



SRO
MOTORSPORTS GROUP

SRO EUROPEAN GT SERIES
2016

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A FIRST LOOK AT THE 2016 BLANCPAIN GT SERIES

 FRANCE 09 - 10 March 2016	Paul Ricard – Blancpain GT Test Days
 ITALY 08 - 10 April 2016	Misano / Sprint
 ITALY 23 - 24 April 2016	Monza / 3 Hours
 GREAT BRITAIN 07 – 08 May 2016	Brands Hatch / Sprint
 GREAT BRITAIN 14 - 15 May 2016	Silverstone / 3 Hours
 FRANCE 24 - 25 June 2016	Paul Ricard 1000 Kms
 GERMANY 01 – 03 July 2016	Nürburgring Sprint Circuit / Sprint
 BELGIUM 05 July 2016	Total 24Hours of Spa-Francorchamps -Test day
 BELGIUM 28 - 31 July 2016	Total 24Hours of Spa-Francorchamps
 HUNGARY 26 – 28 August 2016	Budapest / Sprint
 GERMANY 17 - 18 September 2016	Nürburgring / 3 Hours
 SPAIN 01 - 02 October 2016	Barcelona / Sprint

WHAT IS NEW IN 2016?

- **Greater integration** of the Blancpain Endurance and Sprint Cups, with a **harmonization of the classes**.
- Focus on **Western Europe events** to decrease costs and ease logistics for the teams. Calendar reduced to **10 events**.
- **Entry fees unchanged** in Endurance and will be reduced significantly for the Sprint Cup due to lower number of races.
- The **prize money will be increased to 150,000€** per event and will be distributed up to 11 cars.
- Introduction of a **Bronze/Silver test session for the Sprint events**, with an additional set of tyres available.
- **Pro-Am lineup for Total 24Hours of Spa** to be reduced to the maximum of Platinum/Silver/Silver/Bronze.



AN EVER GROWING SUCCESS



EVENT

BLANCPAIN GT SERIES
FIGURES

PUBLIC
ATTENDANCE
156,705

2,204
MEDIA
ACCREDITATIONS

1,236
LAP RACED

9
BRANDS
ON AVERAGE PER
MEETING



WEBSITE

WWW.BLANCPAIN-
GT-SERIES.COM

TOP FIVE
COUNTRIES

GERMANY
208,206 VISITS

UK
155,512 VISITS

FRANCE
152,728 VISITS

ITALY
114,994 VISITS

BELGIUM
100,784 VISITS



TOTAL VISITS
1,315,734

2 MIN 54 SEC
AVERAGE TIME

PAGES VIEWED **4,846,943**



BLANCPAIN GT SERIES FACEBOOK

SOCIAL
SHARING
PLATFORM

TOP FIVE
COUNTRIES

BRAZIL
34,732 FANS

GERMANY
6,740 FANS

FRANCE
6,621 FANS

ITALY
5,437 FANS

BELGIUM
4,913 FANS

PAGE **107,386**

POSTS LIKED **199,247**
ON THE PERIOD

TOTAL REACH
6,486,254

TOP POST REACH **149,590**

SHARES **17,280**
ON THE PERIOD

8,352 COMMENTS
ON THE PERIOD



TOTAL 24 HOURS OF SPA FACEBOOK

SOCIAL
SHARING
PLATFORM

TOP FIVE
COUNTRIES

BELGIUM
11,362 FANS

GERMANY
5,604 FANS

FRANCE
4,575 FANS

USA
2,571 FANS

UK
2,491 FANS

PAGE **46,726**

POSTS LIKED **138,071**
ON THE PERIOD

TOTAL REACH
6,295,497

TOP POST REACH **151,777**

SHARES **14,688**
ON THE PERIOD

6,624 COMMENTS
ON THE PERIOD



TWITTER

SOCIAL
SHARING
PLATFORM

TOP FIVE
COUNTRIES

UK
4,538 FOLLOW

USA
2,115 FOLLOW

FRANCE
939 FOLLOW

ITALY
831 FOLLOW

GERMANY
760 FOLLOW

FOLLOWERS
16,752

OF WHICH
7,061
ARE NEW FOLLOWERS

6.23MIO TWEET
IMPRESSIONS

T O P T W E E T **46,497**

T W E E T S **2,021**
ON THE PERIOD

PROFILE VISITS **106,187**



INSTAGRAM

NEW
FROM
NOGARO

FOLLOWERS
6,755

3,020

POSTS **253**
ON THE PERIOD

LIKES **35,652**



YOUTUBE

WATCH HIGHLIGHTS,
FULL RACE &
SERIES REPORTS

TOP FIVE
GEOGRAPHICAL
LOCATION

USA
167,626 VIEWS

UK
142,243 VIEWS

GERMANY
113,881 VIEWS

JAPAN
97,497 VIEWS

FRANCE
88,674 VIEWS

TOTAL VIEWS
DURING PERIOD:
1,511,238



DAILYMOTION

WATCH LIVE
& DELAYS
STREAMING

TOP FIVE
GEOGRAPHICAL
LOCATION

GERMANY
159,952 VIEWS

BELGIUM
88,415 VIEWS

FRANCE
73,802 VIEWS

UK
44,407 VIEWS

ITALY
30,019 VIEWS

MINUTES VIEWED
11.57 MIO

LIVESTREAM
VIEWS

602,033

**More than 2 million
cumulated livestream
views on Youtube and
Dailymotion**

**+71%
Facebook likes**

*Period of analysis : January – Mid-October 2015

AN UNPARALLELED PRIZE MONEY

- Increase to 150,000 € per event and distributed up to 11 cars



BLANCPAIN GT	Overall Classification	Pro-Am	Am
	30,000€	15,000€	10,000€
	25,000€	10,000€	5,000€
	20,000€	5,000€	
4	15,000€		
5	10,000€		
6	5,000€		

- Payable to Blancpain GT Series full season teams only (entered in all 10 races, Sprint and Endurance)
- Not payable to factory supported cars (where the majority of the budget is covered by a manufacturer).
- Distributed if at least three cars are entered in the class.



SRO SILVER CUP

The Silver Cup will be awarded to the best-placed pair of Silver drivers competing in each Sprint Main Race. They will also receive four sets of new tyres for the next Sprint event.



PIT STOP CHALLENGE (SPRINT)

The Pit Stop Challenge is awarded to the best pitstop crew, cumulating the pitstop times over the two races.

The winning Pit Stop Crew will receive a cheque of 2.000€ at the end of the event and will go on the podium.

The Winning Pit Stop Crew of the season will be invited to the Awards Ceremony at the end of the season and will receive a Trophy.

BLANCPAIN SPRINT CUP

1hour-Races

Format	2 days	3 days
Set-Up	Thursday	Thursday
Scrutineering	Friday	Thursday and Friday
Bronze Test	30 or 40min session within the FP1 for Bronze & Silver Drivers. 1 set of new tyre will be available	
Free Practice	Two sessions each of 60 - 80 minutes	
	Qualifying 1: 15minutes for Driver 1	
Qualifying	Qualifying 2: 15minutes for Driver 2	
	Qualifying 3: 10minutes for the top half of the grid, driver to be choosed by team	
Warm Up	-	One session of 20minutes maximum before Main Race only
Race	Qualifying Race: 1hour, Driver 2 takes the start. Results make grid of Main Race.	
	Main Race: 1hour, Driver 1 takes the start	
Pit Stops and Stint Restrictions	One pit stop per race for driver and four tyres between the 25th and 35th minute. No minimum time	
Eligible Cars	GT3 Cars with FIA Homologation and G3 Cars with temporary RACB Homologation. Latest evolutions not compulsory. Must follow the SRO BOP decisions of type circuit A - B - C or D	
Drivers	Two drivers per car, one driver authorized for Bronze or special abilities	
	Pro Cup: no categorisation	
	Silver Cup: two Silver drivers	
Drivers Pairing	Pro-Am Cup: Max P/B – one Bronze driver and one non-bronze	
	Am Cup: two Bronze drivers	
Podium and Press Conference	Mandatory for all Drivers to be present After each Qualifying and Races for Press Conference.	
	Qualifying: one point to the drivers & team of the fastest car in each category and overall	
Points	Qualifying Race: 8 - 6 - 4 - 3 - 2 - 1, to the best car of the team in each category and overall	
	Main Race: 25 - 18 - 15 - 12 - 10 - 8 - 6 - 4 - 2 - 1 to the best car of the team in each category and overall	
Licence requirement	International Grade C licence minimum	
Pirelli Tyres	6 sets for the first event, then 4 sets plus two sets of used tyres. One extra set for Bronze/Silver test	
Testing	Private testing on calendar circuits is forbidden from 14days before the start of the event	



CORE VALUES

Fastest

Most Competitive

Pit Stop Competition

Pure Racing

VIEWERSHIP PER EVENT

1.11Mio viewers

76,400 cumulated views

BLANCPAIN ENDURANCE CUP

	3hours-Races	6hours-Race
Format	2 days	2 days
Set-Up	Thursday	Thursday
Scrutineering	Friday	Thursday and Friday
Bronze Test	one hour session for Bronze drivers plus Silver drivers with no experience of the track	
Free Practice	Two sessions of maximum 180minutes in total	
Qualifying	Three 15-minutes sessions, one per driver	Three 15-minutes sessions, one per driver
Race	Three hours Race	Six hours race day and night
Pit Stops and Stint Restrictions	Fuel, Tyres and driver. Two stops mandatory.	Fuel, Tyres and driver. 65minutes stints
Eligible Cars	GT3 Cars with FIA Homologation and G3 Cars with temporary RACB Homologation. Latest evolutions not compulsory. Must follow the SRO BOP decisions of type circuit A - B - C or D	
Drivers	Three per car, two drivers authorised in Pro-Am and Am Cups	
Drivers Pairing	Pro Cup: no categorisation	
	Pro-Am Cup: Max P/B/B or S/S/B	Pro-Am Cup: Max P/B/B or S/S/B
	Am Cup: only Bronze drivers	
Podium and Press Conference	Mandatory for all Drivers to be present After each Qualifying and Races for Press Conference.	
Points	FIA scale: 25 - 18 - 15 - 12 - 10 - 8 - 6 - 4 - 2 - 1 to the best car of the team in each category	FIA scale: 33 - 24 - 19 - 15 - 12 - 9 - 6 - 4 - 2 - 1 to the best car of the team in each category
Licence requirement	International Grade C licence minimum	
Pirelli Tyres	5 sets first event, then 4 sets plus used tyres	10 sets for new entrants, 8 sets for returning cars plus used tyres
Testing	Private Test on circuit of the calendar are forbidden 14days before the start of the event	



CORE VALUES

Biggest Grids

Team Spirit

F1 Tracks Only

GT3 Cars Only

VIEWERSHIP PER EVENT (excluding the Total 24 Hours of Spa)



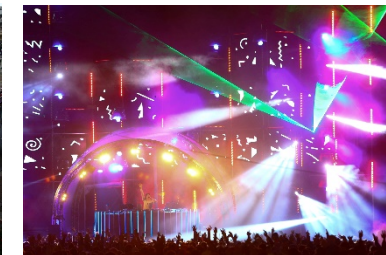
1.33Mio viewers



113,200 cumulated views

TOTAL 24 HOURS OF SPA

	24hours-Race
Format	Full week of the 24-hour race
Set-Up	Monday
Scrutineering	Tuesday and Wednesday morning
Bronze Test	Mandatory three-hours session for all Bronze & Silver Drivers
Free Practice	Two sessions of maximum 180minutes in total
Qualifying	One day & one night. All drivers must qualify. One superpole top 20 cars.
Warm Up	20min session Saturday morning
Race	24 hours
Pit Stops and Stint Restrictions	65 minutes stints maximum. Minimum driving time for Bronze drivers in Pro-Am
Eligible Cars	GT3 Cars with FIA Homologation and G3 Cars with temporary RACB Homologation. Latest evolutions not compulsory. Must follow the SRO BOP decisions of type circuit A - B - C or D
Drivers	Three drivers in Pro, three or four drivers in Pro-Am & Am Cups Pro Cup: no categorisation
Drivers Pairing	Pro-Am Cup: Max P/P/B/B or P/S/S/B or S/S/S/B Am Cup: can add one Silver to the three Bronze
Podium and Press Conference	Mandatory for all Drivers to be present After each Qualifying and Races for Press Conference.
Points	Double point for the 24hours race, with approx half-point at 6hours, 12hours and a full allocation at 24hours.
Licence requirement	International Grade C licence minimum
Pirelli Tyres	Three marked setsfor qualifying and the start of the race, plus one for Superpole. Tyres unlimited for the race
Testing	Private Testing on calendar circuits is forbidden 14days before the start of the event



CORE VALUES

World's Biggest
GT3 Race

Popular Success

Most Beautiful
Track

Legendary Event

KEY FACTS

2.29Mio
viewers

310 Hours of Broadcast



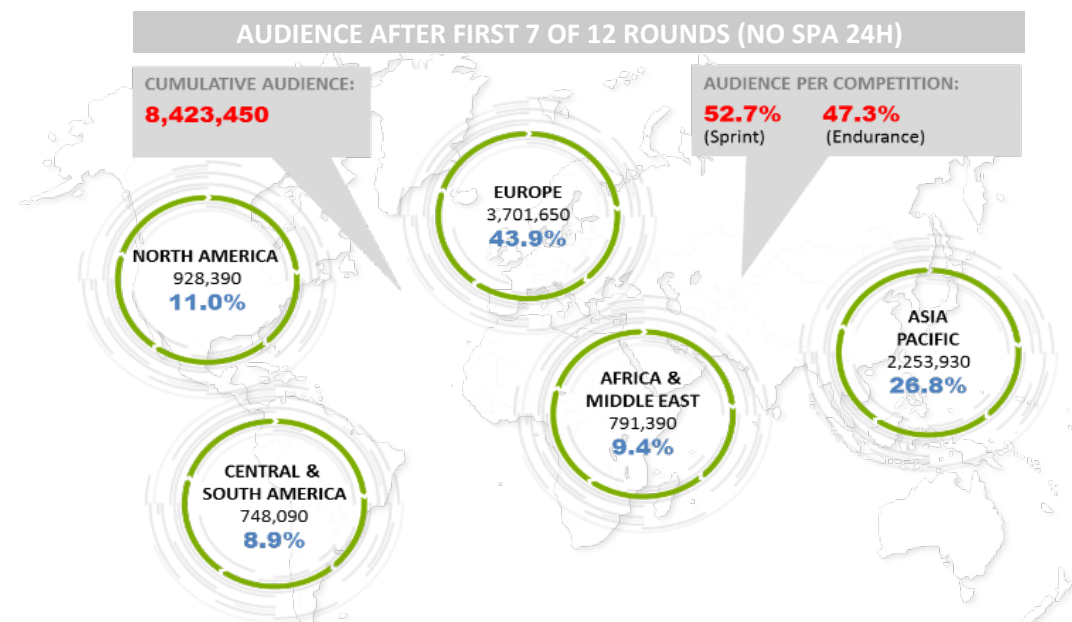
591,833 cumulated views

Global Sponsor Value = 30,565,000€

A UNIQUE WORLDWIDE TV EXPOSURE

916 broadcasts accumulating
1,293 hours of dedicated coverage
1.2 million average viewers
10.5 million hours of viewing...

...distributed on the **5 continents**



KEY FACTS PER EVENT

Round	Cumulative Audience	Broadcast Items	Broadcast Duration	Viewer Hours
01_Nogaro	804,050	115	146:35:00	961,860
02_Monza	1,103,540	131	211:03:00	1,504,400
03_Brands Hatch	952,360	122	166:11:00	1,227,620
04_Silverstone	1,590,650	119	186:53:35	2,307,760
05_Zolder	1,346,190	150	191:48:29	1,500,690
06_Paul Ricard	1,292,920	110	170:28:17	1,357,150
07_Moscow	1,333,740	169	220:19:12	1,645,370
08_Spa	2,285,940	167	309:55:20	4,072,800



BLANCPAIN GT SERIES 2016 PROJECTED COVERAGE



BRITISH GT CHAMPIONSHIP

Format	2 days
Set-Up	Friday (Spa is Thursday set up, Saturday race)
Scrutineering	Friday Typically. Spa is Thursday scrutineering, Saturday race)
Free Practice	Two sessions for all drivers (each 50 to 60 min)
Qualifying	Typically four 10 minute sessions or a single 30 minutes
Warm Up	One session of 10minutes maximum before the race (excluding Spa)
Race	2x 1 Hour races (Oulton Park, Snetterton) 2 Hour race (Rockingham, Spa, Brands Hatch, Donington) 3 Hour race (Silverstone)

Pit Stops & Stint Restrictions

1 hour races: Mandatory driver change during the 25th and 35th minute (mandatory pit stop time applies)
 2 hour races: 2 drivers permitted. Driver changes free except minimum drive time per driver of 50 min Any stops involving driver changes and/or refuelling are subject to the Mandatory Pit Stop Time with the time penalties added from the previous race.
 3 hour races: 2 or 3 drivers permitted. Minimum of three pit stops with driver change. Any stops involving driver change and/or refuelling are subject to the Mandatory Pit Stop Time. The penalties added from the previous race will be enforced at the last mandatory pit stop only.
 2 driver entries: number of driver changes free except maximum drive time per driver is 100 min.
 3 driver entries: maximum total drive time per driver is 100 minutes. The minimum drive time is 40 minutes.

Eligible Cars	Open to FIA Homologated GT3 and GT4 cars with national homologation by other ASN's (subject to MSA agreement in each case), cars that comply with the requirements of the European GT4 and GTC cars and cars which are accepted by the championship organisers for registration in an Invitation class. Latest evolutions not compulsory. Must follow the SRO BOP decisions.
Drivers	Two drivers per car. (3rd option all at Silverstone)
Drivers Pairing	Points will be awarded for the overall classification in each class and additionally in ProAm (Bronze plus Platinum (+15KG), Gold, Silver) and Silver Cup (Silver Silver) Classifications. Silver Cup cars balanced against ProAm cars.
Podiums	After each Race. 1 st 2 nd 3 rd drivers in GT3 and GT4 plus Blancpain Gentleman Winner and the Sunoco Driver of the Weekend must be present
Points	25 - 18 - 15 - 12 - 10 - 8 - 6 - 4 - 2 - 1 150% awarded for races over 1 hour: 37.5 - 27 - 22.5 - 18 - 15 - 12 - 9 - 6 - 3 - 1.5
Licence	International Grade C licence minimum
Tyres	5 (4 GT4) sets for the first meeting entered, following meeting at least one set must have been nominated at a previous event (a total of 6 (5 GT4) sets permitted for a 3 Hour Race).

Testing Testing on the circuit is forbidden the week of the British GT event at that circuit, unless made official.

-  **UNITED KINGDOM** | 17 April 2016 Brands Hatch
-  **UNITED KINGDOM** | 1 May 2016 Rockingham
-  **UNITED KINGDOM** | 28 & 30 May 2016 Oulton Park
-  **UNITED KINGDOM** | 12 June 2016 Silverstone
-  **BELGIUM** | 9 July 2016 Spa
-  **UNITED KINGDOM** | 7 August 2016 Snetterton
-  **UNITED KINGDOM** | 11 September 2016 Donington Park



CORE VALUES



GT3-GT4 Mix

Multi-formats races (1h/2h/3h)

Biggest National GT Series

Pro-Am Based

VIEWERSHIP PER EVENT



Global Reach = 161 Mio Households

UK TV Reach = 24 Mio

Total air time = 376 Hours



GT4 EUROPEAN SERIES

2016 PROVISIONAL CALENDAR

 ITALY 24 April 2016	Monza (sprint race)
 FRANCE 15 or 22 May 2016	Pau Grand-Prix (sprint race)
 UNITED KINGDOM 12 June 2016	Silverstone (3h endurance race)
 BELGIUM 10 July 2016	Spa-Francorchamps (2h endurance race)
 GERMANY TBC	Nürburgring (sprint race)
 THE NETHERLANDS 09 October 2016	Zandvoort (sprint race)

WHAT IS NEW IN 2016?

- **GT4 European Series** becomes part of **SRO Motorsports Group**
- **Pirelli** as a new tyre partner
- Brand new **Cars** developed by **new car manufactures and tuners**
- Introduction of **2 long distance races** at Silverstone and Spa
- **Live youtube** and **daily-motion** coverage





GT4 EUROPEAN SERIES

	Sprint Events	Endurance events
Format	3 days	2 days
Set-Up	Thursday	Friday
Scrutineering	Friday	Friday afternoon
Free Practice	Two sessions of each 60 minutes	Two sessions of each 50 – 60 minutes
Qualifying	Qualifying 1: 15minutes for Driver 1 and starting order for race 1	Qualifying 1: 5/15 minutes for Driver 1
	Qualifying 2: 15minutes for Driver 2 and starting order for race 2	Qualifying 2: 5/15 minutes for Driver 2
		Average best laptime of Qualifying 1 with Qualifying 2 will determine the starting grid for the endurance race
Race	Two races of each 50 minutes + 1 lap	Silverstone: one race of 3 hours Spa-Francorchamps: one race of 2 hours
Pit Stops and Stint Restrictions	One pit stop per race for driver change between the 20th and 30th minute of the race.	Silverstone: minimum of three pit stops Spa-Francorchamps: minimum of one pit stop
Eligible Cars	Reserved for GT4 Grand Touring cars and homologated by the RACB for SRO as defined by the applicable technical regulations.	
Drivers	PRO / AM AM / AM AM	PRO/AM AM/AM
Drivers Pairing	Overall: no categorisation PRO Cup PRO/AM AM Cup: AM/AM or AM	
Podium	First three in the PRO category, First three in the AM category, Team manager of best overall car	
Points	Per race: 25 - 18 - 15 - 12 - 10 - 8 - 6 - 4 - 2 - 1	50 – 36 – 30 – 24 – 20 – 16 – 12 – 8 – 4 – 2 – 1
Licence requirement	International Grade C licence minimum	
Pirelli Tyres	Limited to maximum 8 dry weather tyres per event	Limited to maximum 12 dry weather tyres per event



CORE VALUES

4+ Hours of track time

Low-Costs

6 Events / 6 Countries

PRO-AM and Am

VIEWERSHIP PER EVENT

80.000
viewers

6,400 cumulated views

GT SPORTS CLUB

Format	24 hours
Events	Italy / UK / Paul Ricard / Spa 24hours / Barcelona
Set-Up	Saturday
Scrutineering	Friday
Free Practice	Saturday Afternoon. 1 or 2 sessions of 40 – 60 minutes in total except for Barcelona on Friday)
Qualifying	20 minutes session setting the grid of Qualifying Race
Race	Qualifying Race: 25 minutes race setting the grid of Main Race
	Main Race: 40 minutes race
Pit Stops & Stint Restrictions	no mandatory pit stops
Eligible Cars	GT3 Cars in FIA Homologation and G3 Cars with RACB Homologation. Must follow the SRO BOP decisions.
Drivers	1 driver per car
Categorisation	Overall: Bronze Drivers
	Iron Cup : Bronze Drivers over 60 years of age
Podium	Podium after each race. Drivers must be present.
Points	Qualifying Race: 8 - 6 - 4 - 3 - 2 - 1 in each category
	Main Race: 25 - 18 - 15 - 12 - 10 - 8 - 6 - 4 - 2 - 1 in each category
License requirement	International Grade D minimum
Pirelli Tyres	Customers Tyres - two sets per event plus used tyres
Testing	Private Testing on the calendar circuit is forbidden 14 days before the start of the event

- ITALY** | 09 - 10 April 2016 Misano
- GREAT BRITAIN** | 07 - 08 or 14 - 15 May 2016 TBC
- FRANCE** | 25 - 26 June 2016 Circuit Paul Ricard
- BELGIUM** | 29 - 30 July 2016 Total 24 Hours of Spa
- SPAIN** | 01 - 02 October 2016 Barcelona



ENTRY FEES



/ Blancpain GT Series

ENTRY	ENTRY FEE	PAYMENT DATE
Season Entry	65.000€ excl VAT	by 27th February 2016

Including the 10 races / a discount of 4.000€ / prize money payable only to Blancpain GT Series full season entrants.



/ Blancpain Sprint Cup

ENTRY	ENTRY FEE	PAYMENT DATE
Season Entry	30.000€ excl VAT	by 27th February 2016
Sprint event	6.900€ excl VAT	2 weeks before the event



/ Blancpain Endurance Cup

ENTRY	ENTRY FEE	PAYMENT DATE
Season Entry	39.000€ excl VAT	by 27th February 2016
3-hour Races	6.900€ excl VAT	2 weeks prior to the event
6-hour Race	7.900€ excl VAT	2 weeks prior to the event



/ Total 24 Hours of SPA

	ENTRY FEE	PAYMENT DATE
24 Hours Race	16.900€ excl VAT if entered in one previous event	by 1st July 2016
	19.900€ excl VAT for all other teams	



/ British GT Championship

ENTRY	ENTRY FEE	PAYMENT DATE
GT3 Season Entry	£22,500 +VAT	to be paid by end of February 2016
GT4 Season Entry	£20,500 + VAT	to be paid by end of February 2016
GTC Season Entry	£19,000 + VAT	to be paid by end of February 2016
Race by Race	£TBC + VAT	To be paid 7 days before the event



/ GT4 European Series

ENTRY	ENTRY FEE	PAYMENT DATE
Season Entry	15.000€ excl VAT	by 1 st of April 2016
Race-by-Race	3.000€ excl VAT	2 weeks before the event



/ GT Sports Club

ENTRY	ENTRY FEE	PAYMENT DATE
Season Entry	22,500€ excl.VAT	to be paid by 27th February 2016
Race by Race	4,800€ excl VAT	to be paid fourteen days before the event

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