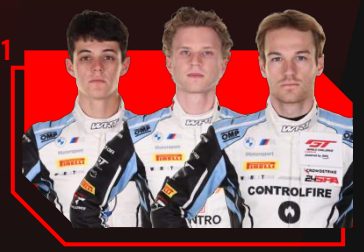
2

GETSPEED

3

OPTIMUM MOTORSPORT

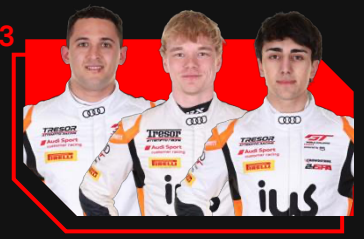
ENDURANCE CUP

1


IGNACIO MONTENEGRO / MATISSE LISMONT / AMAURY CORDEEL

2


EDUARDO COSETENG

3

ARIEL LEVI / SEBASTIAN ØGAARD / ROCCO MAZZOLA

1

TEAM WRT

2

HRT FORD RACING

3

GETSPEED

SPRINT CUP

1


IGNACIO MONTENEGRO / MATISSE LISMONT

2

JAMIE DAY / MATEO VILLAGOMEZ

3

GUILHERME OLIVEIRA / MIKEY PORTER

1

TEAM WRT

2

WALKENHORST MOTORSPORT

3

OPTIMUM MOTORSPORT

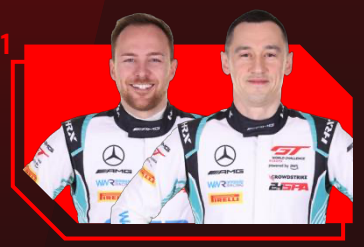
GT WORLD

GT WORLD CHALLENGE EUROPE powered by aws

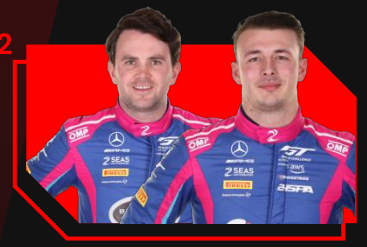
2026 BRONZE CHAMPIONS

FULL SEASON

DRIVERS

1 

MARVIN DIENST / RINAT SALIKHOV

2 

CHARLES DAWSON / KIERN JEWISS

3 

DARREN LEUNG

TEAMS

1 

KESSEL RACING

2 

WINWARD RACING

3 

2SEAS MOTORSPORT

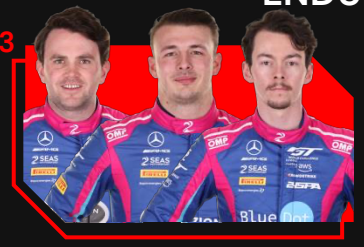
ENDURANCE CUP

1 

DUSTIN BLATTNER / DENNIS MARSCHALL

2 

DARREN LEUNG / JAMES KELLETT

3 

CHARLES DAWSON / KIERN JEWISS / REECE BARR

1 

KESSEL RACING

2 

PARADINE COMPETITION

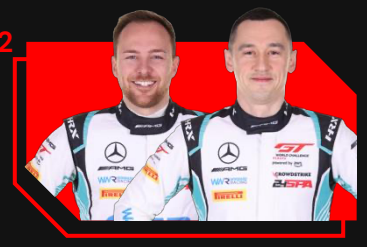
3 

2SEAS MOTORSPORT

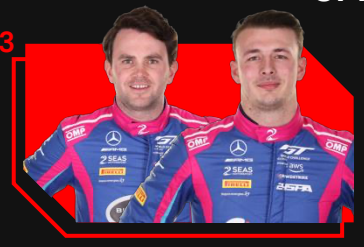
SPRINT CUP

1 

PETER DEMPSEY / EDDIE CHEEVER

2 

MARVIN DIENST / RINAT SALIKHOV

3 

CHARLES DAWSON / KIERN JEWISS

1 

ZIGGO SPORT TEMPESTA RACING

2 

WINWARD RACING

3 

2SEAS MOTORSPORT

GT WORLD

2026 PRIZE MONEY



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PRIZE MONEY 2026

For Teams entered in GT World Challenge Europe(both Endurance and Sprint)

Full Season Endurance	
Overall	
1st	€ 20000,00
2nd	€ 15000,00
3rd	€ 10000,00
Gold Cup	
1st	€ 10000,00
2nd	€ 5000,00
3rd	€ 2000,00
Silver Cup	
1st	€ 10000,00
2nd	€ 5000,00
3rd	€ 2000,00
Bronze Cup	
1st	€ 10000,00
2nd	€ 5000,00
3rd	€ 2000,00

Full Season Sprint	
Overall	
1st	€ 10000,00
2nd	€ 7500,00
3rd	€ 5000,00
Gold Cup	
1st	€ 5000,00
2nd	€ 2500,00
3rd	€ 1000,00
Silver Cup	
1st	€ 5000,00
2nd	€ 2500,00
3rd	€ 1000,00
Bronze Cup	
1st	€ 5000,00
2nd	€ 2500,00
3rd	€ 1000,00

For Teams entered in a Single Championship

Full Season Endurance	
Overall	
1st	€ 10000,00
2nd	€ 7500,00
3rd	€ 5000,00
Gold Cup	
1st	€ 5000,00
2nd	€ 2500,00
3rd	€ 1000,00
Silver Cup	
1st	€ 5000,00
2nd	€ 2500,00
3rd	€ 1000,00

Full Season Sprint	
Overall	
1st	€ 5000,00
2nd	€ 3750,00
3rd	€ 2500,00
Gold Cup	
1st	€ 2500,00
2nd	€ 1250,00
3rd	€ 500,00
Silver Cup	
1st	€ 2500,00
2nd	€ 1250,00
3rd	€ 500,00

PIT STOP CHALLENGE	Sprint Event (combined winner R1 and R2)	€ 2.000

GT WORLD

SRO MOTORSPORTS GROUP

MEDIA & EVENT PERFORMANCE



GT WORLD CHALLENGE EUROPE

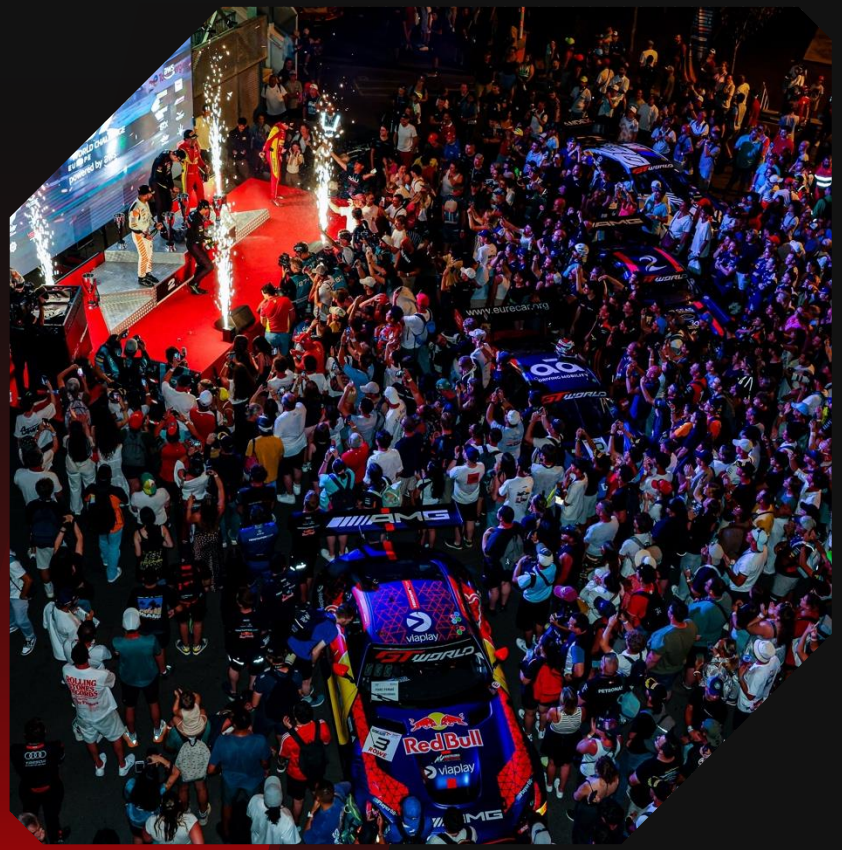
powered by aws

SOCIAL MEDIA



GT WORLD EUROPE SOCIAL REACH

	FOLLOWERS	POSTS	IMPRESSIONS	VIEWS
@gtworldcheu	369K +142%	1 560 +73%	148M +44%	61M +289%
/GTWorldChallengeEurope	615K +54%	866 +66%	93M +262%	27M +401%
@GTWorldChEu	97K +11%	382 -55%	5.9M -8%	1.67M +120%
@GTWorldChEu	264K +39%	134 +43%	5.9M -50%	8.6M -40%
@gtworld	1 074 969	419	204M	26.7M



YOUTUBE DATA (LIVE + VOD)

GT WORLD EUROPE YOUTUBE PERFORMANCE

The GT World Challenge Europe powered by AWS continues to expand its global presence, engaging an ever-growing and passionate audience across all digital platforms.

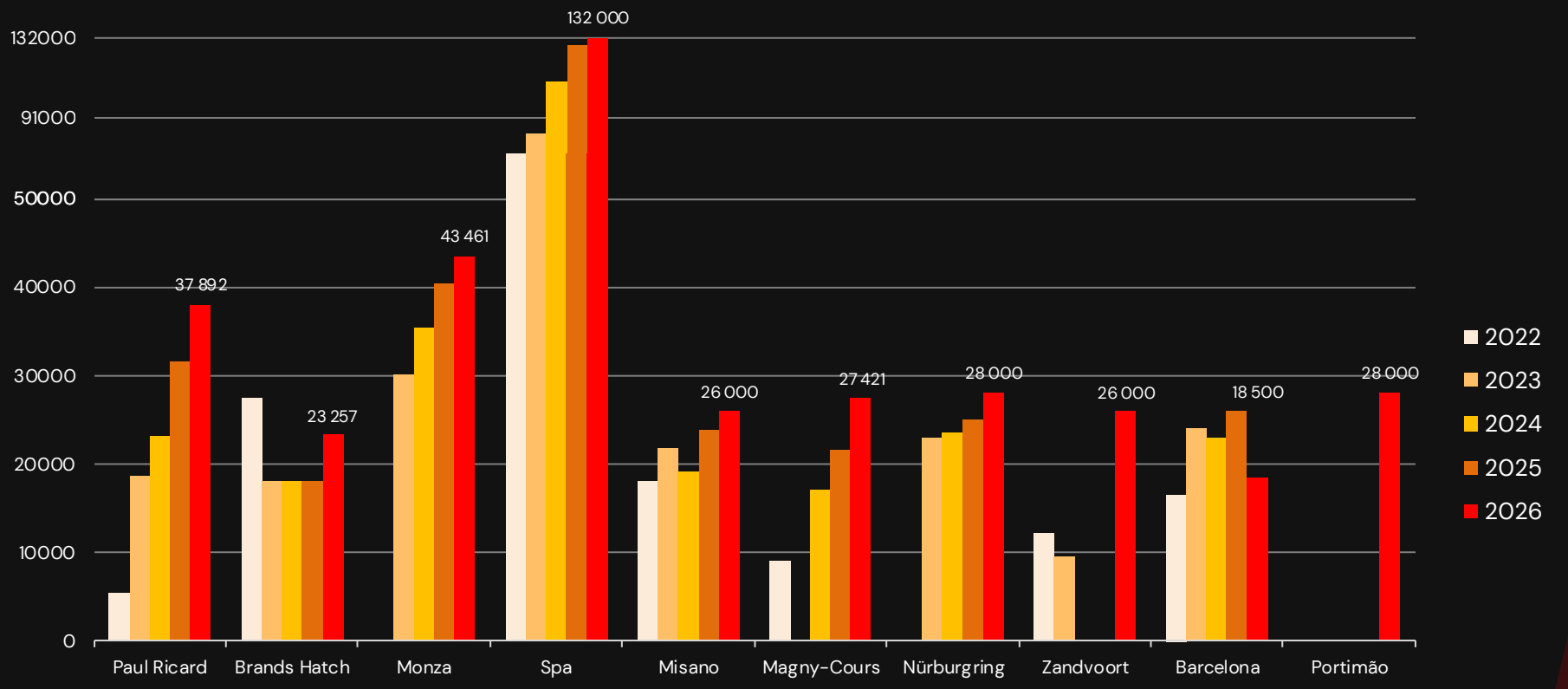
With over **1 074 969 followers**, the championship unites fans from all over the world around one shared passion of GT racing.

In 2026, **280 live streams** brought the excitement of the races directly to screens everywhere, generating over **128 million impressions (+43%)** and **18 million live views (+126%)**.

Beyond live coverage, **139 exclusive videos** extended the story, reaching over **75 million impressions (+168%)** and **8.64 million additional views (+424%)**.

A thriving digital community that celebrates the spirit of GT racing both on and off the track.

SPECTATORS ATTENDANCE



PUBLIC ATTENDANCE PER EVENT

391K SPECTATORS

GT WORLD

GT WORLD CHALLENGE EUROPE powered by aws

PROMOTION CAMPAIGN

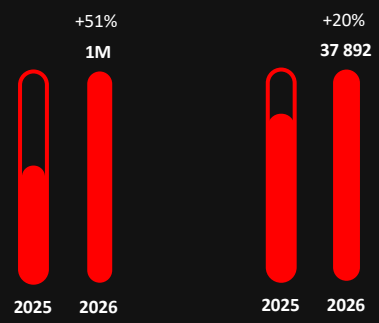


PAUL RICARD

AFTER MOVIE



MAILING, DIGITAL ADS, BILLBOARD CAMPAIGN



MORE ACTIVITIES ONSITE:

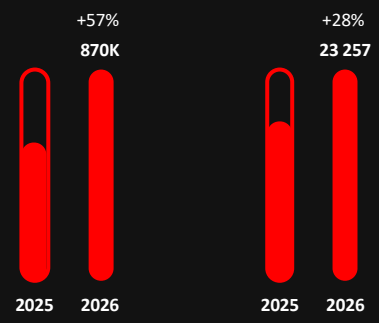
FAN VILLAGE IN THE PADDOCK, DJ SET, AXE THROWING, FIREWORKS, PIT WALK & AUTOGRAPH SESSION, FOOD TRUCKS & BARS, SHOPS

BRANDS HATCH

AFTER MOVIE



MAILING, DIGITAL ADS, BILLBOARD CAMPAIGN



MORE ACTIVITIES ONSITE:

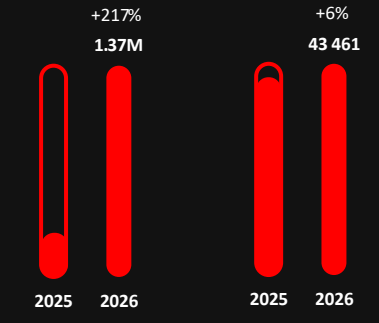
DRIFT SHOW, PIT WALK & AUTOGRAPH SESSION, FOOD TRUCKS & BARS, SHOPS

MONZA

AFTER MOVIE



MAILING, DIGITAL ADS, BILLBOARD CAMPAIGN



MORE ACTIVITIES ONSITE:

FAN VILLAGE WITH GIANT SCREEN, DJ SET, MEET & GREET WITH DRIVERS, CAR DISPLAY, KIDS PLAYGROUND, PHOTOBOOTH, PIT WALK & AUTOGRAPH SESSION, FOOD TRUCKS & BARS, SHOPS

GT WORLD

GT WORLD CHALLENGE EUROPE powered by aws

PROMOTION CAMPAIGN

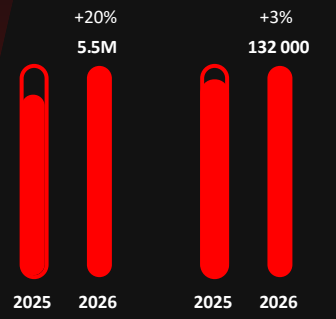


CROWDSTRIKE 24 HOURS OF SPA

AFTER MOVIE



MAILING, DIGITAL ADS, BILLBOARD CAMPAIGN,
TV ADS WITH RTBF, MOTORSPORT MEDIA PARTNERSHIP, PETROL STATIONS, PROMOTION (TOTALENERGIES AND MONSTER)



ONLINE AUDIENCE

SPECTATORS ATTENDANCE

MORE ACTIVITIES ONSITE:

THE ICONIC PARADE, CONCERT WITH DIMITRI VEGAS, PARTIES ON THE RADILLON AND PIT TERRACE, FERRIES WHEEL, MONSTER FAN AREA, DRIFT SHOW, CAR DISPLAY, PIT WALK BY NIGHT, AUTOGRAPH SESSIONS & MORE

MISANO

AFTER MOVIE



MAILING, DIGITAL ADS, BILLBOARD CAMPAIGN

ONLINE AUDIENCE

SPECTATORS ATTENDANCE

MORE ACTIVITIES ONSITE:

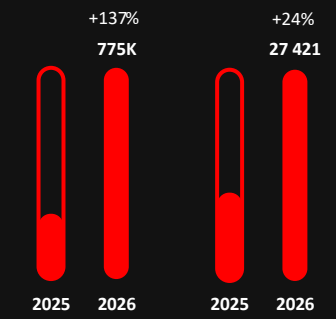
PROMOTION AT SAMSARA BEACH PARTY, CONCERT IN THE PADDOCK WITH ELEKTRONFEST, DINNER IN THE SKY, GIANT SCREEN, CAR DISPLAY, PHOTOBOOTH, PIT WALK & AUTOGRAPH SESSION, FOOD TRUCKS & BARS, SHOPS

MAGNY-COURS

AFTER MOVIE



MAILING, DIGITAL ADS, BILLBOARD CAMPAIGN



ONLINE AUDIENCE

SPECTATORS ATTENDANCE

MORE ACTIVITIES ONSITE:

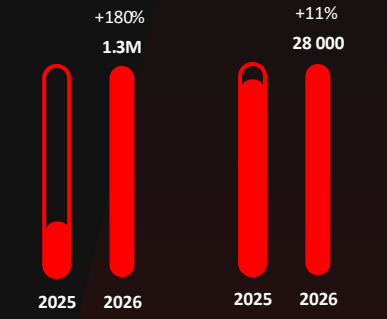
DJ SET ON THE PODIUM IN THE HEART OF THE PADDOCK, CAR DISPLAY, GIANT SCREEN, PIT WALK & AUTOGRAPH SESSION, FOOD TRUCKS & BARS, SHOPS

NÜRBURGRING

AFTER MOVIE



MAILING, DIGITAL ADS, BILLBOARD CAMPAIGN



ONLINE AUDIENCE

SPECTATORS ATTENDANCE

MORE ACTIVITIES ONSITE:

CAR DISPLAY, GIANT SCREEN, PHOTOBOOTH, PIT WALK & AUTOGRAPH SESSION, FOOD TRUCKS & BARS , SHOPS

GT WORLD

GT WORLD CHALLENGE EUROPE powered by aws

PROMOTION CAMPAIGN

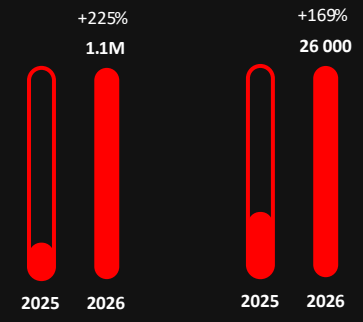


ZANDVOORT

AFTER MOVIE



MAILING, DIGITAL ADS, BILLBOARD CAMPAIGN



MORE ACTIVITIES ONSITE:

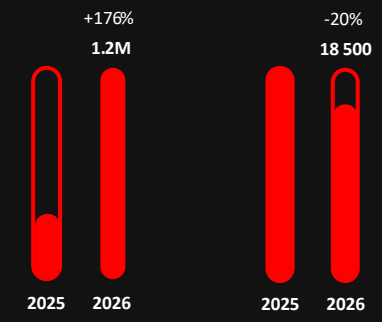
CAR DISPLAY, GIANT SCREEN, PHOTOBOOTH, PIT WALK & AUTOGRAPH SESSION, FOOD TRUCKS & BARS, SHOPS

BARCELONA

AFTER MOVIE



MAILING, DIGITAL ADS, BILLBOARD CAMPAIGN



MORE ACTIVITIES ONSITE:

DJ SET, CAR DISPLAY, GIANT SCREEN, PHOTOBOOTH, PIT WALK & AUTOGRAPH SESSION, FOOD TRUCKS & BARS, SHOPS

PORTIMÃO

AFTER MOVIE

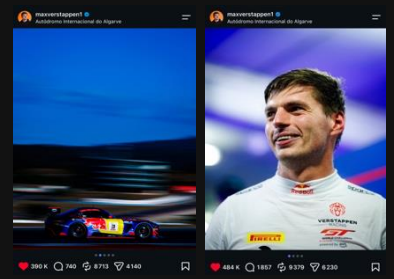


MAILING, DIGITAL ADS, BILLBOARD CAMPAIGN (AIRPORTS AND ALGARVE REGION)

28 000
SPECTATORS ATTENDANCE

13M
ONLINE AUDIENCE

MAX VERSTAPPEN
DRIVING GLOBAL ATTENTION



MORE ACTIVITIES ONSITE:

DJ SET, CAR DISPLAY, GIANT SCREEN, PHOTOBOOTH, PIT WALK & AUTOGRAPH SESSION, FOOD TRUCKS & BARS, SHOPS

GT WORLD

GT WORLD CHALLENGE EUROPE powered by aws





THE FAN ZONE

From getting behind the wheel to meeting their favourite drivers, the Fan Zone offered something for everyone and added to the unique atmosphere of GT World Challenge Europe.

Race simulators, meet-and-greets and supercar displays were just some of the many attractions featured in the Fan Zone, bringing an extra layer of entertainment to the event experience.

The Fans loved it, and so did we!



MEDIA REPORT

FANS ARE LOVING IT

OVER 90% OF FANS SHARED POSITIVE FEEDBACK, AND MORE THAN 50% ALREADY PLAN TO RETURN NEXT YEAR
A STRONG SIGN OF LOYALTY AND GROWING EXCITEMENT AROUND GT WORLD

PAUL RICARD	“Trop cool ont reviendra l’année prochaine !!”	"C'était incroyable 🤩✨"	"Superbe week-end 👏🤩👏🔥🔥🔥"
BRANDS HATCH	"Now this is DOPE 🔥"	"Best day ever 🙌"	"Thank you, Brands Hatch 🥹🤩"
MONZA	"This is magic ❤️🔥"	"gt world challenge 🤩"	"Amazing 🤩 loooove it 🤩"
SPA	"This was beautiful!! Such amazing performance!!🔥👏👏🙌"	"The beauty of motorsport ❤️"	"I've been waiting for this week for a year and I can't wait 🤩 the most beautiful week of the year ❤️"
MISANO	"A fantastic weekend! ❤️”	"LETS GOOO! 🔥"	"Passion for the game. I can't get enough 👏👏👏👏"
MAGNY-COURS	"Merci a vous, c'était trop bien 🔥"	"Goosebumps! 🔥🔥🔥"	"C'était un weekend incroyable merci pour tout"
NÜRBURGRING	"What a show 🙌 🔥"	"GT3 at the Nürburgring is always a proper weekend"	"Peak GT3 racing right here !"
ZANDVOORT	"I was here for the first time today i had so much fun def coming back next year🔥"	"I'm in love with this Series 🤩"	"Great weekend, enjoyed every second of it"
BARCELONA	"thank you for the amazing emotions today!"	"The most beautiful grid in the world 🤩 GT3s > everything else ❤️"	"🤩🤩🤩🤩🤩"I can watch them all day"
PORTIMÃO	“This race was the definition of epic. And these nighttime shots were way past cool. Absolutely awesome”	“Simply lovely to be there ❤️”	“Thank you for the memories 🔥🔥”

GTWORLD

SRO MOTORSPORTS GROUP

2027 CALENDAR



GT WORLD CHALLENGE EUROPE powered by aws

GT WORLD

GT WORLD CHALLENGE EUROPE powered by aws

2027 CALENDAR



GTWORLD

SRO MOTORSPORTS GROUP

SUSTAINABILITY



GT WORLD CHALLENGE EUROPE

powered by aws

2026 CLIMATE ACTION PORTFOLIO

A diversified programme supporting high-integrity climate action across the championship's environmental footprint.



36,000 tCO_2e COMPENSATED

SRO's 2026 climate action portfolio supports accredited environmental projects which address emissions through restoration, conservation and targeted decarbonization initiatives.

9 ACCREDITED PROJECTS

4 CONTINENTS

40% European carbon compensation credits for a greater regional relevance – investing in projects in Spain, Germany and the UK.

PORTFOLIO FOCUS

FOREST	Restoration & conservation	AGRICULTURE	Regenerative practices
AVIATION	Sustainable aviation fuel A FIRST FOR 2026	METHANE	Capture & recovery
INDUSTRY	Emissions reduction		

PRACTICAL ACTION ACROSS THE PADDOCK

Reducing event impact through operational changes and shared responsibility across employees, teams, circuits and suppliers.

01

SINGLE-USE PLASTIC

Reducing reliance on disposable plastic across event activity.

02

CIRCULAR TYRE DISPOSAL

Supporting responsible recovery, recycling and reuse of tyres.

03

SUSTAINABLE OPERATIONS

Embedding environmental considerations into event delivery.





04

WASTE MANAGEMENT

Improving waste separation, handling and resource recovery.

05

STAKEHOLDER GUIDELINES

Helping teams and circuits apply more consistent sustainability practices.





SHARED FOCUS / TEAMS • CIRCUITS • EVENT OPERATIONS • WASTE & RESOURCES



5,000
TREES PLANTED

CARBON COMPENSATION AND TREE-PLANTING IMPACT

CARBON COMPENSATION & CHAMPIONSHIP SCALE

Across 10 events, GT World Challenge Europe powered by AWS welcomed 391,000 fans and averaged 51 competing cars per event in 2026.
This scale underlines the importance of SRO's continued commitment to climate action. In 2026, our environmental programme achieved 100% carbon neutrality for the third consecutive year – a milestone we are committed to maintaining as we continue working towards Net Zero.
Fans also have the opportunity to measure and compensate for their own emissions through our dedicated Fan Footprint Calculator and emissions compensation tool.

2026 TREE-PLANTING ACTIONS

SRO supported the planting of 5,000 trees, contributing to restoration, biodiversity and climate resilience. Planting locations in Europe include Spain, Germany and the UK. Together with its wider portfolio of accredited projects, this work forms part of a broader approach to addressing the environmental impact of racing and event activity.

A MORE RESPONSIBLE CHAMPIONSHIP — ON AND OFF THE TRACK.

GT WORLD

SRO MOTORSPORTS GROUP

PARTNERS



GT WORLD CHALLENGE EUROPE
powered by aws



PARTNERS

aws

Amazon Web Services (AWS) is guided by customer obsession, pace of innovation, commitment to operational excellence, and long-term thinking. By democratizing technology for nearly two decades and making cloud computing and generative AI accessible to organizations of every size and industry, AWS has built one of the fastest-growing enterprise technology businesses in history. Millions of customers trust AWS to accelerate innovation, transform their businesses, and shape the future. With the most comprehensive AI capabilities and global infrastructure footprint, AWS empowers builders to turn big ideas into reality. Learn more at aws.amazon.com.

AWS deepened its commitment to motorsport this season as the global presenting sponsor of the GT World Challenge, now GT World Challenge powered by AWS. Building on its role as the Official Cloud and Machine Learning Provider for SRO globally, AWS brings its comprehensive portfolio of cloud, artificial intelligence (AI), and machine learning (ML) services to deliver richer, data-driven experiences for teams, drivers, and fans worldwide.



PARTNERS

Pirelli is a premium tyre manufacturer and a world leader in the automotive industry. Supporting more than 230 motorsport championships worldwide (including Formula 1) the brand competes in over 2,000 races every year.

Pirelli has a long and illustrious history in endurance racing and has achieved countless class victories in GT competitions across the globe. The Italian tyre brand has now completed its 13th year as the official tyre supplier to the SRO Series.

The design of Pirelli's GT tyres meets the specific demands of GT racing while maintaining the performance characteristics that endurance drivers have always appreciated. The slick tyres used in GT racing are branded P Zero, the same name that features prominently in Formula 1. P Zero identifies Pirelli's top-tier range, used across the world's most prestigious motorsport categories, including GT racing.

The renowned Italian manufacturer will continue as the exclusive tyre supplier for SRO Series competitions worldwide until the end of 2028. All three categories GT3, GT4 and GT2 use the same high-performance tyres from Pirelli's ongoing product development programme, with the latest-generation P Zero for dry conditions and Cinturato for wet conditions.



PARTNERS

TotalEnergies is a global integrated energy company that produces and markets energies: oil and biofuels, natural gas, biogas and low-carbon hydrogen, renewables and electricity. Our more than 100,000 employees are committed to provide as many people as possible with energy that is more reliable, more affordable and more sustainable. Active in about 120 countries, TotalEnergies places sustainability at the heart of its strategy, its projects and its operations.

TotalEnergies supplies industry-leading fuel to a host of SRO Motorsports Group championships around the world. In line with this objective, TotalEnergies supplies Excellium Racing evo, made from 100% circular bio-based materials* derived from residues and waste, to GT World Challenge Europe and Asia, including the CrowdStrike 24 Hours of Spa.

**based on a mass balance approach*

PARTNERS

ROWE



ROWE AND SRO WORKING TOGETHER FOR PERFORMANCE, SUSTAINABILITY AND VISION

The partnership between ROWE and the SRO Motorsports Group symbolizes a modern, responsible and performanceoriented approach to international motorsport. Since 2024, ROWE has been the official lubricant partner of the Fanatec GT World Challenge Powered by AWS in Europe, Asia and the United States, a collaboration based on trust, shared values and a clear vision for the future.

For ROWE, motorsport has always been more than just a competitive environment. It is a stage for technological excellence, sustainable innovation and lived brand values. The GT World Challenge Europe offers the ideal platform for this: it combines top performance, international reach and a strong commitment to sustainability. This is precisely why ROWE RACING has been an integral part of the GT World Challenge Europe races for many years.

ROWE makes targeted use of its presence at SRO events to bring together customers, partners and interested parties. Whether exclusive hospitality areas, networking events or technical dialogues – the series creates a framework in which performance and partnership can be experienced in equal measure.

A particular focus of the cooperation is on sustainability. ROWE is committed to actively reduce Greenhouse gas emissions in motorsport. The ROWE SUNSPEED product series is representative of this ambitious goal. The engine oil relies on non-mineral base oils with high-performance synthetic hydrocarbon compounds that are synthesized from 100 per cent plant-based biomass (excluding additives). The innovative lubricant combines renewable resources with impressive performance values. Thanks in part to the insights gained from its use at ROWE RACING, ROWE is continuously advancing the development of bio-based lubricants and regularly expanding its product range. In the SRO, it has a partner that shares these ambitions – for example, through comprehensive initiatives to reduce emissions, efficient event management and transparent reporting as part of the SRO Sustainability Roadmap.

These shared values make the partnership a forward-looking model: performance meets responsibility – enthusiasm for technology meets environmental awareness.

DR. ALEXANDRA KOHLMANN, ROWE MANAGING DIRECTOR:

‘The GT World Challenge stands for passion, precision and international appeal like no other racing series. In our partnership with SRO, we combine this fascination with our conviction that top performance and the use of renewable raw materials can go hand in hand. Together, we are shaping the future of motorsport – responsibly, innovatively and with aspiration’.



PARTNERS

ASSETTO CORSA COMPETIZIONE
THE OFFICIAL GT WORLD CHALLENGE GAME

Assetto Corsa Competizione is the official GT World Challenge videogame designed to recreate the real atmosphere of SRO competitions.

Our industry leading in-house physics engine accurately simulates the behaviour of modern day GT race cars, including the state of the art tyre model, improved aerodynamics, a focus on each car's unique characteristics and much more. Featuring painstakingly detailed GT cars from the SRO series with the most accurate sounds ever created, laser scanned tracks, 24 hour races in both single and multiplayer modes with innovative dynamic weather. Assetto Corsa Competizione offers players the thrill of competition with the highest level of precision ever achieved.



PARTNERS

DESDER

DESDER is an exclusive luxury watch brand inspired by the extraordinary heritage of Italy's Motor Valley, combining Italian design, Swiss watchmaking precision and exceptional craftsmanship. Drawing on the golden age of automotive design, when imagination, engineering and ambition created some of the world's most iconic machines, DESDER produces extraordinary timepieces that celebrate innovation, performance and mechanical excellence.

Its debut creation, the D001, is a remarkable expression of this philosophy, featuring design by Mo Coppoletta and a triple-axis tourbillon developed by master watchmaker Luca Soprana. Produced in an exclusive series of just six unique pieces, it brings together the worlds of fine watchmaking, automotive design and the mechanical artistry of GT cars.

DESDER's partnership with SRO Motorsports Group reflects a shared passion for engineering excellence, innovation and the pursuit of perfection. As presenting partner of the Indianapolis 8 Hour, DESDER made its American debut at one of the most prestigious events on the GT World Challenge America calendar, introducing the D001 to an international audience of motorsport enthusiasts, collectors and luxury connoisseurs. The collaboration celebrates the natural connection between high-performance motorsport and haute horlogerie, two worlds united by precision, craftsmanship and a determination to push the boundaries of what is possible.



PARTNERS

In 2026, Maserati retains on the role of Official Cars Supplier for the GT World Challenge Europe powered by AWS, further strengthening its partnership with SRO Motorsports Group. As part of this agreement, Maserati provided both the Safety Car and the Leading Car throughout the season.

The Safety Car has been the Maserati GT2 Stradale, the road-going evolution of Maserati's GT2 race car engaged in the GT2 European Series and GT America. The Maserati GT2 Stradale is indeed where the roar of the circuit meets the call of the open road. Powered by the Nettuno twin-turbo V6, it accelerates from 0–100 km/h in just 2.8 seconds and reaches a top speed of 324 km/h. The Leading Car role will be fulfilled by the Maserati MCPura, and its pure emotional energy.

This collaboration strengthens the longstanding relationship between Maserati and SRO Motorsports Group. Building on Maserati's rich GT heritage in a year along which the Brand celebrated 100 years of the Trident : a century of racing cars. The brand not only provides the official cars for race control but also returned to the track itself, with Maserati teams set to compete in the GT2 European Series in Silver, Pro-Am and Master classes.



PARTNERS

TM Performance is the reference point for the production of braking systems and underbody components for motorsport.

TM Performance's strength lies in providing custom solutions in exceptionally short lead times and its innate in-the-field problem-solving capacity. Research and development into new, high-performance tailor-made products put TM Performance in a position to provide excellent on-off solutions to makers and manage all production and logistics aspects rapidly and flexibly.

Strong in its skills and strategic links with makers and teams, the TM group is currently in a new phase of development aimed at industrialising its motorsports components production process.

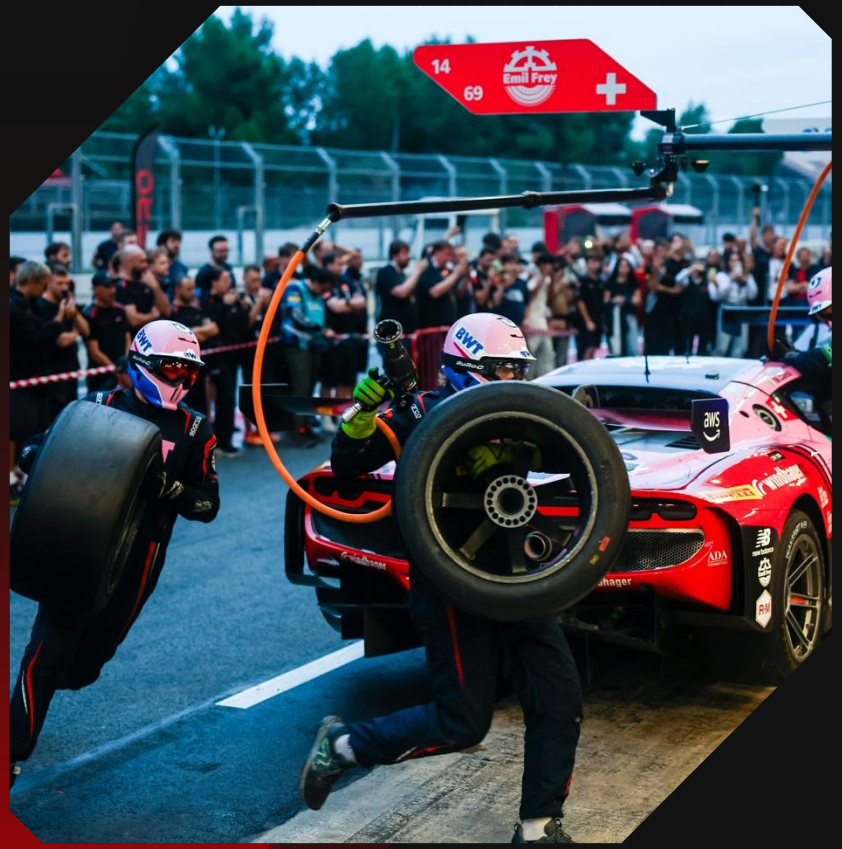


PARTNERS

MOTORHOMES
STX

Motorsport has always been a strong part of our DNA, and SRO brings us closer to the teams, drivers and racing community we build our motorhomes for.

Being present throughout the season allows us to connect with this community in an authentic way, while showcasing STX Motorhomes in the environment where our products truly belong.



PARTNERS

GULLWING.com
RACING INSURANCE

Established in 1997 by Rolf Moesman, Gullwing Insurance has almost 30 years of experience in Motorsport, Sports and Prestige insurance. We understand the unique risks and demands of competing in motorsport. Gullwing Racing Insurance provides tailored insurance solutions for racing drivers, teams and motorsport professionals, covering everything from car damage and personal accident to liability and media insurance.

With offices in the Netherlands and the United Kingdom, we service clients across multiple continents. Our multilingual team combines specialist knowledge with a personal approach, direct communication and dedicated support.

As a family-founded business, we believe in building long-term relationships and going the extra mile to provide the right insurance solutions, both on and off the track.



PARTNERS

Founded in 1896, The Royal Automobile Club of Belgium undertakes the role of automobile sporting federation recognized by the International Automobile Federation (FIA). It represents the sporting authority with a unified national status. In this capacity, it is also a member of the Belgian Interfederal Olympic Committee.

As well as the role, the club's activities surround two main centres : services and leisure activities offered directly to its members, and road safety through the development of driving skills. In this capacity, the Royal Automobile Club of Belgium has recently sealed a major partnership with the Belgian institute for road safety: VIAS Institute. The RACB considers this mission to be a priority and will continue to develop training programmes and to make the authorities aware of the usefulness and efficiency of these courses.

The RACB also takes part in the mobility programme and international campaign under the banner of the FIA.

GTWORLD

GT WORLD CHALLENGE EUROPE powered by aws

CONTACTS



PATRICIA KIEFER
Chief Operating Officer
+33 6 10 48 06 84
patricia.kiefer@sro-motorsports.com

LAURENT GAUDIN
General Manager
+33 6 34 62 47 39
laurent.gaudin@sro-motorsports.com

MARIA GIOVANNA PIVA
Team Relations Manager
+33 6 43 28 63 48
mariagiovanna.piva@sro-motorsports.com

DIDI CAZZAGO
Sporting Manager
+39 348 8093043
didi.cazzago@ext.sro-motorsports.com

JULIETTE JOFFRE
Commercial Manager
+33 6 38 81 88 03
juliette.joffre@sro-motorsports.com

CLAUDE SURMONT
Technical Director
+34 627 227 592
claudelouis.surmont@sro-motorsports.com