



EDRS Pro Motorcycle Championship 2015

The EDRS Pro Motorcycle Championship is part of Europe's biggest Drag Racing series, EDRS, in cooperation between Speedgroup and carefully selected tracks and organizers. The Championship has also been granted status as an official Nordic Championship by the motorcycle sports federations in Sweden, Finland, Norway and Denmark.







Competition classes

The championship is open for competitors in the fastest classes in European Drag Racing:

- Pro Stock Motorcycle
- Super Twin Motorcycle
- Super Street Bike
- Top Fuel Bike



Calendar 2015

	Dates	Track	Country
	4-7 June	Tierp Arena	Sweden
	3-5 July	Alastaro Circuit	Finland
	31 jul-2 August	Gardermoen	Norway
	20-23 August	Tierp Arena	Sweden

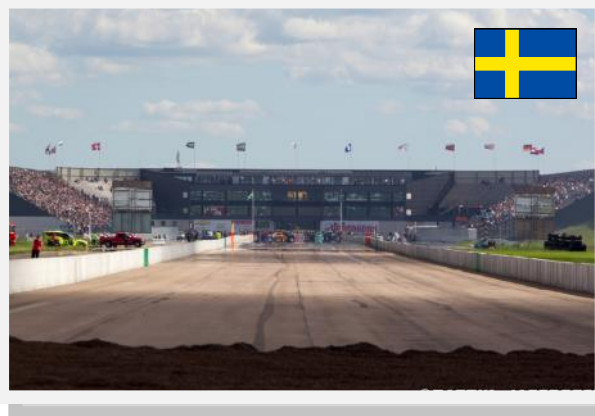




Championship tracks

Alastaro Circuit, Finland is a high class facility with a permanent drag strip less than an hours drive from the major harbor of Turku and not too far from the Helsinki region. The track is privately owned and with the updates made to the drag strip in 2014, the racing surface will likely be of high standard in 2015. The Championship event , the Nitro Nationals is well established and attract a good crowd of spectators. The event is normally live broadcasted via web-TV to please also the international audience www.alastarocircuit.fi

Race dates: July 3-5



Tierp Arena, Sweden one hours drive north of the capital Stockholm was built in 2011 and is a state of the art permanent drag racing track. The track got a new owner in 2014 and developments of the facilities to include hotel rooms and conference department are some of the developments that are on its way. At the two Championship events run at Tierp Arena both motorcycles and cars are part of the show and the events attract around 25.000 spectators on site. In addition an international audience follows the live web-TV broadcasts. www.tierparena.com

Race dates: June 4-7th and August 20-23



Gardermoen Raceway, Norway is a permanent drag racing track centrally located next to the international airport of Oslo. A new track is planned to be built in the same area for 2016. For the 2015 season, the old track will be used. The NDRG Norsk Dragracing Gardermoen operate the track. www.ndrg.no

Race dates: July 31 - August 2

DRAG RACING CHAMPIONSHIP

EDRS Pro

EUROPEAN DRAG RACING SERIES



There are many options for business partners that wish to be seen on the championship marketing arena!

To reach existing and potential customers, suitable both for companies with products or services that appeal to the thousands of people active in the sport, the spectators at the grandstands or the people following the championship online through medias.

All marketing packages can be customized to fit:

- Team partnership** - sign up with a team active in the championship and get a flexible, customized all round concept!
- Class partnership** - sign up a dedicated competition class. Combine exposure at the live arenas, online, at exhibitions and more..
- Championship partnership** - exposure on all live events, online and through all participating teams! Exposure all year round guaranteed!
- Web advertisement - banners and/or commercials!** - for a any company that wish to be visible on the championship marketing arena. Customized to suit individual requests. Run ads per year or shorter periods and with the option to change ad or commercial if needed.

Some other opportunities: - **Hospitality events for customers at the tracks**
- **Promotion of products/services and sales at the live arenas or online.**

**Championship
Drag Racing -
an attractive
marketing arena..**

The live arenas..

The championship offers top of the line excitement and entertainment at an extreme level of performance. Drag racing is easy accessible with pit areas open for spectators and interested fans can follow the teams work in between runs closely. It is an great arena sport where the full track length of a quarter mile (402.33 meters) can be monitored from the grandstands. These are a few of the reasons why drag racing is attractive to spectators. The loyalty level is high and a majority of spectators return to attend the events year after year.

With an average of 250.000 unique visitors monthly, Eurodragster is the leading news site for Drag Racing in Europe. Eurodragster.com provide live championship event coverage, team news reports and frequent updates. Championship administrator Speedgroup, the championship track operators and the national federations together also attract a large number of visitors online. Most teams active in the championship also promote their involvement in the championship both via websites and social medias. A network of editors and photographers also ensure that the EDRS Pro Nordic Motorcycle Championship is made visible for the non European audience, through the cooperation with major US online medias like Dragbike.com and Drag Racing Online. Most European countries where drag racing teams in the championship are based have national websites reporting championship news in the national language. Live broadcast web-TV from events is also common.

**Online medias -
web magazines, newsletters, social medias,
live broadcast web-TV and more..**



Let's discuss how we can assist
in making your company
visible at the Championship market place!



EDRS Pro
Championship promoter and administrator:

SPEEDGROUP

Championship contact:

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Speedgroup operate the **EDRS European Drag Racing Series**, **EDRS Pro Nordic Motorcycle Championship** and the Swedish Drag Racing championship **Dragracing SM**. Speedgroup also administer the **FIA European Drag Racing Championship** (cars). We interact with teams, track operators and event organizers, sanctioning bodies, media, corporate partners and fans. www.speedgroup.eu or www.dragracingeurope.com