FIA GT3 European Championship 2012

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Mika Vähämäki

Justin Keen
Mobile: +44(0)780 186 0656
Email: jk@rapidman.co.uk
Web: www.rapidman.co.uk

RAPID MAN

Introduction

In just six seasons, GT3 has established an all-time record for a single category, with 17 brands having homologated a total of 20 different models.

Many series, in particular on the European market, have created increasing competition to the original FIA GT3 European Championship.

To bring the FIA GT3 European Championship to a new and higher level SRO and the FIA have proposed a set of measures to rejuvenate the FIA GT3 European Championship, allowing it to regain its own specific nature and to become more professional.

In this way, the FIA GT3 European Championship will emerge stronger, better and more ambitious for 2012.

Stéphane RATEL, CEO of SRO Motorsports Group

Alpina BMW B6

Manufacturer

Aston Martin GT3 Vantage

Manufacturer

Audi R8 LMS

Manufacturer

BMW Z4

Manufacturer

Corvette Z06

Independent
Tuner: Callaway

Ferrari 458

Manufacturer

Ford GT

Approved Tuner

Lamborghini 560

Approved
Tuner: Reiter

McLaren MP4-12C

Manufacturer

Mercedes AMG SLS

Manufacturer

Nissan GTR

Manufacturer

Porsche 997 GT3 RS

Manufacturer

Driver: Mika Vähämäki

RACING CAREER

2012 - Mika is invited to drive for the crack German GT team, Heico Motorsports, who are closely linked to AMG Mercedes.

2011 - Mika made his mark in both the Blancpain endurance series and the ADAC German masters GT series as well as his first 24 hour race at the infamous Spa Francorchamps circuit.

2010 - Mika tested with various teams and signed with Rapid Man Driver Managment.

2009 - ATS Formel 3 Trophy – Vice Champion,
16 races 1 win 2 pole positions, 13 podiums 1 fastest lap.

2008 - Formula 3 Finland - Champion,
12 races 3 wins 1 pole position, 10 podiums.
Formula 3 North European Zone – 3rd overall, 2 races 2 podiums.

2007 - Formula Ford North European Zone - Champion,
10 races 6 wins 1 pole position 7 podiums 4 fastest laps.
Formula Ford Zetec Sweden – Champion,
4 races 2 wins 4 podiums 1 fastest lap.
Formula Ford Zetec Finland - Champion,
2 races 2 wins 2 podiums 1 fastest lap.

2006 - Formula Ford North European Zone – 9th overall,
8 races 1 win 3 podiums.
Formula Ford Zetec Finland – 5th overall.
Formula Ford Zetec Sweden – 8th overall.

2005 - Formula Ford North European Zone – 17th overall.

2004 - Viking Trophy ICA Junior – 13th overall.

ABOUT MIKA VÄHÄMÄKI

Date of Birth: *October 7, 1989*
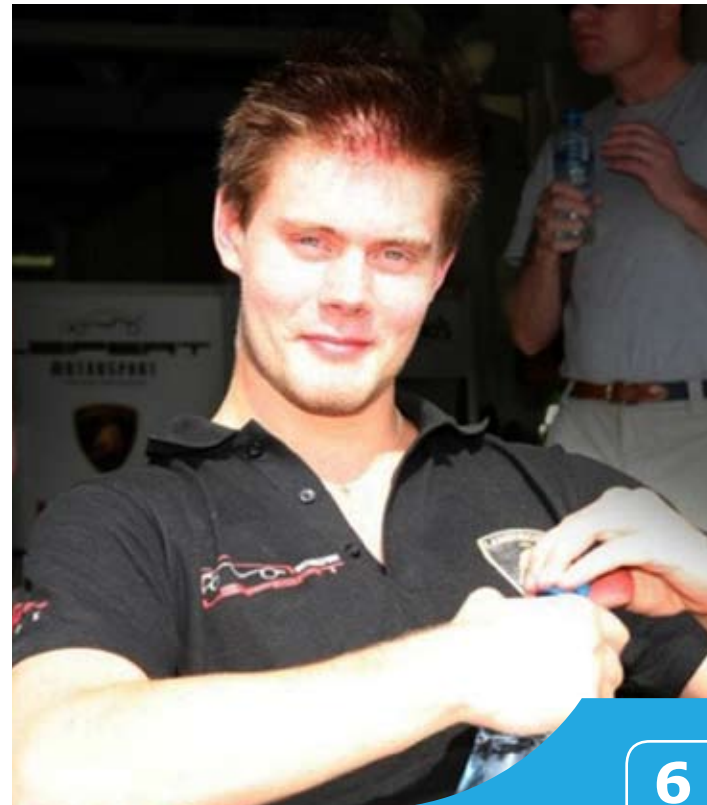**Age:** *22*
Nationality: *Finnish*
Born: *Kerava, Finland*
Residence: *Kerava*
Profession: *Professional Racing Driver*
Interests: *Running, training, music, golf, free style skiing*
Favourite Race Circuit: *Nurburgring*

2012 Race Calendar

NOGARO
6th – 8th April

ZOLDER
20th – 22nd April

NAVARRA
25th – 27th May

ALGARVE
6th – 8th July

MOSCOW *
14th – 16th September

ZANDVOORT
5th – 7th October

* Subject to the ASN's confirmation and the FIA homologation of the circuit

Growing Media Exposure: TV Reach

Region	Territory	Broadcaster 2011	Reach in Millions	FIA GT3 Europe	Live	Highlights
Europe	Germany	Sport 1+	1	GT3	Live	Yes
	Italy	Sport Italia	7.3	Highlights	Live	Yes
	UK	Bloomberg	16	GT3	Live	Yes
	France	Sport+	6.5	GT3	Live	Yes
	Belgium	Rtbf	2	GT3	Live	Yes
	Belgium	Exqi	1.65	GT3	Live	Yes
	Greece	Supersport / Netmed Hellas	0.38	GT3	Live	Yes
	Bulgaria	TV+	na	GT3	Live	Yes
	Czech Republic	Sport5	0.677	GT3	Live	Yes
	Pan-European	Motors TV	23	GT3	Live	–
Asia/ Australasia	Malaysia/Brunei	Astro /Measat	2.93	GT3	Live	Yes
	Australia	Fox / Premier Media	1.5	GT3	Live	Yes
Americas	USA and Canada	Speed / Pcg	80	GT3	Live Speed2	Yes
	Latin America	Speed / Pcg	13.3	GT3	–	Yes
Middle East / Africa	Saudi Arabia	Linesports	na	GT3	Live	–
Pan Region	Worldwide	Bloomberg	160	GT3	–	Yes
	TOTAL REACH		**551.02**	**316.237**	**MILLION HOMES**	

TV Production and Format

TV PRODUCTION

| Cameras on track: 12-18 HD cameras around the track, 3 RF HD moving cameras in the pitlane | High Quality VT Packages | Expert commentary featuring the likes of Ben Edwards, David Croft and John Watson | Native HD Production, SD Optional | In depth Interviews, pitlane stories |

EXAMPLE PROGRAMME FORMAT

• *Qualifying Sessions > from 09.15 to 10.45 > 90 minutes LIVE - VT's, Interviews, Top Stories, Reactions...*
• *Race 1 > from 14.15 to 15.45 > 90 minutes LIVE*
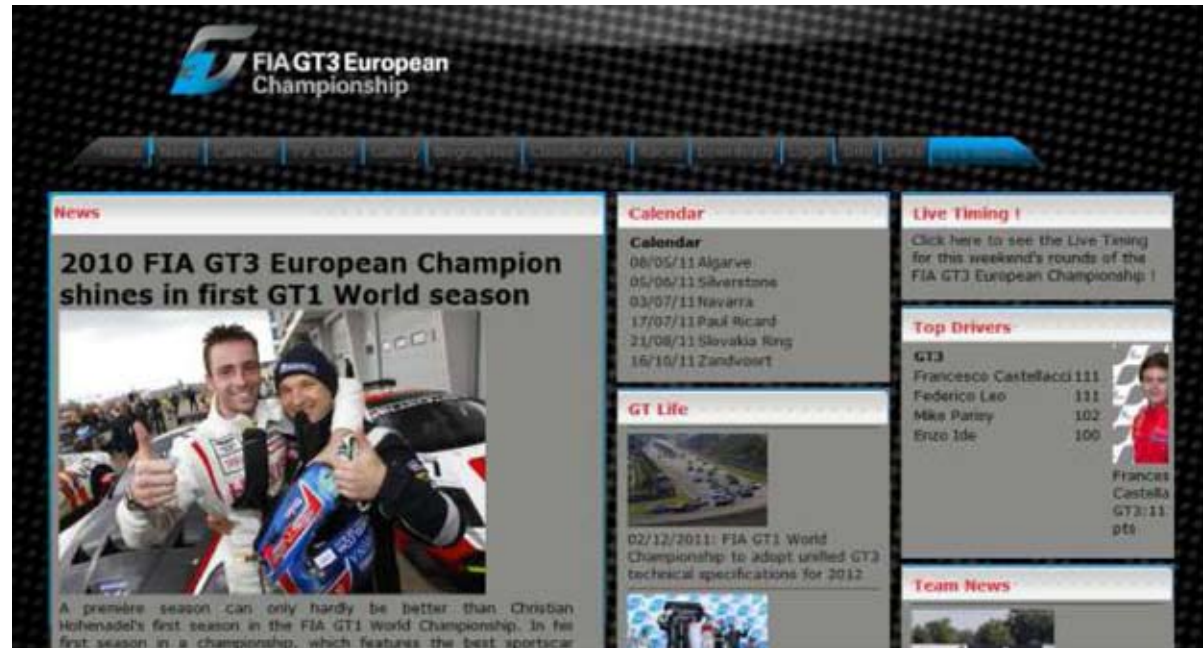• *Race 2 > from 15.15 to 16.15 > 90 minutes LIVE.*
First a 30 min post produced Presentation show including Top Stories and Race highlights followed by live interviews on the grid, 60 mins of hard fought race action, podiums celebrations, interviews and analysis.

PLUS:
• *Race Highlights > 52 minutes per race event (available Sunday evening at 22.00).*
• *Season Review > 52 minutes at the end of the FIA GT3 European Championship Season*

Growing Media Exposure: Online Activation

GT3Europe.com	
Total visits	455,606
Unique visitors	253,399
Page views	3,188,483
Hits	24,316,943

1 January 2011 to November 2011)

Growing Media Exposure: Social Media

597 monthly active users, up 57 since last week

3,163 people like this, up 15 since last week

91 wall posts or comments this week, up 6 since last week

168 visits this week, up 202 since last week

93 Tweets

11 Following

411 Followers

40 Listed

In the six years of its existence, the FIA GT3 European Championship has made a big impact on the world of motorsport.

The interest continues to grow, with new projects and new makes coming up every year. Two new exciting models are under development for 2012, and the enthusiastic tuners of the first years have been joined by customer service departments of the largest manufacturers, some of them creating race cars with GT3 specifications just for the GT3 category.
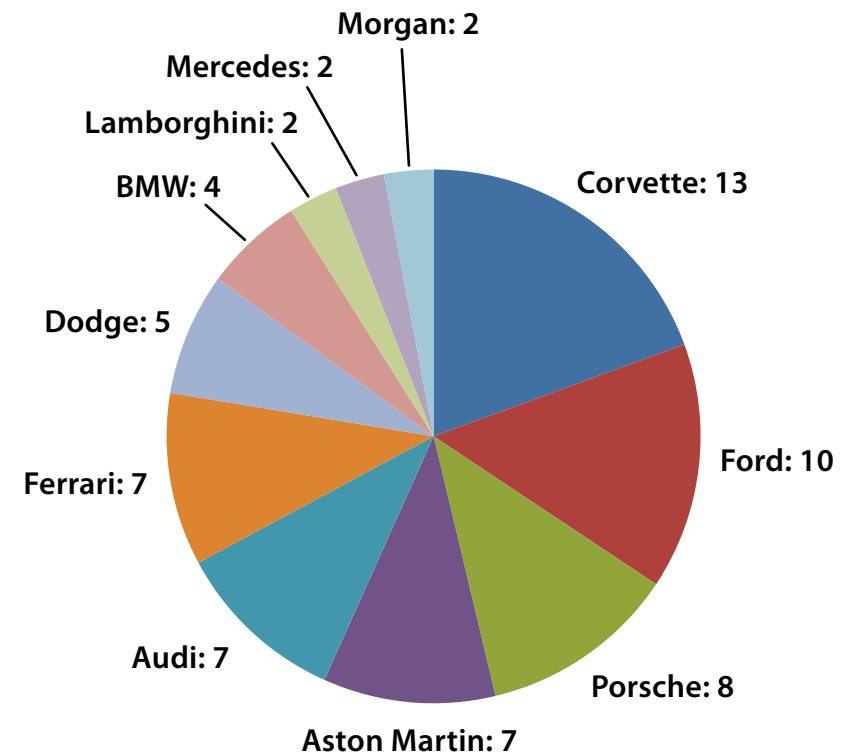
GT3 regulations have become the standard for almost all of the national and international GT series across the world, with the Australian GT Championship becoming the latest national championship to adopt GT3 rules in 2012. The FIA GT1 World Championship will also adopt GT3 technical regulations from 2012 onwards.

GT3 CHAMPIONS

• *Sean Edwards (2006) – Double race winner in Formula One supporting Porsche Supercup with Konrad Motorsport, who went on to become 2008 Porsche Supercup Team Champions.*

• *James Ruffier (2008) – became the first GT3 Champion to win an FIA GT race overall.*

• *Christian Hohenadel (2010) – became the first GT3 Champion to win a GT1 World Championship race and finished 3rd overall in the 2011 World Championship.*

Since its start the FIA GT3 European Championship attracts some of the leading amateur and semi professional GT drivers. It is a platform where the grid is a mixture between established international GT drivers, real gentleman drivers and young racers who are coming from single seaters and taking their first steps in sportscar racing. The FIA GT3 European Championship was and is the perfect training ground for drivers of all abilities who want to compete on the international stage in GT racing.

RACE WINS BY BRAND (2006-2011)

Morgan: 2
Mercedes: 2
Lamborghini: 2
BMW: 4
Dodge: 5
Ferrari: 7
Audi: 7
Aston Martin: 7
Porsche: 8
Ford: 10
Corvette: 13

Not content to rest on several notable achievements of the past years, SRO is constantly striving to improve the appeal of the FIA GT3 European Championship in the coming years and bring it to new success.

Therefore SRO and the FIA will make some changes and amendments to the sporting regulation of the FIA GT3 European Championship:

• As before, up to six cars per brand permitted in full-season entries, with two cars allowed in the first year of homologation. Every team must enter two cars.

• Race-by-race entries are allowed with no brand or car number restrictions, but they will not score points towards Teams title.

• A minimum of 7 races per season, with 6 races on the provisional calendar. The teams and drivers will score points towards the Team and Drivers titles of the FIA GT3 European Championship.

• Two free practice sessions, maximum of 80 minutes on Friday.

• One qualifying session divided into two sessions, Q1 and Q2, on Saturday. All drivers must qualify. The fastest time set in qualifying 1 will set the grid for the Race 1 on Saturday. The fastest time set in qualifying 2 will set the grid for Race 2 on Sunday. Driver 1 will start Race 1; Driver 2 will start Race 2. Driver 1 will be the driver with the lower categorisation, for pairings of different categories, or as chosen by the team for drivers with the same category.

• Each race will be 60 minutes long, with an obligatory pit stop for driver change and all four tyres between the 25th and 35th minutes. A rolling start will be used.

• Points will be awarded to the races in accordance with the scale 25-18-15-12-10-8-6-4-2-1.

• Driver Categorisation will be applied. Platinum drivers may not compete. Gold drivers may only be paired with Bronze drivers.

• Compensation times will be added to the pit stop time for the first, second and third place from each race. Compensation time will not be accumulated for the next event. 15 seconds for 1st place, 10 seconds for 2nd place and 5 seconds for 3rd place.

• Fees for the 2012 FIA GT3 European Championship will be € 4,500 per car per event or € 27,000 for a full season of six rounds.

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