

EUROPEAN 

DRAG RACING

CHAMPIONSHIP



*The fast lane to
European business!*





BEHIND THE WHEEL WITH MICHAEL

Welcome to another exciting year for European Drag Racing! The multi-national, widely televised European championship embraces competitors from fourteen countries throughout the Continent. With new world-class tracks under construction, an extensive international TV broadcasting package and series coverage on industry-leading web sites, we reach a worldwide audience of millions. In addition, Internet broadcasting is now available from all events – some will even offer live video transmission. The mix of these exciting features broadens and intensifies the series' exposure and offers outstanding marketing opportunities for our partners. This truly forges a fast lane to worldwide business!

Michael Gullqvist
CEO Speedgroup AB

THE FIA/UEM EUROPEAN DRAG RACING CHAMPIONSHIP AT A GLANCE:

- 145 teams from 14 European countries competed in the championship 2010.
- The European Drag Racing Championship is run under FIA & UEM flags.
- In excess of 175.000 spectators enjoyed the championship events action live in 2010.
- Although the championship events are performed in Europe, coverage on TV, in printed and online medias reach worldwide.
- Each combined FIA & UEM championship event results in 2 x 52 min. TV-shows that are broadcasted to countries in- and outside Europe.
- In addition to the TV-broadcast all shows are made public as free web-tv reaching hundreds of thousands viewers 2010.
- The championship includes the following categories: FIA Top Fuel Dragster, FIA Top Methanol Funny Car, FIA Top Methanol Dragster, FIA Pro Modified, FIA Pro Stock, UEM Top Fuel Bike, UEM Super Twin Bike and UEM Pro Stock Bike.

EUROPEAN CHAMPIONSHIP TRACKS:

Events included in the European Drag Racing Championship are currently run at the following tracks:

- Kunmadaras HUNGARY (april) *
- Santa Pod Raceway ENGLAND (may)
- Tierp Arena SWEDEN ** (june)
- Alastaro Raceway FINLAND (july)
- Mantorp Park SWEDEN (july)
- Gardermoen Raceway NORWAY (august) *
- Hockenheim Ring GERMANY (august)
- Santa Pod Raceway ENGLAND (september)

* UEM bike championship event.

** Under construction with the goal to host championship events during 2011. See www.speedgroup.eu for updates.



Championship track - Santa Pod, England



This folder is produced in co-operation with the Swedish Automobile Sports Federation which rules under FIA.



The Fédération Internationale de l'Automobile - FIA administers the rules and regulations for the European drag racing championship. FIA is the governing body for world motor sport. It brings together 228 national motoring and sporting organisations from 132 countries on five continents.
www.fia.com



The Union Européenne de Motocyclisme - UEM is responsible for all motorcyclesports activities outside World Championships. It groups 47 National Federations and 5 Regional Motorcycling Associations together.
www.uem-moto.eu

Michael Gullqvist, Sweden races Mikael Lindahl, Sweden in Pro Mod during European Finals @ Santa Pod Raceway, England, September 2010.
photo: Stefan Boman

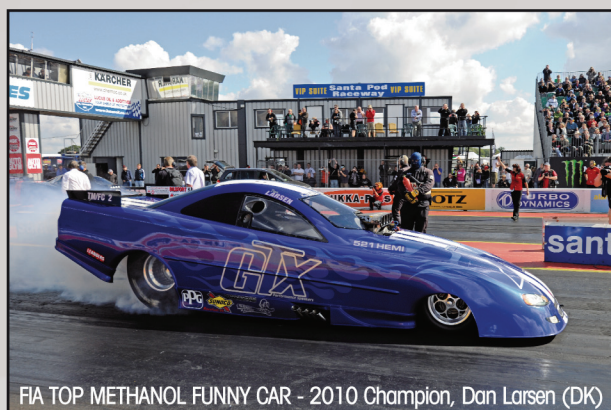
EUROPEAN DRAG RACING CHAMPIONSHIP

2010 FIA/UEM EUROPEAN CHAMPIONSHIP CLASSES:



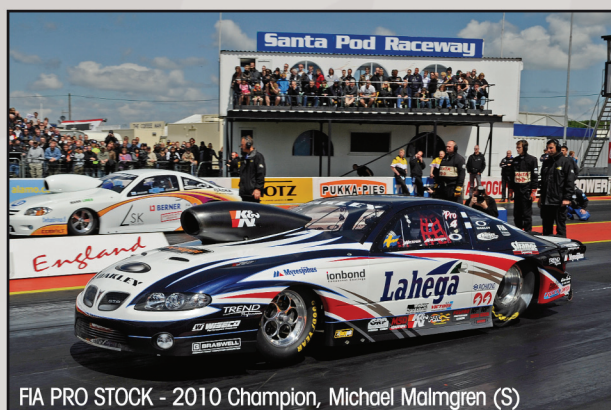
FIA TOP FUEL DRAGSTER - 2010 Champion, Urs Erbacher (CH)

7,000-plus horsepower propels the world's fastest, loudest racing cars to more than 300mph in under 5 seconds over a standing-start quarter-mile. Burning nitromethane in supercharged V8 engines, when a pair of these cars leaving the start-line seismologists have measured them at 3.2 on the Richter scale.



FIA TOP METHANOL FUNNY CAR - 2010 Champion, Dan Larsen (DK)

Top Methanol Funny Cars are supercharged methanol-burners capable of mid-5-second passes at over 250mph. Lightweight, carbon-fiber replica sedan bodies cover tubular racing chassis and supercharged, methanol-powered V8s.



FIA PRO STOCK - 2010 Champion, Michael Malmgren (S)

Built to resemble current production models (usually American), powered by naturally-aspirated 500-cubic-inch V8s running on unleaded petrol/gasoline. Noted for their intensely close racing, Pro Stocks top 200mph in under 7 seconds over the quarter-mile.



UEM SUPER TWIN BIKE - 2010 Champion, Lorenz Stäuble (CH)

Harley-Davidsons were the original inspiration for these beasts. Nowadays, both in-line and parallel twins with capacities of up to 3 litres burn huge doses of nitromethane to produce mid-6-second, 230mph performances accompanied by the sound of thunder.



UEM TOP FUEL BIKE - 2010 Champion, Petri Paljakka (FIN)

More powerful than Formula 1 cars, today's fastest Top Fuel Bikes can exceed 230mph in 6 seconds flat. Supercharged four-cylinder engines burning nitromethane produce upwards of 1,000 horsepower.



FIA TOP METHANOL DRAGSTER - 2010 Champion, Timo Habermann (D)

Resembling their big Top Fuel cousins in appearance, some TM- Dragsters burn methanol in supercharged engines; others use injected nitromethane motors. Either way, they can cover the quarter-mile in 5.3 seconds at over 270mph.



FIA PRO MODIFIED - 2010 Champion, Johan Lindberg (S)

A vivid array of car models, pure-bred racing chassis and giant V8 engines. Some run on supercharged methanol, others on unleaded petrol and nitrous oxide. All pack the punch to blast through the quarter-mile in 6 seconds flat at over 230mph.



UEM PRO STOCK BIKE - 2010 Champion, Ulf Ögge (S)

PS Bikes are built to resemble road-going production machines but pack an altogether heftier punch. Naturally-aspirated, unleaded gasoline-burning engines derived from stock components produce low-7-second elapsed times at almost 190mph.

2010 FIA/UEM EUROPEAN CHAMPIONSHIP CONTESTANTS:

Top Fuel Dragster

Urs Erbacher (CH)
Risto Poutiainen (FIN)
Anita Mäkelä (FIN)
Andy Carter (GB)
Janne Ahonen (FIN)
Stig Neergaard (DK)
Mikael Kägered (S)
Timo Lehtimäki (FIN)
Jari Halinen (FIN)
Jöran Persåker (S)
Monika Öberg (S)
Håkan Fällström (S)

Top Methanol Dragster

Timo Habermann (D)
Dennis Habermann (D)
Derek Flynn (GB)
Fred Hanssen (N)
Peter Schöfer (D)
Dave Wilson (GB)
Kristen Johansson (S)
Paul-Ingar Udtian (N)
Esko Raisvuo (FIN)
Arto Höylä (FIN)

Top Methanol Funny Car

Dan Larsen (DK)
Jürgen Nagel (D)
Arvid Grodem (N)
Danny Bellio (BEL)
Rob Turner (GB)
Jarmo Kuutniemi (FIN)
Dezsoe Krivan (CH)
Stephanie Milam (GB)
Ulf Leanders (S)
Leif Andreasson (S)

Pro Modified

Johan Lindberg (S)
Michael Gullqvist (S)
Adam Flamholz (S)
Urban Johansson (S)
Mats Eriksson (S)
Roger Johansson (S)
Bruno Bader (CH)
Mikael Lindahl (S)
Andy Robinson (GB)
Melanie Troxel (US)
Fredrik Fagerström (S)
Marco Maurischat (D)
Jan Gunnarsson (S)
Marko Lantto (FIN)
Norbert Kuno (D)
Graham Ellis (GB)
Marc Meihuizen (NL)
Tomi Pöntinen (FIN)
Terje Håkensen (N)
Robert Joosten (NL)
Niclas Andersson (S)
Henri Joosten (NL)
Wickström Patrik (S)
Jari Parén (FIN)
Håkan Nilsson (S)
Paul Brander (SF)
Lars Olsson (S)
Pierre Rydberg (S)
Jöran Persåker (S)
Marcus Hilt (CH)
Timo Äikää (FIN)
Jean Dulamon (F)
Philip Englefield (GB)
Roger Moore (GB)
Kevin Slyfield (GB)
Ray White (GB)
Wayne Nicholson (GB)
Rolf Ammann (CH)
Mattias Wulcan (S)
Jonas Hall (S)
Johan Samuelsson (S)
Erik Andersson (S)
David Olsson (S)

Pro Stock

Michael Malmgren (S)
Jan Palmqvist (S)
Michael Callin (S)
Jimmy Ålund (S)
Richard Sundblom (FIN)
Tommy Leindahl (S)
Jonas Dantanus (S)
Jonas Engdahl (S)
Harald Sturhan (D)
Bo Pettersson (S)
Sampsa Palos (FIN)
Kenneth Söderström (S)
Mats Jacobsson (S)
Conrad Stanley (GB)

Pro Stock Bike

Ulf Ögge (S)
Anders Abrahamsson (S)
Fredrik Fredlund (FIN)
Kenneth Vik (N)
Jesper Thiel (DK)
Kalle Lyrén (S)
Gert-Jan Laseur (NL)
Stavros Svrachnos (GRE)
Dave Beck (GB)
Karl-Heinz Weikum (D)
Martin Bishop (GB)
Gabriella Nikolovska (S)
Zoltan Toth (HUN)
Leonard Paget (GB)
Petridis Dimitrios (GRE)
Harri Piensalmi (FIN)
Haralambos Bousinis (GRE)
Richard Gipp (GB)
Antonios Zafiriadis (GRE)
Lazlo Papp (HUN)
Nikolaos Tzanidakis (GRE)
Martin Newbury (GB)
Timo Savolainen (FIN)
Per Olsen (DK)

Top Fuel Bike

Petri Paljakka (FIN)
Kai Selkämaa (FIN)
Peter Svensson (S)
Rene van der Berg (NL)
Steve Woollatt (GB)
Sverre Dahl (N)
Jaska Salakari (FIN)
Eric Teboul (F)
Steve Carey (GB)
Peter Ström-A (S)
Finn Asserbo (N)
Ian King (GB)

Super Twin Bike

Lorenz Stäuble (CH)
Hans Olav Olstad (N)
Job Heezen (NL)
Trond-Jostein Høiberget (N)
Ismo Mäenpää (FIN)
Roel Koedam (NL)
Jan Sturla Hegré (N)
Samu Kempainen (FIN)
Per Bengtsson (S)
Martijn De Haas (NL)
Roman Sixta (CZ)
Svein-Olav Rolfstad (N)
Jaska Salakari (FIN)
Vidar Ravnsborg (N)
Joachim Riemer (D)
Chris Hannam (GB)
Ian Turburville (GB)
Greger Johansson (S)
Erik Frank (S)
Tommy Möller (S)
Ronny Aasen (N)
Petri Mattson (FIN)

POWERFUL BUSINESS OPPORTUNITIES ON OFFER

The European Drag Racing Championship offers an attractive mix of marketing opportunities. To create new business, repeat business, brand and product awareness. Target the event spectators or fans online, active teams or the network of other corporate partners connected to the championship.

Speedgroup work with a mix of tools to achieve the best effects for our business partners! Around the live arenas, exhibitions, the TV-production and online presence.

WHAT SUITES YOUR COMPANY?

Let us tell you more about any of the following features and services;

- ADVERTISING ON CARS/BIKES ACTIVE IN THE CHAMPIONSHIP
- BRAND and PRODUCT MARKETING on CHAMPIONSHIP LEVEL
- BRAND and PRODUCT MARKETING on CHAMPIONSHIP EVENT LEVEL
- 2011 CHAMPIONSHIP SEASON REVIEW DVD:s
- CHAMPIONSHIP TROPHIES SPONSORSHIP
- CLASS SPONSORSHIP
- CONTINGENCY SPONSORSHIP PROGRAM
- SPEEDGROUP CREW APPAREL ADVERTISEMENT
- EVENT "BEST DRIVER/RIDER" SPONSOR
- EXHIBITIONS
- HOSPITALITY VIP PACKAGES
- OFFICIAL EUROPEAN DRAG RACING CHAMPIONSHIP SUPPLIER
- PRESENCE IN THE CHAMPIONSHIP ONLINE NEWSLETTERS
- PRODUCT or SERVICE MARKETING
- SPEEDGROUP CLUB EUROPE
- TRACKSIDE SERVICE CENTER
- TV & WEB-TV PRODUCTION EXPOSURE
- WEB BANNER ADVERTISEMENT



photos: Stefan Boman

MEDIA

Speedgroup are constantly working on exposing the sport in existing and new areas in order to enlarge and broaden the customer demographic. We create our own media channels as well as co-operating with existing channels.

Internet and new social media

Our goal is for everybody to gain easy access to our sport and on Internet we have had a level of live coverage from all of our Championship events, including free multiple-camera Web TV. Our professionally-produced TV-coverage has also been made public as free Web TV. We co-operate with many established web sites including Eurodragster.com which alone has an average of 250,000 unique visitors monthly. Many other Internet magazines also report from our events. eurodragster.com

Printed media

As well as the many specialist magazines in participating Championship nations which cover the sport on a regular basis there are daily newspapers. We are doing our best to get as much exposure as possible through the work of Speedgroup and the tracks' media services.

Speedgroup production

The Speedgroup Club Europe Newsletter is our own extensive on-line newsletter sent to subscribers and published on the web before and after each Championship event and monthly during the off-season.

Television

Speedgroup co-ordinate TV production and each combined FIA/UEM Championship event results in two 52-minute shows featuring the five FIA and three UEM classes. For maximum viewer appeal the concept includes a mixture of on-track action with storylines and unique behind-the-scenes features and interviews. In addition to being broadcast by TV channels around the world, the shows are available as free Web TV on several web sites as described above. Broadcast channels in 2010 included:

MOTORS TV
Europe/UK/France/Belgium
18 million households in 38 countries



EXTREME SPORTS CHANNEL
40 million households in 58 countries



AMERICA ONE
35 million households USA & the Caribbean



ESPN
22 million households in 40 countries



VIASAT MOTOR
Sweden - 1.65 million households



TV4 Nelonen
Finland - 1 million households



EXQI
Exqi Sport
Belgium - 500.000 households



RTL KLUB SPORT
Hungary/Poland/Serbia/Romania/Croatia/Slovakia
25 million households



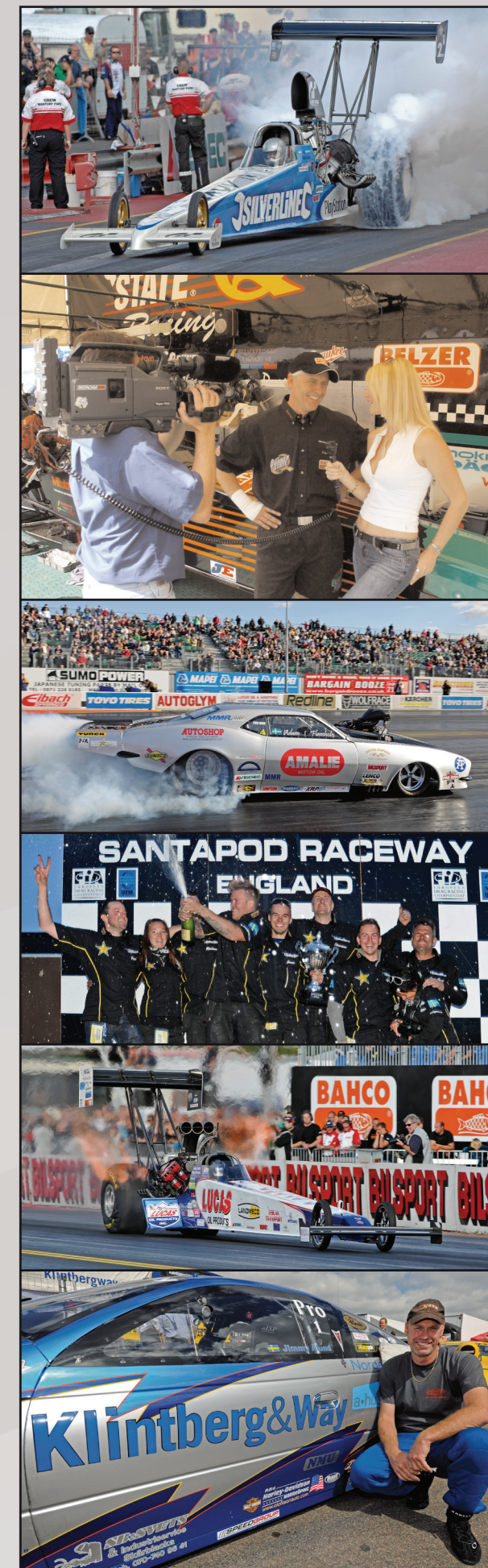
SETANTA SPORT
Ireland - 2 million households
Divisions in the US/Canada/Africa/Australia



FOX SPORTS AUSTRALIA
1.9 million households



News cuts and special programs:
SVT - Sweden - 99% of all households (4.7 millions)
RTLTVI, VT4 - Belgium, SIC TV - Portugal, TVP Sport - Poland



photos: Stefan Boman



Speedgroup was founded in 2006 in an initiative by a group of more than forty race teams active in the European Drag Racing Championship. Besides sharing a passion for drag racing they all had a vision to develop the Championship and a desire to work with it.

Since 2009 Speedgroup have been officially recognised by the FIA as the administrator of the European Drag Racing Championships and are also in charge of TV production and distribution.

As one of the key factors in the ongoing work of Speedgroup we have created a platform for American and European markets to share. Besides a sponsor contingency programme we offer tailor-made solutions for business contacts, marketing and brand exposure. We are your link to European racers, spectators, organisers, media representatives, sanctioning bodies and corporate partners.

SPEEDGROUP

Speedgroup is official administrator for the FIA European Drag Racing Championship since 2009
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