

2025 MARKETING OVERVIEW



SQUADRA CORSE



WORLD **SPEED**

THE PINNACLE OF SPORTS CAR RACING

- IMSA is the premier sports car racing platform in North America.
- Sanctioning body for the top sports car series in North America including the IMSA WeatherTech SportsCar Championship, IMSA Michelin Pilot Challenge and the Lamborghini Super Trofeo.
- Features the most technically advanced and consumer relevant race cars in North America.



» POWERED BY THE STRENGTH OF

NASCAR

- Owned by NASCAR, the North American leader in motorsports, established in 1948.
- Unparalleled access to resources in technology and marketing.
- Leverage the capabilities of NASCAR Productions.
- Integration into the business eco-system of NASCAR.



SERIES INTRODUCTION



Lamborghini Super Trofeo North America is one of the most exciting racing series in the world.

In North America, Super Trofeo races alongside what is known as some of the premier sportscar racing including the top-tier IMSA SportsCar Championship. 35-plus car grids compete on some of the most iconic circuits in the United States. Thrilling competition combined with the luxury entertainment and hospitality the Lamborghini brand is known for.



2025 SCHEDULE



MARCH 12 - 14 ROUNDS 1 & 2
SEBRING INTERNATIONAL RACEWAY
Sebring, Florida



MAY 9 - 11 ROUNDS 3 & 4
WEATHERTECH RACEWAY LAGUNA SECA
Monterey, California



JUNE 19-21 ROUNDS 5 & 6
WATKINS GLEN INTERNATIONAL
Watkins Glen, New York



AUG 1-3 ROUNDS 7 & 8
ROAD AMERICA
Elkhart Lake, Wisconsin



SEP 18 - 20 ROUNDS 9 & 10
INDIANAPOLIS MOTOR SPEEDWAY
Indianapolis, Indiana



NOVEMBER 6-7 ROUNDS 11 & 12
World Championship Finale
Misano World Circuit, Italy

A TRULY LOYAL FAN BASE



» IMSA FANS ARE AFFLUENT, EDUCATED INFLUENCERS

\$109,000 \$109,000 AVERAGE
HOUSEHOLD INCOME

57% HOLD A BACHELOR'S DEGREE OR HIGHER

83% HOMEOWNERS WITH AN AVERAGE
HOUSEHOLD OF 2.3 PERSONS

84% OWN 2 OR MORE CARS

86% MORE LIKELY TO CONSIDER TRYING A
SPONSOR'S PRODUCT OR SERVICE

72% MORE LIKELY TO TRY A SPONSOR'S
PRODUCT OR SERVICE

83% MORE LIKELY TO CONSCIOUSLY SUPPORT
A SPONSOR'S PRODUCT OR SERVICE

74% MORE LIKELY TO RECOMMEND A
SPONSOR'S PRODUCT OR SERVICE



» IMSA FANS ARE BUSINESS DECISION MAKERS

SPORTS CAR RACING FANS ARE...



67% MORE LIKELY
To be business owners



2X AS LIKELY
To be business executives
(i.e. CEO, President, etc.)



36% MORE LIKELY
To be involved in business
purchase decisions



**JUST AS LIKELY AMONG DECISION
MAKERS**
To be involved in business purchase
decisions of \$100,000 or more a year



17% MORE LIKELY
To read the business / financial
section of the newspaper



33% MORE LIKELY
To read business magazines



56% MORE LIKELY
To watch CNBC



40% MORE LIKELY
To read The Wall Street Journal

A FOCUS ON TOMORROW'S INFLUENCERS

Millennial Traits

IMSA Efforts

Connected → Multiple ways to interact with IMSA (TV, Social, Mobile App, Online)

Highly Social → Expansion of social platforms (Facebook, Twitter, Instagram, YouTube)

Globally Conscious → Development of IMSA Green platform
IMSA Green =Cleaner Racing

Experientially Driven → Focus on delivering a “make it your own” experience

Gaming → Integration into Forza Motorsport 7 and iRacing

25% of U.S. Population express some interest in IMSA
10% express high interest in IMSA

→ 53% are age 18–34

Source: ISPOS Connect Fan Study



AT-TRACK FAN EXPERIENCE



**300+
Racing Hours**



Car Corrals
*BMW, Corvette,
Porsche & more!*



Open Paddock
*Behind the scenes access
to teams & race prep*



**Kids 12 &
under free**



**Pre-Race Events
open to all fans**



**Driver Autograph
Sessions**

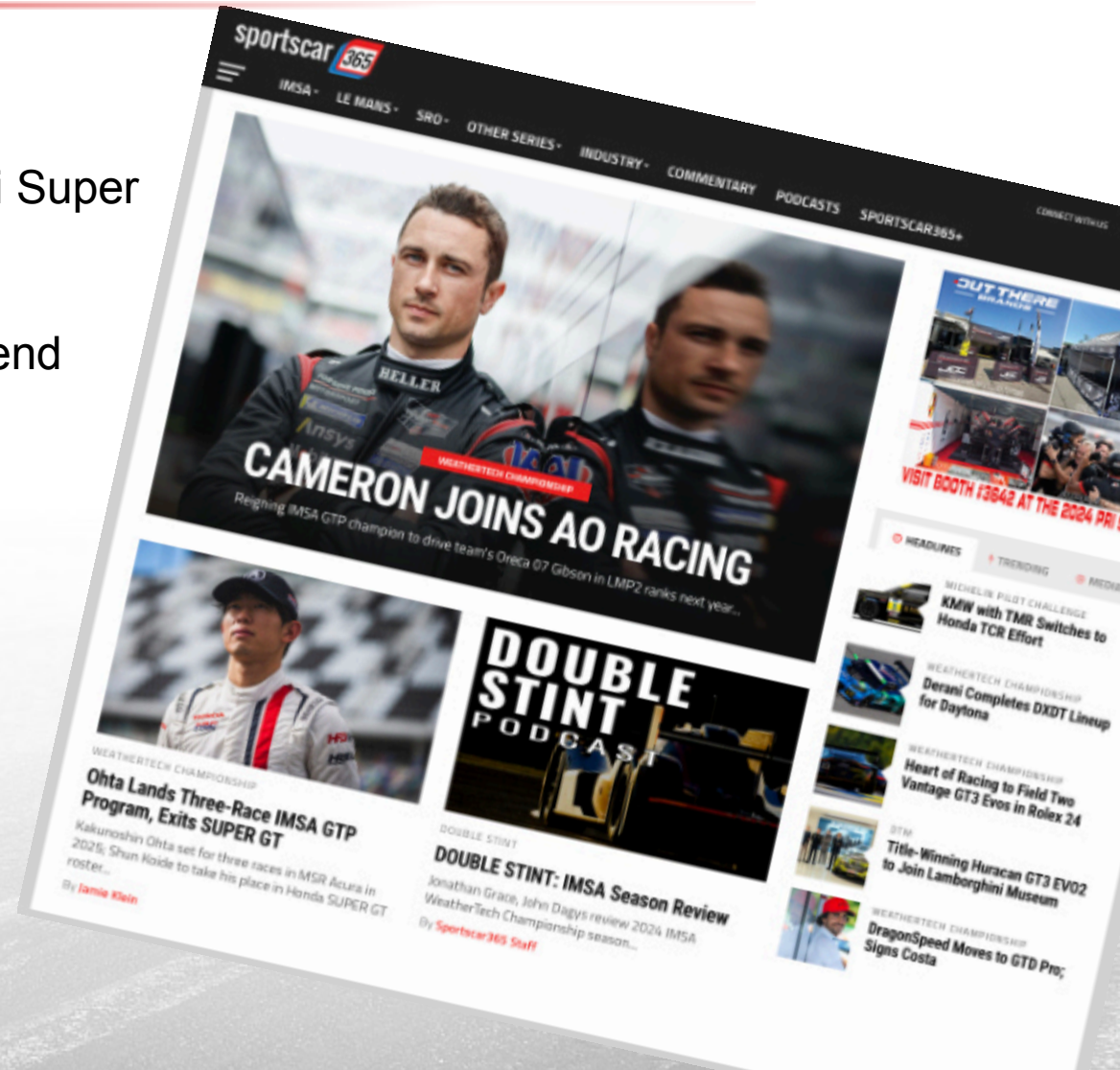
DEDICATED ONLINE MEDIA COVERAGE

SPORTSCAR365.com

- Providing dedicated coverage of all Lamborghini Super Trofeo series
- Dedicated Homepage tab for the series
- On-site coverage at each event including Weekend Notebook, Race Reports and Photo Galleries
- Specified driver column

About Sportscar365.com:

- Viewed in 205 different countries
- 3.4 million unique viewers
- Avg. 750,000 page views per month
- Avg. 115,000 unique viewers per month



PR & MEDIA OUTREACH

Lamborghini Squadra Corse

FACEBOOK

250k fans

SUPER TROFEO Live Streaming

40,000 views on average

@lamborhinsic

INSTAGRAM

3.4m followers



Lamborghini Squadra Corse

YOUTUBE

25k subscribers

SUPER TROFEO Live Streaming

8,000 views on average

@LamborghiniSC

TWITTER

23k followers

BROADCASTS

- All Five US hosted races available on NBCSN
- Highlights include pit lane, track and podium ceremony footage



EVERY RACE ON LIVE STREAM

Each and every race is broadcast on IMSA.TV

- IMSA.TV includes live broadcast streaming internationally, in-car camera streaming, timing & scoring, live audio, social feeds, IMSA Radio etc.
- Over 471,000 social followers
- 250,000+ fan email database



A PASSIONATE LIVE-EVENT FAN BASE

- 2025 race attendance expected to exceed over 1 million.
- Over 300 event hours.
- Car “corrals” for sportscar enthusiasts attract thousands of participants and are a major feature at every event.



EXCLUSIVE PARTNER ACCESS



EVENT HOSPITALITY



Provide an unforgettable experience for clients and guests with:

- Hot pit access
- Garage and paddock tours
- Pre-race fan walks
- Hot lap experiences
- Pit lane and tire demonstrations
- Victory lane celebrations
- Private hospitality suites and catering



ABOUT WORLD SPEED MOTORSPORTS

Founded in 1991 WSM, has supported drivers in Formula and Sports cars ever since. WSM has competed in Formula Mazda, Champ Car Atlantic, F2000, Formula Renault, Pro Formula Mazda, F4, and Porsche GT3 Cup. World Speed Alumni are in IndyCar, NASCAR, IMSA, World Challenge, and many other series around the world.

World Speed Motorsports has earned a reputation as the “go to” company for drivers that demand real solutions and results.

The team has won countless races and championships, and is based at Sonoma Raceway in California. More info: www.WorldSpeed.com



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