

# RACING SHOW

motorsport marketing

*lo spettacolo dei motori*

## INTERNATIONAL GT OPEN

The 2006 season has seen the launch of a new international series for GT cars, the International GT Open, which aims at reviving what has been the spirit of GT races throughout the history of motorsports: a competition open to all GT cars, appealing to professional and gentlemen drivers alike, with simple and stable technical rules, ensuring action-packed races.



Seven events, in circuits among the most selective and prestigious in Europe, compose the calendar of the season. In

total, fourteen 1-hour races that will be **broadcasted live by Eurosport**. Four out of the seven events will pair with the World Touring Car Championship (WTCC) ensuring thus enhanced visibility and exposure.

In 2007 season as many as 30 cars are expected to compete in the **International GT Open**, which kicks off unofficially on 13-13 March with a two-day pre-championship test session in Valencia (E). The first official event will take place in Vallelunga (I) on 21-22 April 2006.

Replicating what is usual in golf and tennis, each event will be labelled as the national Open of the country where it takes place, to

underline the specific character of the event, which is complementary to existing national GT series.

The International GT Open series, sanctioned by the FIA, is organised by GT Sport, the well-known Madrid-based sports promotion company, and builds up on the experience and the success of the Spanish GT Championship, created in 1998 by the former GT and Sportscar driver Jesús Pareja.

## MEDIA COVERAGE

In a crowded market like motor racing in general and GT racing in particular, it is absolutely essential to achieve exposure and visibility through the media to ensure participants and their sponsors a correct return on their investment.



The International GT Open benefits since its creation of growing media attention and exposure, thanks to the

commercial agreements that have been signed with a number of TV stations, and to the communications tools deployed to reach print and internet media.

### TELEVISION

#### Eurosport

The International GT Open offers pan-European TV coverage through the Eurosport network, which is a



platform of three TV channels (Eurosport, Eurosport 2 and Eurosport News) available in 19 languages and 54 countries and reaching 105 million households.

The International GT Open races are broadcasted live (on Eurosport 2) and highlights are included in the "Motorsport Weekend" magazine of Eurosport and in prime-time slots on the weekends of the events.

#### Televisión Española (RTVE)

RTVE broadcasts live the races of the International GT Open through its sports channel, Teledporte, and its international satellite channel, TVE Internacional, and offers features in its second channel.



#### Televisão Portuguesa (RTP)

RTP broadcasts live the International GT Open in its RTPN channel.

#### Sport Italia (Italy)

Italian sports channel Sportitalia

also broadcasts live the GT Open.



### PRINT PRESS

The International GT Open has a dedicated Press Service, available in English and Spanish, that feeds information and pictures to a database of over 900 specialized motorsport journalists globally.

## INTERNET

All information on the International GT Open can be found on the dedicated website within [www.gtssport.es](http://www.gtssport.es) which is meant as a tool for media, participants and the general public.

## 2 0 0 7 C A L E N D A R

21 - 22 APRIL	VALLELUNGA (ITALY)
19-20 MAY	VALENCIA (SPAIN)
14-15 JULY	MAGNY COURS (FRANCE)
25-26 AUGUST	OSCHERSLEBEN (GERMANY)
22-23 SEPTEMBER	BRANDS HATCH (UK)
6-7 OCTOBER	MONZA (ITALY)
10-11 NOVEMBER	MONTMELÓ (SPAIN)

## S P O R T I N G R E G U L A T I O N S



tion and give double points.

**Race format:** Two races (of 60 minutes or 200 km maximum each) per event, with flying start. One event (the Catalonian GT Open) will have double duration and give double points.

**Drivers:** Two races (of 60 minutes or 200 km maximum each) per event, with flying start. One event (the Catalonian GT Open) will have double duration and give double points.

**Handicap system:** The handicap system is based on time. The "penalty" is added up to the compulsory time the car has to spend in the pit lane at the moment of the driver change. The handicap applies to the three first classified in the previous race and consists in 20, 15 and 10 seconds respectively. The handicaps are cumulative up to a maximum of 45 seconds. They are withdrawn whenever the car ends a race below the third position (highest handicap is the first to be dropped).



**Scoring system:** Are established a European title for drivers and two category cups (GTA and GTB), also for drivers. Drivers score and sum up points individually, awarded to the first nine positions according to the scale: 12-10-8-6-5-4-3-2-1. The endurance race (Catalonia) gives double points (positions at mid-race and final). Additional points are awarded to the five first positions by category (GTA and GTB), according to the scale 10-8-6-4-3.

## WEEK-END SCHEDULE

**Friday:** Two free training sessions of 45 minutes each.

**Saturday:** Two sessions of qualifying of 30 minutes each and Race 1.

**Sunday:** Warm-up and Race 2.

## I N F O

**RACING SHOW**  
motorsport marketing

di Giuseppe Finocchiaro  
46/a, via Coccio  
95123 Catania  
P. IVA 04503190870  
[www.racingshow.it](http://www.racingshow.it)  
[info@racingshow.it](mailto:info@racingshow.it)  
T + 39 (095) 8320343  
F +39 (06) 233237912  
M 328 3604361



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[www.gtssport.es](http://www.gtssport.es)



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[www.mikcorse.com](http://www.mikcorse.com)