



SQUADRA CORSE



2025 MARKETING OVERVIEW

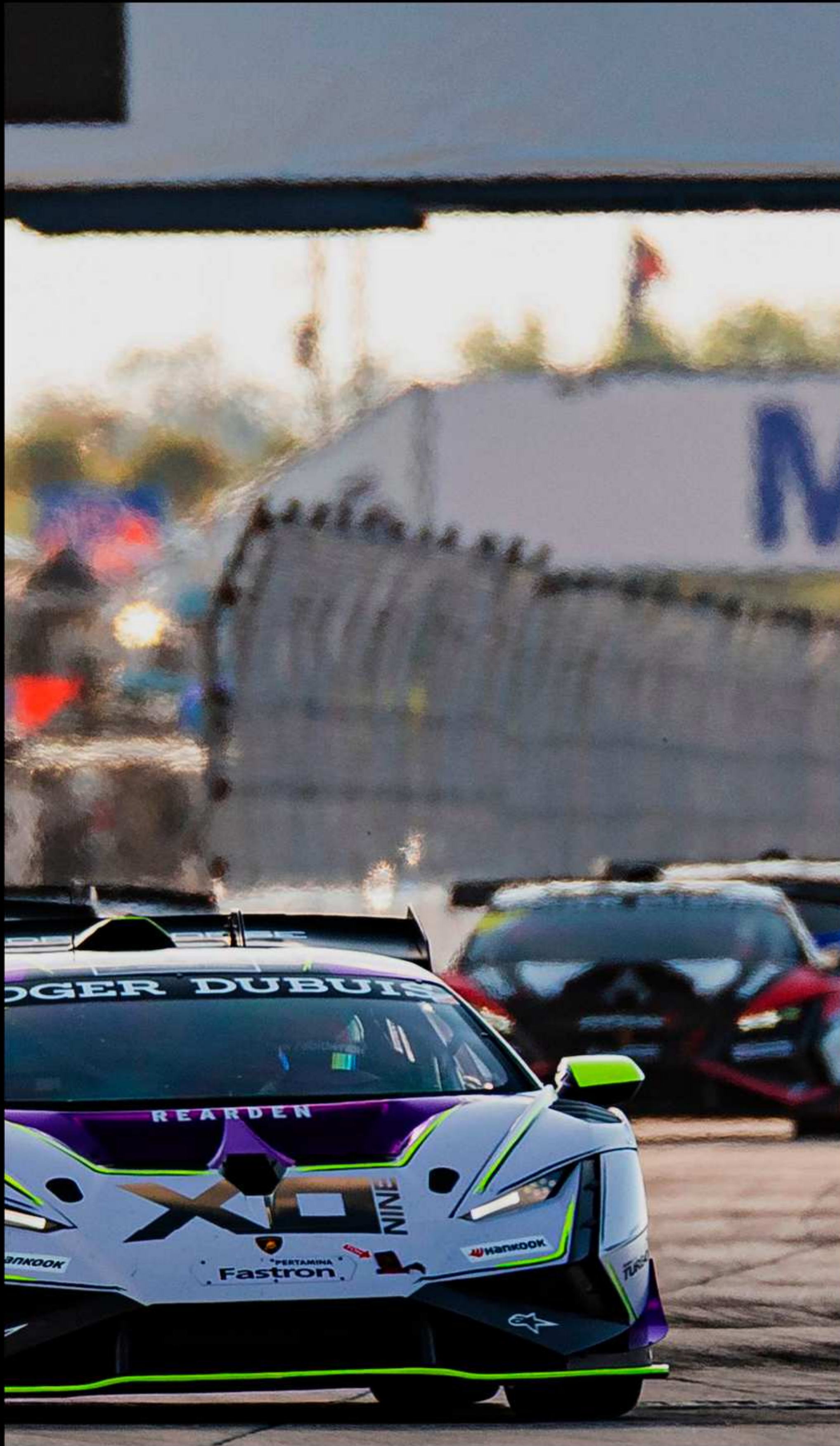




SQUADRA CORSE



SUPER TROFEO SERIES



THE LAMBORGHINI SUPER TROFEO NORTH AMERICA IS A HIGH-PERFORMANCE RACING SERIES. RACE WEEKENDS ARE HOSTED IN PRESTIGIOUS CIRCUITS IN MOTORSPORT HISTORY SUCH AS ROAD AMERICA, LAGUNA SECA, AND SEBRING.

SINCE ITS INCEPTION IN 2009, THE SERIES HAS AMASSED INTERNATIONAL RECOGNITION FROM BOTH PROFESSIONAL DRIVERS AND ENTHUSIASTS ALIKE.



XO RACING



WHAT IS IMSA?



IMSA, THE INTERNATIONAL MOTOR SPORTS ASSOCIATION, IS THE PREMIER MOTORSPORT PLATFORM IN NORTH AMERICA AND IS OWNED BY NASCAR.

THE LAMBORGHINI SUPER TROFEO WORLDWIDE SERIES IS SANCTIONED BY IMSA. EACH SEASON IS COMPRISED OF 5 NORTH AMERICA RACES AND A FINAL INTERNATIONAL RACE.

IMSA IS ALSO THE SANCTIONING BODY FOR OTHER TOP SPORTS CAR SERIES ACROSS NORTH AMERICA SUCH AS IMSA WEATHERTECH SPORTSCAR CHAMPIONSHIP AND IMSA MICHELIN PILOT CHALLENGE.



XQ
RACING



MARKETING & PR COVERAGE



2025 RACE ATTENDANCE EXPECTED TO EXCEED 1 MILLION

SOCIAL MEDIA:

INSTAGRAM

@LAMBORGHINISC

3.8 MILLION FOLLOWERS

FACEBOOK

250K FANS

SUPER TROFEO LIVE STREAMING

40,000 VIEWS ON AVERAGE PER RACE

LIVE BROADCAST CHANNELS:

PEACOCK

CNBC

USA

IMSA.TV - INCLUDES IN-CAR CAMERA

STREAMING, TIMING AND SCORING,

LIVE AUDIO, SOCIAL FEEDS, IMSA

RADIO & **744K** SOCIAL FOLLOWERS





IMSA FANS



\$109,000 AVERAGE HOUSEHOLD INCOME

57% HOLD BACHELOR'S DEGREE OR HIGHER

83% HOMEOWNERS WITH AN AVERAGE HOUSEHOLD OF 3 PERSONS

84% OWN 2 OR MORE CARS

86% MORE LIKELY TO TRY SPONSORED PRODUCT OR SERVICE

74% MORE LIKELY TO RECOMMEND A SPONSOR PRODUCT OR SERVICE





SQUADRA CORSE



XO9 HIGHLIGHTS



XO9 IS A PROFESSIONAL RACE-CAR TEAM THAT COMPETES IN MANY DIFFERENT SERIES.

TEAM IS COMPRISED OF TWO DRIVERS: TADAS KARLINSKAS AND DARIUS TRINKA

HIGHLIGHTS INCLUDE WINS, POLES AND TRACK RECORDS THROUGHOUT 2023-2025. SERIES SUCH AS INTERNATIONAL GT, PORSCHE SPRINT CHALLENGE, PCA.

TADAS AND DARIUS ARE LEADING THE CHAMPIONSHIP IN PRO/AM CLASS AFTER THE FIRST ROUND OF RACES IN SEBRING.



XO9
RACING



XO9 REACH AND METRICS

xo9racing ▾



INSTAGRAM

@XO9RACING

What's on
your playli...

XO9 Racing



42
posts

12.1K
followers

67
following



Two cousins on a mission!
IMSA Lamborghini Super Trofeo Nr. 33 PRO/AM
[@trinkalizer](#) 🇪🇸
[@tadas.karlinskas](#) 🇲🇹
[xo9racing.com](#)

Professional dashboard
122.3K views in the last 30 days.

Edit profile

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New



2025 ST



2025



2024



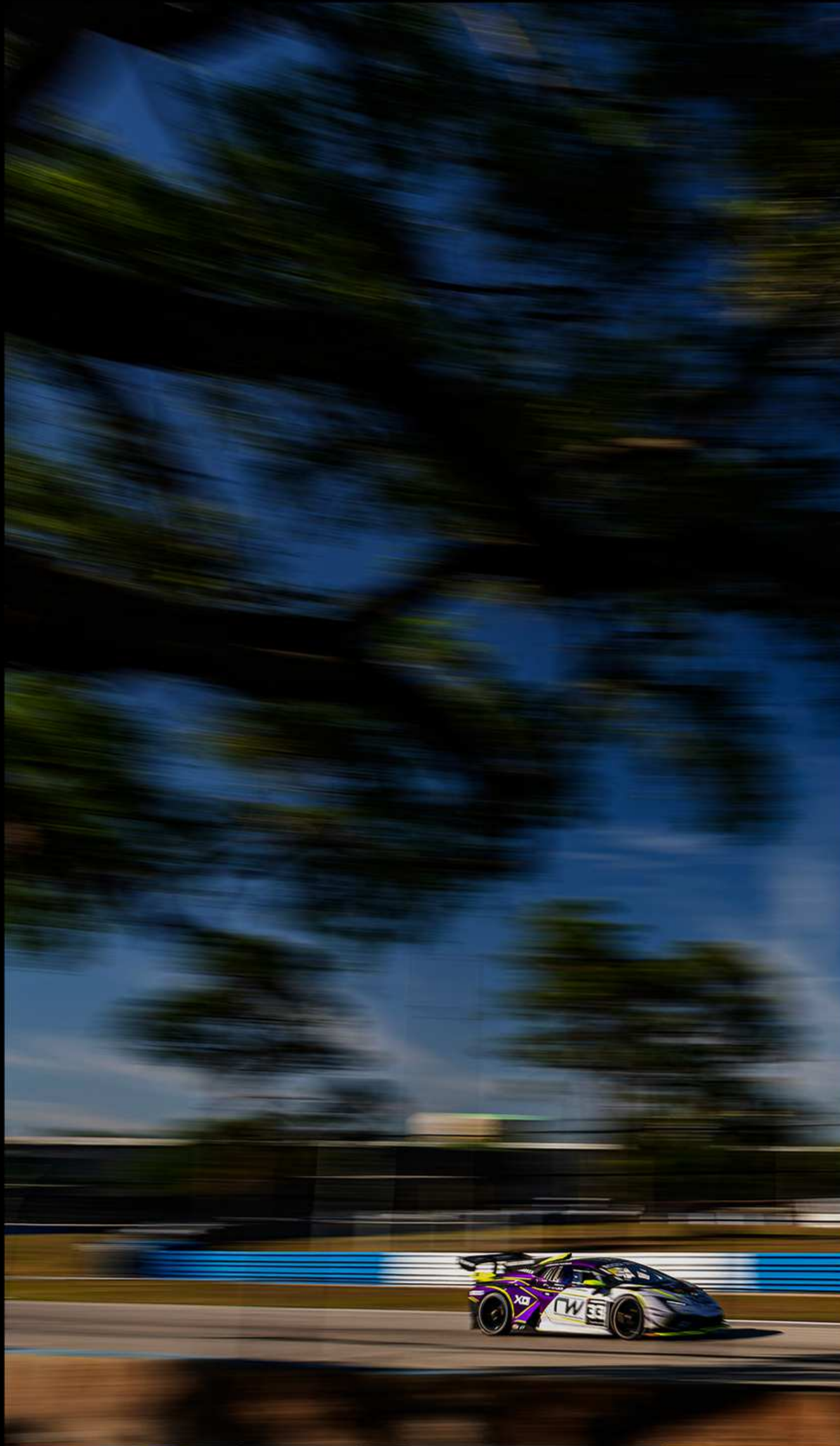
ADDITIONAL ONLINE
MEDIA
COVERAGE:
SPORTSCAR365.COM

VIEWED IN 205 DIFFER-
ENT COUNTRIES
3.4 MILLION VIEWERS
AVERAGE 750K PAGE
VIEWS/MONTH
AVERAGE 115K NEW
VIEWERS/MONTH





2025 SUPER TROFEO SCHEDULE



MARCH 12 - 14 (Rounds 1 & 2)
SEBRING INTERNATIONAL
RACEWAY
Sebring, FL

MAY 9 - 11 (Rounds 3 & 4)
WEATHERTECH RACEWAY
LAGUNA SECA
Monterey, CA

JUNE 19 - 21 (Rounds 5 & 6)
WATKINS GLEN INTERNA-
TIONAL
Watkins Glen, NY

AUG 1 - 3 (Rounds 7 & 8)
ROAD AMERICA
Elkhart Lake, WI

SEPT 18 - 20 (Rounds 9 & 10)
INDIANAPOLIS MOTOR
SPEEDWAY
Indianapolis, IN

NOV 6 - 7 (Rounds 11 & 12)
WORLD CHAMPIONSHIP
FINALE
MISANO WORLD CIRCUIT
Misano, Italy



XO
RACING



SQUADRA CORSE



PARTNER TIERS



SILVER TIER

XO9 HOSPITALITY AREA ACCESS
XO9 PADDOCK AREA ACCESS
IMSA PADDOCK ACCESS
PARTNER LOGO PLACEMENT
(RACECAR FENDERS & HOOD EDGE)
XO9 MERCHANDISE

GOLD TIER

XO9 HOSPITALITY AREA ACCESS
XO9 PADDOCK AREA ACCESS
IMSA PADDOCK AREA ACCESS
PARTNER LOGO PROMINENT PLACEMENT (RACECAR DOORS & HOOD)
TWO VIP LAMBORGHINI HOSPITALITY LOUNGE ACCESS TICKETS (ACCESS TO ALL LAMBORGHINI DRIVERS & TEAM OWNERS)





PLATINIUM TIER



SILVER AND GOLD PERKS INCLUDED

ADDITIONAL PERKS:
SHOWCASING RACECAR
WITH THE DRIVERS AT AN
EVENT OF CHOICE BY
PARTNER

TRACK DAY AT AUTOBAHN
COUNTRY CLUB LOCATED IN
JOLIET, IL

FEEL THE THRILL BEING A
PASSENGER IN THE
RACECAR AT THE TRACK
WITH ONE OF THE PROFES-
SIONAL TEAM DRIVERS
(LIMITED TO 10 PEOPLE)

FOOD AND DRINK CATERING
INCLUDING A FULL TOUR AT
AUTOBAHN COUNTRY CLUB

DRIVE AROUND THE TRACK
IN FLEET OF CARS THAT
AUTOBAHN PROVIDES





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CONTACT INFORMATION



XO9 RACING

www.xo9racing.com

email: xo9racing@gmail.com

phone: 630-400-1841
617-678-5333



XO NINE
RACING