



منظمة الإمارات للسيارات والدراجات النارية
EMIRATES MOTORSPORTS ORGANIZATION

NGK SPARK PLUGS UAE PROCAR CHAMPIONSHIP

**A SPECTACULAR MIX OF HIGH-PERFORMANCE GT CARS,
HIGH-AERODYNAMIC PROTOTYPES AND HIGHLY COMPETITIVE TOURING CARS**

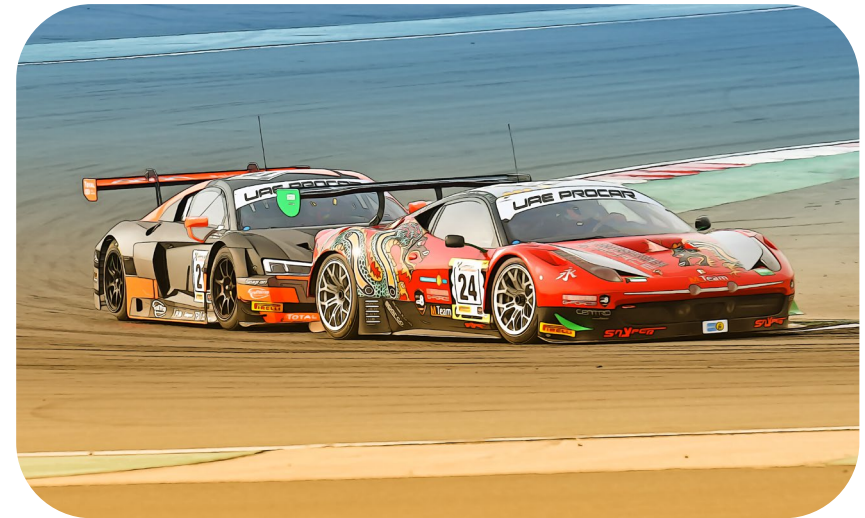
GT3 • GT4 • PROTOTYPE • TOURING CAR



GENERAL INFORMATION 2021-2022

ABOUT THE CHAMPIONSHIP

- The UAE Procar Championship is one of the **longest running** championships in the region with 12 – 15 cars on the grid on average.
- Diverse mix of drivers from **different nationalities** and **business backgrounds** (all high decision makers in their company).
- The championship visits both of the **UAE Motorsport venues** during the season with at least one race at Yas Marina Circuit.
- Championship is known as **stepping stone** in regional motorsport, giving young karting drivers first introduction to circuit racing and preparing them for future motorsport challenges.
- Achievable Entry Fees make the championship an **attractive platform** for anyone wanting to start racing.
- Further high-profile **national and international** championships are part of a race weekend including the Porsche Sprint Challenge Middle East, FIA F4UAE Championship and Lamborghini Super Trofeo Middle East (among others).



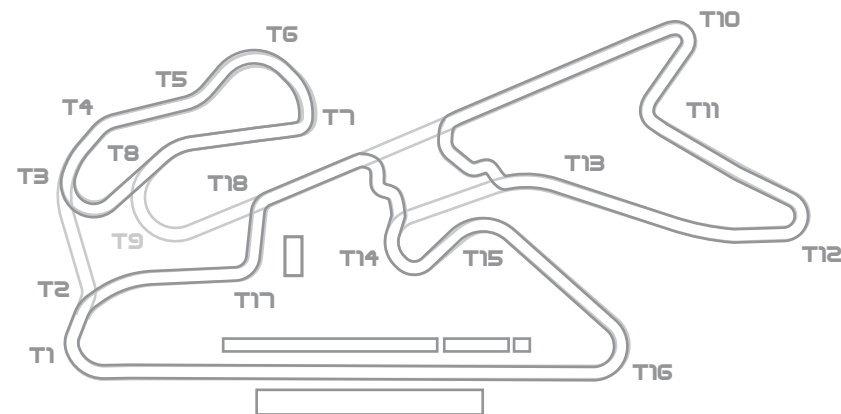
RACE FORMAT & SEASON CALENDAR

Sample Race Format:

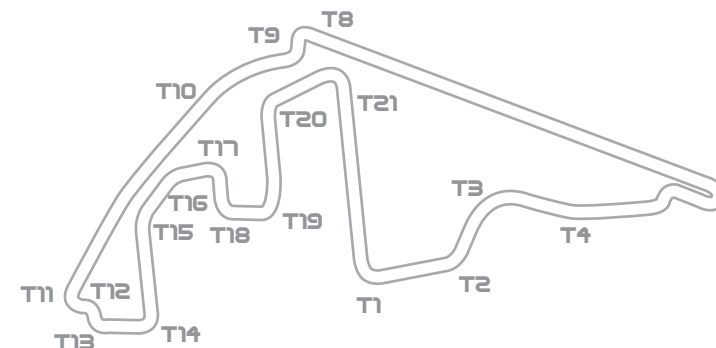
THURSDAY	FRIDAY/SATURDAY
Testing: 120-180 minutes (AM)*	Qualifying: 20 minutes
Free Practice 1: 30 minutes	Race 1: 25 minutes
Free Practice 2: 30 minutes	Race 2: 25 minutes (reverse grid)

*Not available for all rounds

دبي اوٲودروم
DUBAI AUTODROME



YAS MARINA CIRCUIT
حلبة فرستي ياس



ROUND 1 DUBAI AUTODROME 11-12 November 2021	ROUND 2 YAS MARINA CIRCUIT حلبة فرستي ياس 18-19 November 2021	ROUND 3 DUBAI AUTODROME 27-28 January 2022
ROUND 4 DUBAI AUTODROME 3-4 February 2022	ROUND 5 YAS MARINA CIRCUIT حلبة فرستي ياس 24-25 February 2022	ROUND 6 DUBAI AUTODROME 10-11 March 2022

ELIGIBLE CARS

GT CLASSES



GT4 CLASSES



PROTOTYPE CLASSES



TOURING CAR CLASSES



- Spectacular mix of high-performance GT cars, high-aerodynamic Prototypes and highly competitive Touring cars.
- Different classes for competing cars guarantee excitement throughout the whole field.
- With a minimum of four entries of the same car, organizers will consider a separate class.

GT CLASSES

ex: Ferrari 488 Challenge or Porsche GT3 Cup

GT4 CLASSES

ex: Mercedes AMG GT4, Porsche 718 Cayman or GT4 Clubsport or BMW M4 GT4

PROTOTYPE CLASSES

ex: Ligier JSP4 or Revolution A-One

TOURING CAR CLASSES

ex: Renault Clio Cup, Toyota TRD86 Cup or TCR Cars

ENTRY FEES

UAE Procar Championship 2021-2022 Season Options:

REGISTERED COMPETITOR

Season Registration	AED 2,100 (before season start)
Race Entry Including Practice	AED 2,730 per round
Race Entry Excluding Practice	AED 2,415 per round

UNREGISTERED COMPETITOR

Race Entry Including Practice	AED 3,360 per round
Race Entry Excluding Practice	AED 2,940 per round

EARLY BIRD FULL SEASON FEE

2020-2021 Full Season	AED 15,540 (valid until 1 October 2021)
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- Only registered competitors are eligible to score points and receive monetary prizes (i.e. Driver of the Day Award).
- Thursday morning open pitlane testing not included in per round entry fees and to be paid separately on the day.
- Early Bird Offer includes Season Registration Fee, Entry Fees for all rounds and Entry Fees for Thursday morning test sessions at Dubai Autodrome.
- All prices including VAT.



Photo: Sagar BW

ADDITIONAL EXCLUSIVE TESTING

Dragon Racing is offering **additional exclusive testing** during their **Motorsport Wednesdays** ahead of every UAE ProCar Championship round.

Features:

- Minimum **3 hours of track time**, in sessions or as open pitlane (depending on event schedule).
- **Same circuit configuration** during Motorsport Wednesday as on the race weekend.

Please contact **Jake Carlin** for pre-bookings and more information.

E-mail: jake@dragonracing88.com

Mobile: +971 50 559 8310





DUBAI MOTOR CITY

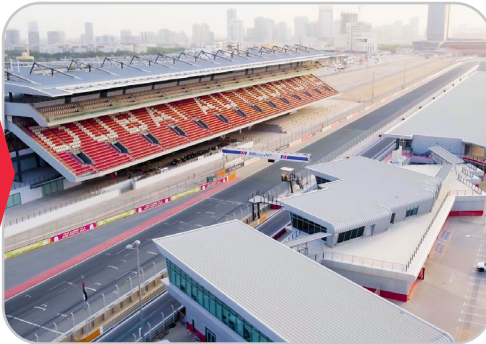
Competitor Discount Rates at Park Inn by Radisson, MotorCity
Treat yourself after the race, relax and stay the night at Park Inn by Radisson, next to Dubai Kartdrome. Use promo code VROOM and receive:

- 20% off on Standard & Superior rooms.
- Complimentary breakfast.
- 20% discount on food and beverages within the hotel.
- Late check out until 4 PM (subject to availability).



MEDIA COVERAGE

CHAMPIONSHIP VIDEOS



PARTNER PRESS RELEASES



NEW LOGISTICS PARTNER: AIRLINK INTERNATIONAL

Dubai, UAE, 16 November 2018: Airlink International, one of the leading providers of supply chain solutions in the region, has been confirmed as the Official Logistics Partner of the Dubai Autodrome, to assist with event and race logistics at the 5.39 kilometre FIA Grade One circuit.

The main track and two kart circuits at Dubai Autodrome host hundreds of events annually and logistics strategy is vital to ensure that each one is delivered to the highest standards.

Since 1975, Airlink International has been a prominent player in the region, providing international air and ocean freight solutions with comprehensive value-added logistics and supply chain services. As the world's leading logistics company in the UAE, Airlink has provided logistic solutions for substantial sponsors such as Dubai Airshow and Dubai World.

Airlink Chairman, Mr. Mutha Juma Bin Bakht Al-Falasi, said "Dubai Autodrome represents an exciting and distinguished partnership and will endeavour to sustain this relationship and offer our best logistics strategy not only to the venue but also to its clients and partners."



CHAMPIONSHIP PRESS RELEASES



2018-2019 NGK UAE TOURING CAR CHAMPIONS CROWNED

Dubai, UAE, 21 March 2019: The seventh and final round of the NGK UAE Touring Car Championship (NGK UAE TCC) wrapped up the 2018-2019 season on Friday afternoon at Dubai Autodrome, followed by an awards ceremony that evening to crown the touring car champions for 2018-2019.



The most challenging class in the NGK UAE TCC, the Renault Clio Cup powered by Renault Midsize East, consistently attracted the largest grids throughout. Confirmed fierce competition every race weekend, Scottish driver Willie Morrison of A-Sport (2018) again emerged triumphant from the swarm of Clio Cup machines, defended his title.



Champion Willie Morrison. Photo: Aaron Menzies

After clinching his third Clio Cup title, Willie Morrison said, "Any win is great but to win this season is phenomenal when you see the drivers we have now."

- Dedicated media agency producing **highlight videos** of each race event.
- Dedicated Media Centre and **photo coverage** for each race event.
- Strong focus on **competitors** and specific **sponsors**.
- Press releases distributed to a database of approximately **150** contacts in tv, print and online media.

CHAMPIONSHIP VIDEO SAMPLE

<https://www.youtube.com/watch?v=Jj0Xql5Z9OA&feature=youtu.be>

PARTNER PRESS RELEASE SAMPLE

<https://www.dubaiautodrome.com/tracktalk/new-logistics-partner-airlink-international/>

CHAMPIONSHIP PRESS RELEASE SAMPLE

<https://www.dubaiautodrome.com/tracktalk/2018-2019-ngk-uae-touring-car-champions-crowned/>

SOCIAL MEDIA COVERAGE



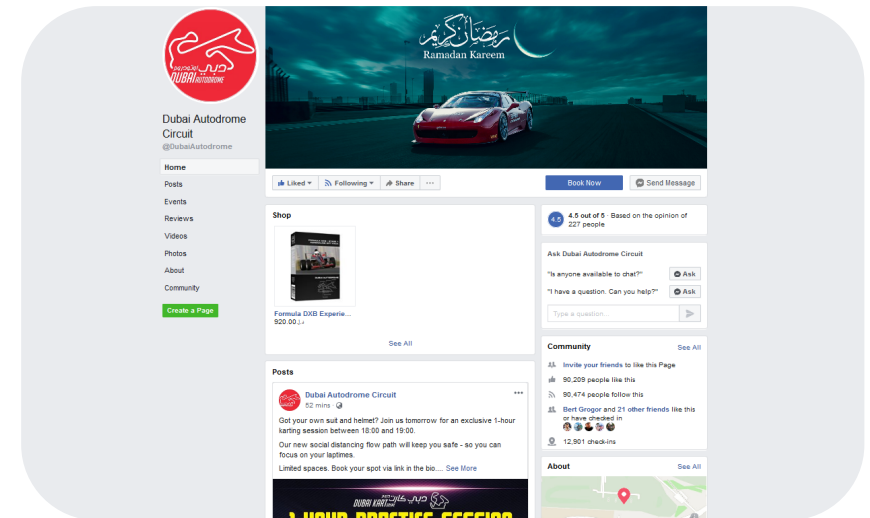
- 90,000+ Fans
- 50,000+ Post Clicks
- 195,000+ Video Views
- 12% Engagement Rate



- 20,000+ Fans
- 600,000+ Post Clicks
- 500,000+ Reach
- 15% Engagement Rate



- 4,000+ Fans
- 600+ Mentions
- 179,000+ Impressions



CONTACT DETAILS



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