



SUPPORTED BY





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TEAM OVERVIEW

Learn more about the multichampionship winning K-PAX Racing operation, and its continued journey to greatness. 02

PARTNER OPPORTUNITIES

Your logo on the top-step, seen across the world. Digital and track-side collaboration to celebrate the partnership, supported by professional content creators and strategists.



ABOUT THE SERIES

Learn more about the Fanatec GT World Challenge America Powered by AWS series, Intercontinental GT Challenge Powered by Pirelli and SRO Motorsports Group, including coverage and scheduling.





PERENNIAL CHAMPIONSHIP CONTENDER

K-PAX Racing is one of the most successful GT race teams in recent U.S. history. Established in 2007, K-PAX Racing owns more than 60 wins and 170 podiums in the GT World Challenge America Championship – one of the most competitive sports car racing series in North America. Since its formation, K-PAX Racing has won several championships with Porsche, Volvo, McLaren, Bentley and Lamborghini. K-PAX Racing partnered with Lamborghini Squadra Corse in 2021, fielding a multi-car Huracán GT3 EVO program that swept the series championship. The team will return with Lamborghini for 2022, poised to defend its titles stateside while returning to the historic TotalEnergies 24 Hours of Spa.



JIM HAUGHEY, TEAM OWNER



Jim Haughey, a Sunnyvale, Calif. native, worked in the automotive industry for 25 years as the former owner of Scandia Auto before shifting his focus from a fan of racing to becoming a team owner in Fall 2006.

Haughey – a dreamer and a doer – dared to be different, which has been the center pillar of the team's longstanding team legacy, and one highlighted by four championship titles.

Haughey sought to blend his past with the present in 2009. Scandia Auto Service was a full-service independent Volvo specialist repair shop, and he had a desire to bring his two automotive interests together. He partnered with Volvo North America as the team made the change to the 2.5-liter, turbocharged Volvo S60 AWDs which were title-bound the following season. K-PAX Racing also won the 2016 Driver's and Manufacturer's Championship with the McLaren 650S GT3, which were the only of its kind competing in North America.

In three years of partnership with Bentley, K-PAX Racing fostered great success – back-to-back Team Championships (2018-2019). K-PAX Racing was the only team in North America that fielded the second-generation Bentley Continental GT3, helping the manufacturer to new milestones with its blue-ribbon machine.

Haughey and his team found instant success with its shift to Lamborghini in 2021, sweeping the championship in all three categories. This included a Drivers' and Team Championship, as well as helping the manufacturer to its most recent North American title.

TALE OF THE TAPE



GLOBAL FOOTPRINT

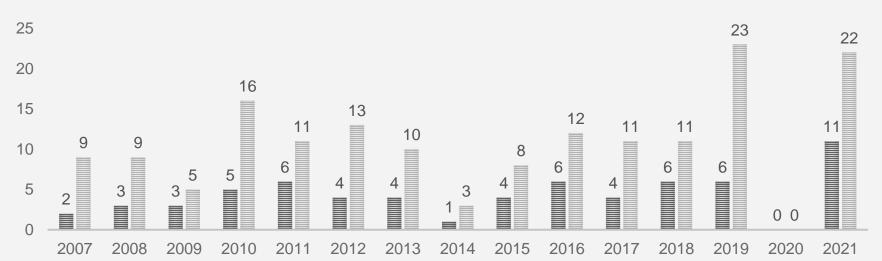
K-PAX Racing is known for its success worldwide, as well as through its connections to top-level drivers and true ambassadors of the sport. The team has competed on three continents (Asia, Europe, North America), four European countries and over half the United States.



CONSISTENT CHAMPIONSHIP CONTENDER

Driver Championships: 2007, 2008, 2010, 2016, 2021 Team Championships: 2016, 2018, 2019, 2021 Manufacturer Championships: 2008, 2010, 2016, 2021







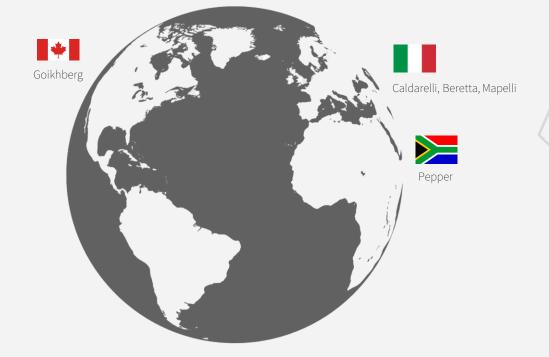




LAMBORGHINI HURACÁN GT3 EVO

K-PAX Racing fields two in the Fanatec GT World Challenge America Powered by AWS Championship, and will expand its effort with one entry of its kind in Intercontinental GT Challenge Powered by Pirelli. The Lamborghini Huracán GT3 EVO is powered by a 5.2-liter naturally aspirated V-10 engine, as well as backed by trackside Lamborghini Squadra Corse engineering / support.





WORLD CLASS DRIVERS

All-Pro Driver Line-Up: Lamborghini Factory Drivers Andrea Caldarelli, Marco Mapelli, three-year team driver Jordan Pepper, Misha Goikhberg and Lamborghini Junior GT3 Driver Michele Beretta.





BE SEEN AT THE TOP OF THE FIELD

Branding Opportunities:

Lamborghini Huracán GT3 EVO – regularly at the top of the series' field, averaging nearly five wins per season in series (2007 – 2021).

Transporter Livery – Custom designed livery to stand-out and deliver your brand.

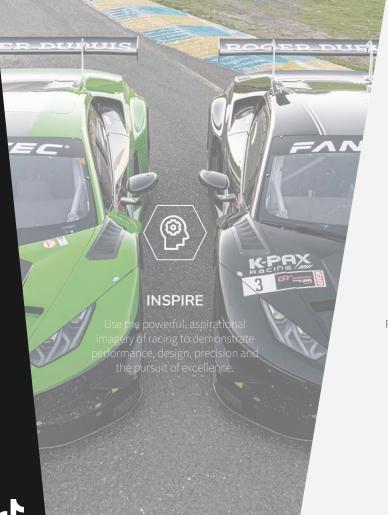
Driver's Suit and Crew Uniforms Custom designed racing suit and crew apparel to deliver your brand.

SERIES LEADING SOCIAL MEDIA / **PUBLIC RELATIONS**



CONNECT

passionate and connected racing





CREATE

Professionally managed digital / social platforms, photography and videography.















TRACKSIDE OPPORTUNITIES

K-PAX Racing offers interactive opportunities for sponsors and affiliates to immerse themselves totally into the race culture during events. The opportunities below are contingent on federal, state and series health protocols.

B2B and B2C

Hospitality Opportunities

Get up close and personal to the action. Special guest access to our paddock, hot pit and hospitality.

Product Demos

Showcase your product in our paddock. Engage with prospective consumers at each event.

Fan Experience

Priority access for fans through behind the scenes Garage Tours and technical explanations.



2022 PROMOTIONAL ITEMS

Advertisements for the 2021 Fanatec GT World Challenge America Powered by AWS Digital Fan Guide, which also includes spotlighting the team's support of a 501(c)(3) organization.

K-PAX Racing offers promotional materials in the paddock, such as hero cards. Drivers will sign items for fans for at least a 60-minute portion of each event; however, special events like "driver meet-and-greets" allow for extended fan / sponsor interaction.









PROMOTIONAL ITEMS CONT.



Official Series Fan Guide Ads



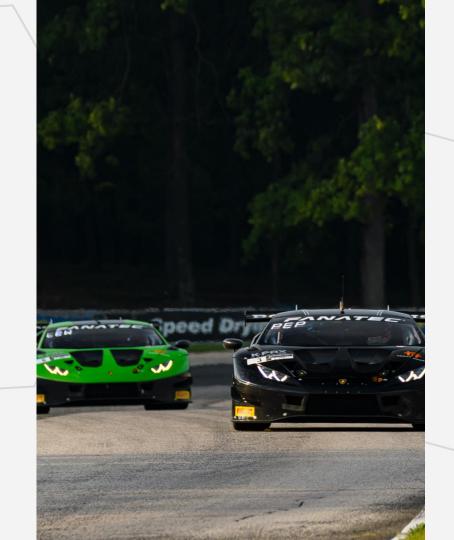


Fanatec GT World Challenge America powered by AWS is the premier North American GT series, contributing to the global GT World Challenge championship.

The 2021 season will focus on upper echelon GT3 racing as it welcomes the return of the Pro-pairing class. The threeday race weekends will feature 90-min double-header races for complete and exciting race weekends.

Broadcasted on:



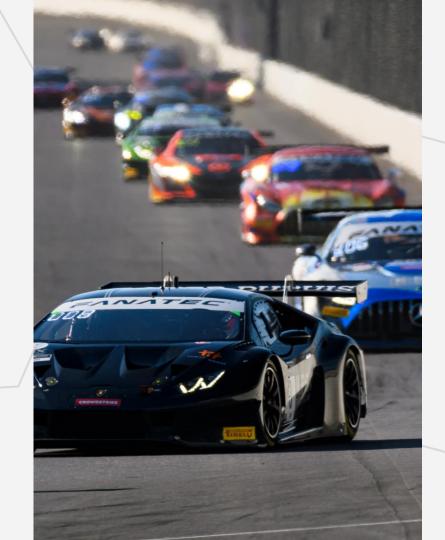






Since 2016, Intercontinental GT Challenge Powered by Pirelli - overseen by SRO Motorsports Group - has brought together some of the world's great standalone endurance events, which now also carry a collective significance.

A World Championship in all but name, Intercontinental GT Challenge titles are awarded to the best performing manufacturer and driver(s) over the course of a globe-trotting campaign featuring four races on as many continents.



2022 SCHEDULE





GT CHALLENGE

POWERED BY

IRELLI

28-31 JULY



TotalEnergies 24 Hours of Spa Belgium

