



RALLY NORDIC X[®]

PRESENTED BY COOPER TIRES
MARKETING BROCHURE

 **COOPERTIRES**



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THE SERIES

WHY RALLYX NORDIC?

- HIGH-QUALITY DRIVER AND TEAM LINE-UPS
- LIVE PRIMETIME TELEVISION COVERAGE IN SCANDINAVIA AND FACEBOOK LIVESTREAMS
- ATTRACTIVE COMMERCIAL PROPOSITION WITH EIGHT ROUNDS IN FOUR COUNTRIES
- EMPHASIS ON CONTROLLING COSTS, EQUAL EXPOSURE AND FAIR COMPETITION
- PROVEN TRACK RECORD OF PRODUCING FUTURE INTERNATIONAL RALLYCROSS STARS

RallyX Nordic presented by Cooper Tires is established as one of the world's foremost international rallycross series, with a proven track record of attracting leading racers from across the region and continental Europe, many of whom have since gone on to compete at the highest levels of international competition.

In 2020, RallyX Nordic comprises Supercar, Supercar Lites, CrossCar/ Crosskart and the all-new CrossCar Junior class and will visit four nations with well-established rounds in Sweden, Norway, Denmark and Finland.

It is the long-term objective to broaden the scope and visibility of RallyX Nordic to both reaffirm its status as a reputable step on the career path towards international rallycross competition and position it as a good value and commercially attractive proposition for teams.





THE CALENDAR

The 2020 calendar comprises eight rounds across four nations. This season RallyX Nordic features double-header events at Höljes, Nysum and Finnskogbanen.



HOLJES, SWEDEN
ROUNDS 1 & 2



NYSUM, DENMARK
ROUNDS 3 & 4



FINNSKOGBANEN
NORWAY
ROUNDS 5 & 6



TBC, FINLAND
ROUND 7



TIERP, SWEDEN
ROUND 8

Each of the 2020 RallyX Nordic events will additionally welcome guest entries from the host country's national series' across all classes.

The Norwegian Supercar Championship will take in Höljes and Finnskogbanen, the Swedish Supercar Lites Championship will visit both Höljes and Tierp while active efforts are ongoing to attract a large grid of the very best Swedish Supercar stars for a 'Super Saturday' at the Tierp season finale.

THE CLASSES

CARS	CHASSIS	POWER
SUPERCAR	4WD	600HP
SUPERCAR LITES	4WD	310HP
CROSSCAR/CROSSKART	RWD	130-145HP
CROSSCAR JUNIOR (AGE 12-16)	RWD	80HP





START RALLY NORDIC X

MARI VÄNLIGA OCH
SÄKRA
MARI

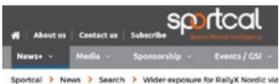
SWECON SWECON

EXTE
FÖRCH
TOVEKS BIL
Delphi Technologies
ad
BLÅKLÄDE
Makita
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Tikka verk AB
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RALLY NORDIC X
CIVIC
COOPER
SWECON

COVERAGE

TV & MEDIA



Wider exposure for RallyX Nordic via Facebook



RallyX Nordic, the European rallycross series, is to receive full live coverage on Facebook for the first time in 2019.



News

Wide-open RallyX Nordic title fight continues into Kouvola



Local man Kallioleksi hunts Eriksson and Larsson on



LARSSON SECURES RALLYX NORDIC TITLE

Monday 23rd of September 2019
Sweater's Robin Larsson - the 2019 FIA European Rallycross Champion - wrapped up a second title of the year in the final round of RallyX Nordic last weekend at Tierp in Sweden with the JC Racing team.



Rallycross Festival Kouvola jyrähti käyntiin - tiedossa todellinen rallicrossin superviiikonloppu - Porvoonseudun Urheiluautoilijoiden (PoSUA) Riku Tahko hakee toista voittoa SuperCar-luokassa

It's feels great to take the championship in both the European



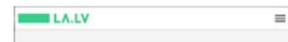
RALLYX NORDIC COMMITS TO FUTURE WITH NEW CROSSCAR CLASS AND REFRESHED POINTS STRUCTURE



RallyX Nordic presented by Cooper Tires has affirmed its commitment to presenting rallycross talent across all disciplines this season with the introduction of the new RallyX Nordic CrossCar category, plus the formation of two inclusive new championships.



RallyX Nordic competition is a real treat for rallycross fans from around the world. 10 regular competitors in the SuperCars class, 22 drivers who have started throughout the season. There is also competition in the SuperCars Lite, Crosscar and RX Academy classes.



Trīs pret četrdesmit - nedēļas nogalē Biķernieku trasē "RallyX Nordic" rallijkrosa posms



Oliver Eriksson bleibt an der Spitze der skandinavischen Rallycross-Meisterschaft Rally X Nordic - Der RX2-Champion des Vorjahres bleibt auch im dänischen Nysum in der Erfolgspur - Sieg im Honda Civic von Olsbergs MSE vor Robin Larsson im Audi von JC Racecenter



Ziemeļvalstu rallijkrosa čempionāta RallyX Nordic organizatori nolēmuši paplašināt savu redzesloku, kalendārā iekļaujot arī Latviju.



Ziemeļvalstu rallijkrosa čempionāta "RallyX Nordic" sezona turpinās ar piekto posmu Finnskogbanen trasē Norvēģijā. Šodien tiešraides vēro kanālā TV6 un portālā Skaties.lv.



2019 Livestream Viewing Figures

Date	Event	Audience
18th May	Höljes, Sweden	15,000
19th May	Höljes, Sweden	22,000
2nd June	Nysum, Denmark	19,000
21st July	Biķernieki, Latvia	22,000
28th July	Finnskogbanen, Norway	19,000
25th August	Kouvola, Finland	22,000
22nd September	Tierp, Sweden	26,000

Norway - Viasat

Live coverage of the RallyX Nordic semi-finals and finals.

Global Live Stream

For the first time, every round of the 2019 RallyX Nordic presented by Cooper Tires campaign was broadcast LIVE on the series' Facebook page.

Denmark - Viasat

Highlights package shown nationwide on Viasat channels, TV3 SPORT, TV3 MAX, Viaplay and five local TV 2 regional channels

Latvia - TV6

Every round benefitted from live television coverage throughout the Baltic countries on TV6.



SOCIAL MEDIA

Beyond traditional PR, RallyX Nordic utilises its social media streams as a primary source of news and information for teams, drivers and fans.

By focusing on these key channels – notably Facebook and Instagram – and using them as an extension of the official website to engage directly with fans and businesses, it provides broad, frequently updated and varied exposure for drivers, teams and sponsors around the world.

Regular posts on Facebook, Twitter and Instagram – such as news, images, videos and fun features – on and between race weekends have already resulted in significant increases in the number of followers across the board over the last 12 months.



**FACEBOOK
PAGE LIKES**
JAN 2019 - 13,242
DEC 2019 - 16,684
INCREASE - 12%

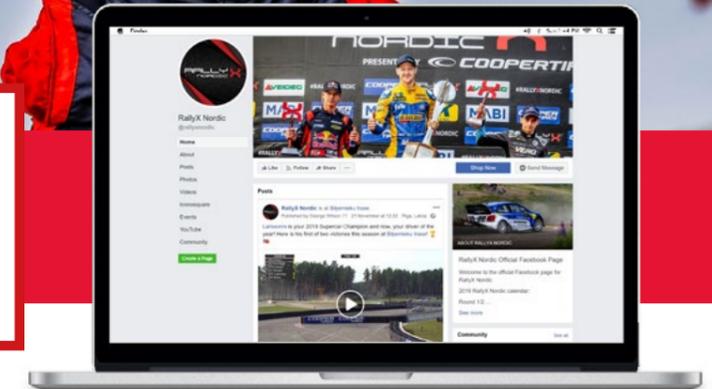


6.5M
PEAK
MONTHLY
REACH
FIGURE

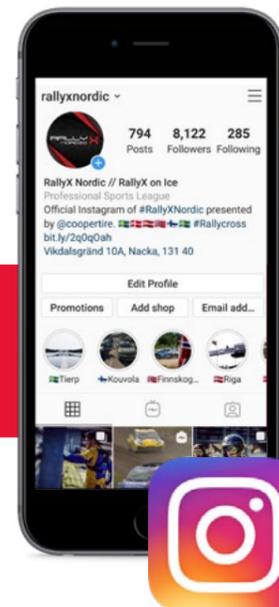
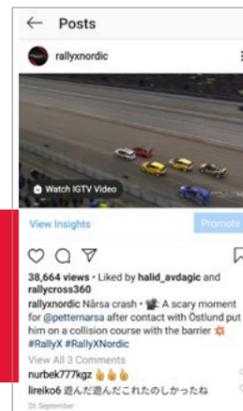
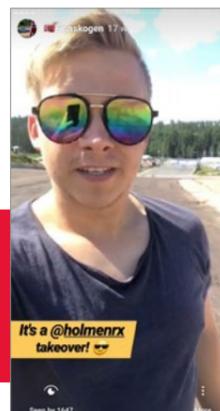
8.1M
PEAK
IMPRESSIONS

26,437
AVERAGE TOTAL
REACH (PER POST)

34,541
HOURS OF
VIDEOS VIEWED



In 2018, RallyX Nordic launched RallyX TV, enabling free-to-view video coverage of each race day in one easy-to-access location on the website. We have also developed the RallyX Nordic App, where the latest news, results and live timing make it the perfect race day information tool.



**INSTAGRAM
FOLLOWERS**
JAN 2019 - 5,490
DEC 2019 - 8,122
INCREASE - 48%

**INSTAGRAM
STORIES**
AVERAGE:
2,000 VIEWS

**INSTAGRAM POST
IMPRESSIONS**
2018 - 898,648
2019 - 1.7M
INCREASE - 93.66%

HALL OF FAME



Johan Kristoffersson

Johan Kristoffersson used RallyX Nordic as the springboard into his record-breaking rallycross career. Switching from touring cars to rallycross in 2014, Kristoffersson developed his new-found skills in RallyX Nordic with a run to third place overall in his debut season. He has since gone on to win 20 World RX events and two world titles.



Oliver Solberg

Son of World Rally Champion and two-time World RX Champion Petter, Oliver Solberg made a huge impression on his RallyX Nordic debut in 2017, finishing runner-up aged just 15. Returning for a championship push in 2018, Solberg scored three wins from six events to secure a title win that grabbed headlines around the world.



Kevin Eriksson

Kevin Eriksson finished as runner-up in the RallyX Nordic Lites class in 2014 – the same year he scored the first of two Lites titles – before progressing to Supercars and claiming the Nordic title in 2015 and 2016. Following a stint in World RX that yielded a famous victory in Germany, Eriksson returned to RallyX Nordic for two guest rounds in 2019 and won on both occasions.



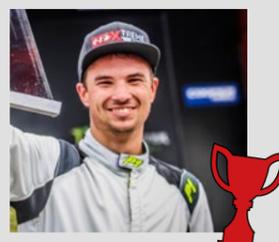
Kevin Hansen

Kevin Hansen clinched the RallyX Nordic Supercar Lites title in 2014 aged just 16 before going on to win the international RX Lites series in 2015. The youngest driver ever to enter a World RX event, the Swede has made 40 starts at the pinnacle of the sport, claiming four podiums and one win in 2019 on the way to third in the championship standings.



Thomas Bryntesson

Thomas Bryntesson scored back-to-back RallyX Nordic titles in 2016 and 2017, first in Supercar Lites and then in Supercars, success he has repeated in RX Lites and the FIA European Rallycross Championship, where he was runner-up in the same year with JC Raceteknik. He finished 3rd in Euro RX in 2019 with two podiums and a win.



Sebastian Eriksson

Sebastian Eriksson won the 2014 RallyX Nordic Supercar title before embarking on a successful international career which has included starts in World RX and the runner-up spot in the 2015 Global RallyCross series. Eriksson entered Höljes' 'Magic Weekend' in 2019 as a wildcard and won his first World RX round in spectacular style.

TESTIMONIALS



"The top level in Nordic is very high. It was the perfect way for me to target World RX cost-effectively whilst getting a true impression of what to expect from competitive rivals. It gave me a chance to learn all the fundamental rallycross skills, such as learning tracks quickly, adapting to constantly changing track conditions and how to develop race craft in short intense heats.

"I find the best drivers in RallyX Nordic can compete at a very good level in World RX, so it is a great test of ability for a youngster coming through the ranks. Moreover, it attracts impressive media and is also a very good event to bring you partners to the track so it is great value too."

Johan Kristoffersson, 2014 RallyX Nordic driver & 2x World RX Champion



"Without a doubt, RallyX Nordic prepared me well for my career going forward and has for sure made me a much better driver.

"It is the perfect first step into top-level motorsport and top-level machinery. Doing the full season in 2018 fine-tuned my driving style and gave me the chance to adapt to more powerful cars, while the tight competition also enabled me to improve mentally too.

"I have been particularly impressed with how competitive RallyX Nordic is. Last year myself, Thomas Bryntesson and Oliver Eriksson were fighting it out for the title and there was so little to separate us at times.

"The media coverage I received during my title winning year was so valuable for me, both in terms of my profile but also for my partners. The TV coverage and general reputation of the championship was a big attraction for my sponsors, so being able to deliver them a title was the icing on the cake.

"RallyX Nordic is a great example of a championship where you can hone your skills in a high quality environment at some of the most iconic rallycross tracks in the world, whilst receiving excellent coverage and exposure."

Oliver Solberg, 2018 RallyX Nordic presented by Cooper Tires Champion



"The level in RallyX Nordic is extremely high – many RX2 drivers were competing in the championship at the same time as me – and the tracks are technical and really enjoyable to drive. On top of that, the series' profile is growing year-on-year, with high-quality livestreaming and well-known commentators at every event. In conclusion, it is the perfect first international step on the ladder to the World Championship stage."

Guillaume De Ridder, 2018 Supercar Lites Champion



"RallyX Nordic is a very strong championship for teams and drivers and it offers good media value for competitors, which is why JC Raceteknik is very happy to compete in the series. In Supercar Lites especially, the level is as strong as it is in RX2, while Supercars is at a very high level compared with the much more expensive Euro RX.

"The exposure and commercial benefits the series presents has been very good with the dedicated live TV and our social media coverage is better than it has ever been. I truly think it is amongst the best rallycross series' in the world."

Joel Christoffersson, Team Manager JC Raceteknik

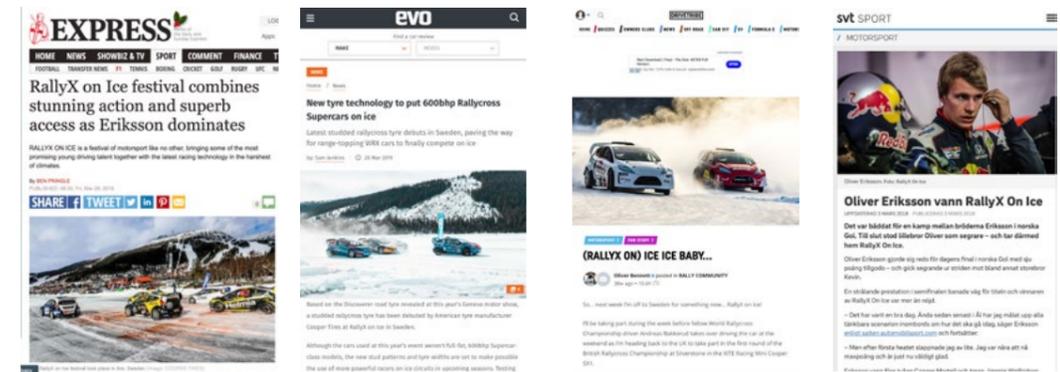
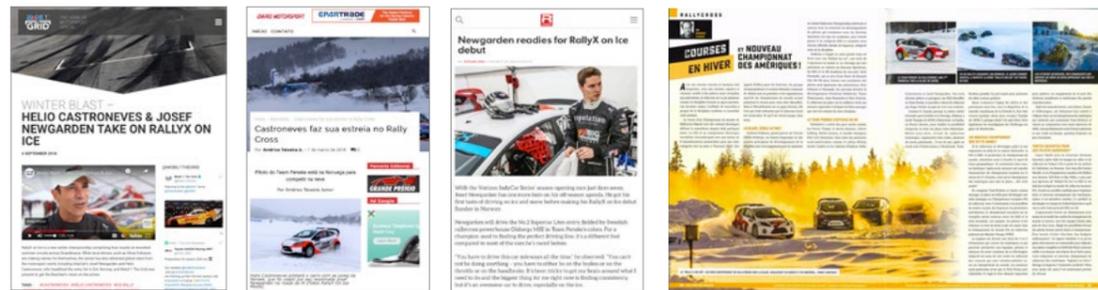
RALLYX ON ICE

A popular and well-established fixture on the winter schedule, RallyX on Ice presented by Cooper Tires has regularly attracted bumper entries from some of the biggest motorsport names on the planet – including two-time IndyCar Series Champion Josef Newgarden, multiple Indianapolis 500 winner Hélio Castroneves, 2019 FIA World Rallycross Champion Timmy Hansen and perennial rallycross favourite and 2019 World Championship runner-up Andreas Bakkerud.

In 2020, RallyX on Ice forms part of Sweden’s ‘Winter Olympics’, racing into an exciting new venue for a high-speed, high-stakes, winner-takes-all single-day showdown on 28 March in Luleå, where some of the sport’s finest talents will go wheel-to-wheel and doorhandle-to-doorhandle on a purpose-built track on the frozen Lule River.

The event will comprise three competitions – the bill-topping Supercar Lites for identical 310bhp, four wheel-drive rallycross cars; the spectacular 400bhp+ two wheel-drive Supernational class; and the always well-supported CrossCar/Crosskart category.

In keeping with rallycross’ reputation as a sport tailor-made for television, RallyX on Ice has always enjoyed widespread live coverage – from leading motorsport website Motorsport.com to Sweden’s national public broadcaster SVT, with Trans World Sport and Channel 4’s Mobil 1 The Grid in the UK running extended video features. Maintaining that momentum, the 2020 edition will be broadcast partially live on SVT and livestreamed via SVT Play.



SERIES PARTNERS

PRESENTING PARTNER: COOPER TIRE EUROPE

Cooper is one of the most recognisable and reputable brands in the automotive industry, and in addition to its title partnership with RallyX Nordic, the company also supplies tyres to all competitors, with its first-class products enabling drivers to push to the limit in all conditions.



SERIES PROMOTER: RX PROMOTION

Swedish company RX Promotion organises and acts as promoter for a number of national and international rallycross series and events, including RallyX Nordic, RallyX on Ice and RX2 – with the emphasis on fair competition and a family atmosphere.

As a strong believer in the future potential of rallycross, RX Promotion is firmly committed to playing a key role in driving the growth of the sport.

RX Promotion

MAIN PARTNER: MABI TRUCK RENTAL

Mabi Truck Rental is a nationwide service collaborating with Mercedes-Benz. Mabi Truck Rental offers a complete truck solution with one of Sweden's most modern and flexible fleets.



SPONSOR: THORÉNS IN KIL

An established company that has manufactured and delivered tools of the TIK brand to the Swedish market for over a decade, supplying first-class products directly to over 4,500 customers per year.



SPONSOR: VEIDEC

VEIDEC AB is a leading manufacturer of chemical engineering products for service, repair and maintenance. Veidec is currently represented in 11 countries.



PARTNER: SVENSK BILSPORT

The Swedish Motor Sports Association promotes and organises motorsport in Sweden, focussing on community, participation and the environment.



RALLY
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