



ED JONES RACING



In partnership with...

**DTM**

**Audi Sport**

**WRT**  
w-racingteam.com

# Executive Summary

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Choosing the right team and driver is the most important decision to be taken by anyone considering a motorsport sponsorship. You want a driver that will compliment your brand and who recognises that partners are a key part of the team and not just a logo on the car. A driver that returns tangible and measurable value to your brand, well in excess of the investment you make. A driver that is driven by success and delighting their sponsor's shareholders, board members, customers and employees.

Ed Jones is the United Arab Emirates' most successful racing driver. Ed knows that winning is more than just crossing the line first; winning is building strong relationships and profitable commercial partnerships.





# Executive Summary

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A motorsports marketing opportunity that delivers tangible, measurable value...

- Reinforce and build your brand's image through association with Ed Jones, Audi Sport, WRT & DTM.
- Drive global brand awareness through extensive TV & media coverage.
- Benefit from ambassadorship and endorsement against the exciting backdrop of motorsport.
- Expose your business and brand to the appropriate target audience.
- Totally customised to align with your unique business, brand and operational objectives.



# Executive Summary

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Brought to life through comprehensive activation...

- Distinctive advertising.
- Attention-grabbing point-of-sale.
- Unique content for digital campaigns.
- Highly interactive customer events in lead markets and at iconic and formidable race circuits.
- Attractive distribution channel incentive programmes.
- Unique and exciting customer and trade promotions.

# Key Benefits

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## On-Car & Driver Branding

- Drives brand awareness, primarily through television broadcasts, online photography and social media coverage.
- Provides rich-media content for comprehensive and targeted activation.
- Provides an emotional point-of-connection for customers and internal constituencies.
- Primary, associate and official partner branding applications, customised to your unique needs.

## Intellectual Rights

- Use of designation logo as an Official Partner.
- Use of driver/team name, moving and still images.

## An Effective B2B Platform

- High net-worth racers.
- Affluent, opinion-leader fan base.
- Attractive platform to reinforce and build relationships (premium and exclusive VIP hospitality).
- Networking and commercial opportunities with other sponsoring corporations.



# Key Benefits

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## Hospitality

- Agreed number of premium and exclusive VIP hospitality packages per event.
- Inside the team, up-close experiences - the ideal platform for B2B relations and staff incentives.
- Driver access.
- Passes and credentials.
- Catering and refreshments.
- VIP access and tours.
- Hosting.

## Inclusion in Marketing & Communications

- Driver support in announcement press conference and in pre, during and post press relations.
- Inclusion in content creation for social media, promotional campaigns.
- Press releases with photos issued to motorsport press and local press.
- Branding on driver apparel, racewear and equipment.
- Product integration in team garage, pits and VIP areas.
- Commentators provided with driver & partner information at each race.





**Name:** Ed Jones

**Nationality:** British

**Hometown:** Dubai, United Arab Emirates

**Date of Birth:** 12/02/95

## 2019

Fastest 1-lap speed overall at the Indy 500

## 2018

2x podiums driving for NTT Data in IndyCar

## 2017

3rd at Indy 500  
IndyCar Rookie of the Year

## 2016

Indy Lights (CHAMPION)

## 2013

European Open Formula 3 (CHAMPION)

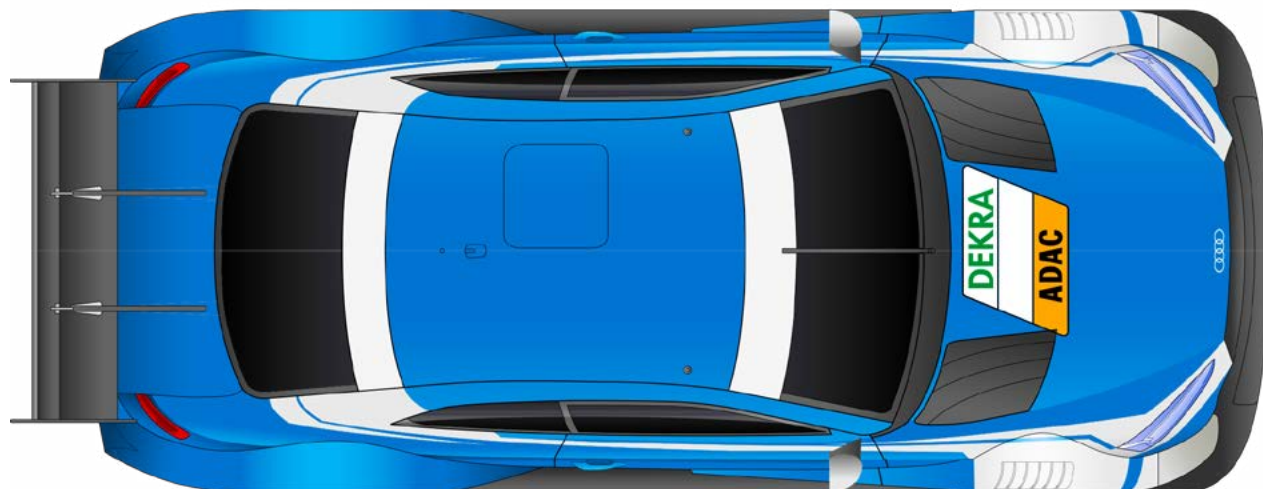


# 2020 **DTM** Calendar

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- |   |   |                 |                |
|---|---|-----------------|----------------|
| ① |    | 24/26 April     | Zolder         |
| ② |    | 15/16 May       | Lausitzring    |
| ③ |    | 29/31 May       | Igora Drive    |
| ④ |    | 12/14 June      | Anderstorp     |
| ⑤ |    | 26/28 June      | Monza          |
| ⑥ |    | 10/12 July      | Norisring      |
| ⑦ |  | 22/23 August    | Brands Hatch   |
| ⑧ |  | 4/6 September   | Assen          |
| ⑨ |  | 11/13 September | Nürburgring    |
| ⑩ |  | 2/4 October     | Hockenheimring |





All blank areas of car available for Ed's personal sponsors and partners.

**DTM**

**Audi Sport**



## The Car

### The Audi RS 5 DTM

The beginning of a new era in the DTM: Started in the 2019 season, the Class 1 race cars of the popular touring car racing series will use modern and highly efficient turbo engines. The two-liter, four-cylinder power-plant of the Audi RS 5 DTM delivers more than 610 horsepower. By means of the "push-to-pass" function, the drivers can even access a short-term 30-hp power boost.

**Engine:** 2.0 liter turbocharged four-cylinder power-plant

**Maximum rotational speed:** 9500 rpm

**Power:** approx. 600 PS

**Weight:** 981 kg

**Power-to-weight-ratio:** 1,6 kg / PS



## The Team: W Racing Team

In 2019, Team WRT became a part of the DTM series by entering two new Audi RS 5 DTM cars. Since 2016, WRT has been successfully involved in the TCR touring car category, currently with the Audi RS 3 LMS. As being part of the Audi family, Team WRT has always followed DTM with great interest, and moving up the ranks to the DTM has been a goal for the team - who have celebrated many successes since its inception in 2010.

To Team WRT the change to the new Class One regulation means that the time to get started was never better than it is now in 2019. For the first time, all-new 2.0-liter turbo engines will be used, and this will level the playing field somewhat for all of the teams. WRT will become the first customer team registered in the new era of DTM. And finally, the move to the DTM in 2019 is a wonderful celebration of the 10th anniversary of Team WRT.

# WRT Trophy Cabinet



2019 Gulf Sportscar  
DRIVERS' CHAMPIONS



2018 Bathurst 12h  
WINNERS



2018 Blancpain Sprint Series  
TEAM CHAMPIONS



2018 TCR Benelux  
DRIVERS' CHAMPIONS



2018 TCR Benelux  
TEAM CHAMPIONS



2017 TCR Benelux  
DRIVERS' CHAMPIONS



2017 TCR Benelux  
TEAM CHAMPIONS



2017 Blancpain Sprint Series  
TEAM CHAMPIONS



2017 Blancpain Sprint Series  
DRIVERS' CHAMPIONS



2017 Saudi GT Championship  
TEAM CHAMPIONS



2017 Saudi GT Championship  
DRIVERS' CHAMPIONS



2017 Trophée Andros  
TEAM CHAMPIONS



2017 Trophée Andros  
DRIVERS' CHAMPIONS



2017 TCR Benelux  
TEAM CHAMPIONS



2016 FIA GT World Cup  
WINNERS



2016 TCR International  
DRIVERS' CHAMPIONS



2016 TCR International  
TEAM CHAMPIONS



2016 Blancpain Sprint Series  
DRIVERS' CHAMPIONS



2016 Blancpain Sprint Series  
TEAM CHAMPIONS



2016 TCR Benelux  
TEAMS CHAMPIONS



2016 Trophée Andros  
TEAM CHAMPIONS



2015 Sepang 12h  
WINNERS



2015 Blancpain GT Series  
DRIVERS' CHAMPIONS



2015 Blancpain GT Series  
TEAM CHAMPIONS



2015 Blancpain Endurance Series  
DRIVERS' CHAMPIONS



2015 Blancpain Endurance Series  
TEAM CHAMPIONS



2015 Pirelli GT Challenge  
WINNERS



2015 Nurburgring 24h  
WINNERS

# Contacts

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