



2019

# EVENT RECAP



**SPEED RING**





**EVENT NEWS** [CLICK HERE](#)



**EVENT IMAGERY** [CLICK HERE](#)



**EVENT LIVESTREAM** [CLICK HERE](#)



**EVENT RESULTS** [CLICK HERE](#)

**EVENT INFORMATION**







**40+ SPONSORS**



**OVER 100 CARS AND DRIVERS**



**2,500+ ATTENDEES**



**\$27,000 CASH AWARDED**

**IMPACTFUL NUMBERS**







# **SPEED RING**

*BRACKETS*

THE SPEED RING FEATURES A UNIQUE BRACKET STYLE RACE, WHICH TAKES DRIVERS WITH SIMILAR LAP TIMES AND PUTS THEM HEAD-TO-HEAD IN A SEEDED SHOOTOUT TO DETERMINE THE FASTEST OVERALL DRIVER. IT BRINGS BOTH RELIABILITY AND DRIVER CONSISTENCY INTO TIME ATTACK AND A WHOLE NEW COMPETITOR AND SPECTATOR EXPERIENCE.

THE MOTOVICITY STREET SPRINTS IS AN ALL NEW COMPETITION DESIGNED FOR MODERN STREET AND SPORTS CARS, USING A SPECIAL DESIGNED AUTO-X COURSE. THE STREET SPRINTS PITS VEHICLES AGAINST EACH OTHER IN A HIGH SPEED STANDING START SPRINT FOR THE FASTEST TIME.



# **MOTOVICITY STREET SPRINTS**





---

FOR SPEED RING 2019 WE WANTED TO DO SOMETHING SPECIAL. SO, WE DECIDED TO CALL UP CHRIS FORSBERG, ARGUABLY ONE OF THE BEST DRIFTERS IN THE INDUSTRY TODAY. HE BROUGHT A TEAM OF DRIFTERS WITH HIM TO SPEED RING FOR DEMOS AND RIDE-ALONGS. TOGETHER, THEY MARKED UP THE TRACK WITH SPEED AND FINESSE THAT WE WERE ALL AMAZED TO WITNESS!

---

DRIFTING EXHIBITIONS





THE BROADCAST OF SPEED RING THIS YEAR ADDED YET ANOTHER POINT OF ENGAGEMENT FOR WHAT IS BECOMING ONE OF THE PREMIER TIME ATTACK EVENTS IN NORTH AMERICA. THIS YEAR WE WERE ABLE TO STEP UP QUALITY, CONTEXT AND PRESENTATION, CREATING ONE OF THE **BEST** LIVE PRESENTATIONS OF THE SPORT, **EVER**.



SPEED RING LIVESTREAM



TOTAL LIVE VIEWS  
33,215



BROADCAST HOURS  
10.933





**MOTOVICITY**  
DISTRIBUTION

**MOTORTREND**  
GROUP

**SUPER**  
**STREET**

MOTOVICITY COLLABORATED WITH MOTORTREND AND SUPER STREET TO BUILD A MITSUBISHI EVO WITH PARTNER SUPPLIERS. THE RACECAR WAS BUILT FOR MOTOVICITY'S NEVER LIFT AND SPEED RING. THE VEHICLE HAS BEEN FEATURED IN SUPER STREET'S DIGITAL AND PRINT MEDIA AS WELL AS A VIDEO SERIES HIGHLIGHTING THE BRANDS AND THE EXPERIENCE.



SS MAGAZINE FACEBOOK: [CLICK HERE](#) SS MAGAZINE INSTAGRAM: [CLICK HERE](#)

EVO BUILD WITH MOTORTREND  
AND SUPER STREET







MOTOVICITY COLLABORATED WITH S3 MAGAZINE TO BUILD A HONDA CIVIC TYPE-R WITH PARTNER SUPPLIERS. THE CAR WAS CHRONICLED ON ITS JOURNEY TO MOTOVICITY'S NEVER LIFT AND SPEED RING. SPEED RING WAS THE VEHICLE'S LAST STOP. VEHICLE AND CAST ARE FEATURED IN A MULTIPLE PART VIDEO SERIES PRODUCED BY S3. CHECK OUT THE PARTNER'S AND HOW THE GUYS AT S3 PERFORMED.



S3 MAGAZINE INSTAGRAM: [CLICK HERE](#) S3 MAGAZINE YOUTUBE: [CLICK HERE](#)

CIVIC TYPE-R BUILD WITH  
S3 MAGAZINE





# THE FUTURE OF OUR INDUSTRY IS HERE.

SPEED RING AND MOTOVICITY ENTHUSIASTS ARE  
MORE THAN **80%** MILLENNIAL AND GEN-Z.



DEMOGRAPHICS & SOCIAL



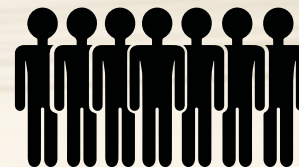
EVENT REACH  
**354K+**

[@thespeedring](https://www.facebook.com/thespeedring)



EVENT REACH  
**102K+**

[@thespeedring](https://www.instagram.com/thespeedring)



**2+ MILLION**

SPEED RING 2019's  
IMPRESSIONS TO DATE!





**FOUR WEEK SALE**  
ON EVENT SPONSORS FULL INVENTORY



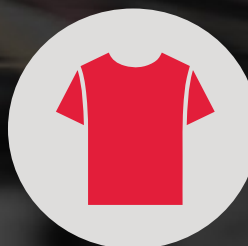
**WEEKLY EMAIL BLASTS**  
OF SPONSOR SALES INFO TO CUSTOMERS



**EVENT FEATURED**  
ON MOTOVICITY'S B2B SITE



**SPONSOR BRANDING**  
FEATURED ON SPEED RING EVENT WEBSITE



**HUNDREDS**  
OF BRANDED T-SHIRTS SOLD



**INDUSTRY FOCUSED**  
PROMO TICKETS AND INVITES



**TARGETED**  
DIGITAL PROMOTION



**SPONSOR BRANDING**  
VISIBLE ON EVENT LIVESTREAM BROADCAST



SALES, MARKETING & MEDIA

**MOTORTREND**  
GROUP

**GRIDLIFE**



**S3MAG**  
TUNER PRINT MAGAZINE // SPEED • STYLE • SOUND

**SUPER**  
**STREET**





**1ST PLACE TRACK MODIFIED**  
ERIC FLEMING - 1:09.072



**1ST PLACE STREET MODIFIED**  
SHAWN KREBSBACH - 1:09.838



**1ST PLACE STREET**  
JOSHUA & THOMAS HALKA - 1:13.486

# ULTIMATE BADASS & 1ST PLACE UNLIMITED

RICHARD BOAKE - 1:03.769



FOR MORE DETAILED RESULTS [CLICK HERE](#)







# MOTOVICITY LAUNCHES CLUB MOTO

ON SEPTEMBER 21, 2019 MOTOVICITY HOSTED AN INDUSTRY PARTY AS THE INAUGURAL EVENT FOR OUR THREE LEVEL GARAGE SUITE FACING THE BACKSTRETCH OF M1 CONCOURSE.

CLUB MOTO IS HERE!





# ARP

automotive *Racing* products



THANK YOU SPONSORS!



# CONTACTS

Jason Shatrowskas

[Jason.Shatrowskas@Motovicity.com](mailto:Jason.Shatrowskas@Motovicity.com)

570-332-0118

Wayne Howard

[Wayne.Howard@Motovicity.com](mailto:Wayne.Howard@Motovicity.com)

614-205-7898

Brian Patrias

[Brian.Patrias@Motovicity.com](mailto:Brian.Patrias@Motovicity.com)

734-245-5380



CONTACT YOUR CATEGORY MANAGER TO FIND OUT HOW YOU CAN  
GET INVOLVED WITH SPEED RING 2020!

