

Kennie Frydkjær Jensen

Danish Thundersport Championship



DTC - ny topklasse i dansk motorsport
DTC - new major race-series in Denmark



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- Intro / *Introduction*
- Baggrund / *Backgruond*
- Danish Thundersport Championship
- Elgaard Motorsport / *The Team*
- Kennie Frydkjær / *the Driver*
- Sponsorering / *Sponsorship*
- Movember / *Movember*
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Intro / Introduction

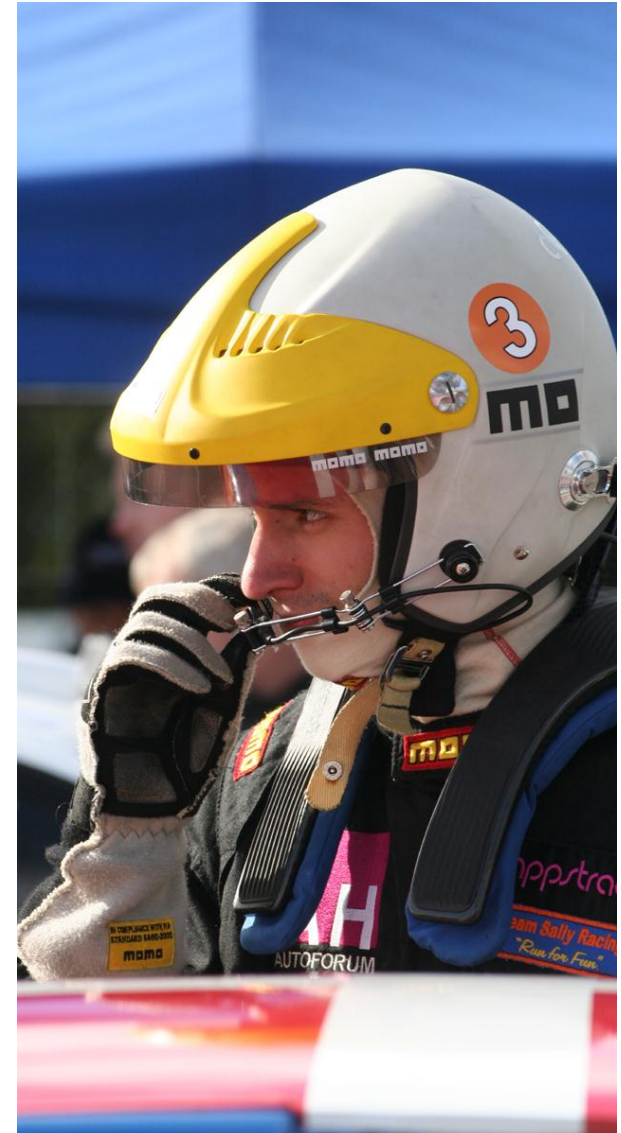
Racerkøreren Kennie Frydkjær Jensen har gennem de seneste år flere gange vist, at han er blandt de hurtigste danske racerførere – blandt andet ved at være indehaver af banerekorden på både Jyllands Ringen og Padborg Park i VW Polo – sat i hans første sæson i 2007.

De seneste år har været resultatmæssigt magre men Kennie har konstant kørt lige op med de hurtigste i både Danish Endurance Championship og Dubai 24H.

Med sine 23 år og over 5 års racer-erfaring er det nu tid at tage det næste skridt i karrieren og rykke op i Danmarks nye 'konge-klasse' – Danish Thundersport Championship!

During the past years, the racedriver Kennie Frydkjaer Jensen has shown his skills as one of the fastest, Danish racedrivers – a.o. by setting two-out-of-two trackrecords in his rookie-season.

With an age of 23 years and more than five years of experience, it's time to move on to the new main race-series in Denmark – Danish Thundersport Championship (Camaro Cup DK)



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Baggrund / *Background*

Den aktuelle økonomiske situation i Europa har de seneste år medført en tilbagegang i antallet af sponsorer indenfor dansk motorsport – der igen har ført til en tilbagegang i antallet af deltagere - der igen fører til en tilbagegang i antallet af tilskuere!

Kort sagt er dansk motorsport i krise og det er tid at tænke alternativt og se på muligheden for at skabe en **ny dansk 'kongeklasse'** der både er økonomisk overkommelig, publikum-venlig og attraktiv for kørere og sponsorer.

Danish Thundersport Championship er født!

As a consequence of the of the current financial situation, Danish racing experience a heavily drop in attendants and spectators. It is therefore time to look for an alternative main race-series in Denmark – attraktiv for spectators as well as for the drivers and sponsors.

Danish Thundersport Championship is born!



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Danish Thundersport Championship

Det nye DTC er baseret på en amerikansk-bygget rør-ramme racer med en Camaro-silhuet fiber-karosse.

Raceren er monteret med en **445 hk / 600 Nm V8-motor** og 4-trins manuel gearkasse – og koster blot 1/4 af en traditionel Super2000-racer (- tidl. DTC-racer) i såvel indkøb som drift!

Raceren er hurtig, rå og spektakulær og skaber basis for publikum-venlig close-race!

The new DTC is based on a US-build tube-framed racecar with a Camaro-silhuet fiber-body.

The racer is fitted with a 445 BHP / 600 Nm V8-engine and a 4-speed manual gearbox – and only cost a quarter of the former DTC-racecar in purchase as well as in running costs!

The racer is fast, mean and spectacular and creates the basis for some serious close-race!



Danish Thundersport Championship

Med introduktionen af Danish Thundersport Championship bliver det fra 2012 igen attraktivt at benytte dansk motorsport aktivt i sin markedsføring – med mulighed for at *net-worke* og samtidig give kunder og forretningsforbindelser en oplevelsesrig week end.

Samtidig bliver DTC den nye 'konge-klasse' i Danmark og klassen er dermed sikret fuld opbakning fra såvel DASU som promotoren og flere danske topkørere. Klassen vil dermed være sikret attraktiv TV-tid.

With the introduction of Danish Thundersport Championship next year, Danish motorsport will again be attractive when promoting your product or company – with networking and the possibility to give your business-partners a uniq experience.

As the main race-series, DTC will have full support from the Danish Motorsport Association as well as the promotor and topdrivers.

DTC will therefore be televised on national TV.



Danish Thundersport Championship

Det endelige, DASU-godkendte reglement for Danish Thundersport Championship er endnu ikke fastlagt, men det er planen at serien vil blive afviklet over 6 – 7 løbsweek end'er (3 x Jyllands Ringen, 2 x Padborg Park, 1 x Ring Djursland) hver med træning, tidtagning, superpole (top6), last chance (> top6) samt tre heat, der alle er tællende til det danske mesterskab.

Endvidere er der mulighed for deltagelse i Nordisk Camaro Cup (DSF Racing Championship) med ét løb i hhv. Danmark, Sverige og Finland.

The final regulations for the series has not yet been approved by DASU, but it is the plan to have 6 – 7 raceweekends, all with free practice, superpole (top6), last chance (>top6), and three heats, all counting for the Danish championship.

Besides from the Danish Championship, participation in Nordic Camaro Cup is possible (DSF Racing Chamionship) with races in Denmark, Sweden and Finland.



Danish Thundersport Championship

I klassens første sæson forventes 12 – 15 Camaro'er til start og en række danske topkører har vist deres interesse for at deltage i serien – blandt andre:

In its first season 12 to 15 Camaro's is expected on the grid and some of the the Danish top-drivers has shown their interest for the series – among others:



Casper Elgaard

Fire-dobelt dansk mester i DTC, Le Mans-vinder o.ma.

Four times Danish DTC-champion,, winner of Le Mans a.o.

Jan 'Bigmag' Magnussen

Tidl. Formel 1-kører, Le Mans-, ChampCar- , ILMS, Camaro Cup-, o.m.a.-vinder

Fomer Formula 1-driver, winner of Le Mans, ChampCar, ILMS, Camaro Cup



Super-John Nielsen

Danmarks første Le Mans-vinder, Formula Super V-vinder, o.m.a.

The first Dane to win Le Mans, Formula Super V a.o



Michel Nykjær

Dansk mester i DTC, ETCC-mester, WTCC –kører.

Danish DTC-champion, ETCC-champion, WTCC-driver .



Michael Outzen

Dansk mester i DTC, Le Mans Series, ADAC GT Masters for Audi

Danish DTC-champion, Le Mans series, ADAC GT Masters for Audi

Kristian Poulsen

Le Mans- og WTCC 'Privat Cup'-vinder
Winner of Le Mans and WTCC Private Cup



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Elgaard Motorsport / *The team*

Elgaard Motorsport er et nyt dansk team, stiftet af den mangedobbelte DTC-vinder, Le Mans-vinder og meget andet-vinder, Casper Elgaard.

Elgaard Motorsport råder over tre Camaro-racere, hvoraf Casper Elgaard selv skal køre den ene, Kennie Frydkjær Jensen den anden, mens det endnu er uvist, hvem den tredje kører bliver.

Teamet har base på Jyllands Ringen og råder over et stærkt team af teknikere samt attraktive hospitality-faciliteter...

Elgaard Motorsport is a new, Danish raceteam founded by the 4-times Danish champion and former Le Mans-winner, Casper Elgaard.

The team have three Camaro-racers, where of Casper Elgaard will drive in one, Kennie Frydkjaer Jensen in the second and a yet 'unknown' in the third racer.

The team is based at the racetrack Jyllands Ringen and have a strong team of technicians and attractive hospitality facilities.



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Kennie Frydkjær Jensen

Nationalitet / *Nationality*

Dansk / *Danish*

Alder / *Age*

23 år / *23 years*

Uddannelse / *Education*

Handelsskole / *Business School*

Beskæftigelse / *Occupation*

Butikschef / *Store Manager*

Interesser / *Interests*

Racing (!), fitness, dyr oma. /
Racing, fitness, animals ...

Andet / *Others*

Gennemførte Københavns
Marathon 2011 (4.03 tim) /
Ran the Cph. Marathon 2011

Karriere / *Career*

- se næste side /
- see next slide



Karriere / Career

2004 - 2006

Gokart med flere podie-placeringer /
National karting with several podiums

2007

VW Polo Cup DK / *National VW Polo Cup*
Mest vindende kører, bedste Rookie (P3),
banerekord på JyllandsRingen og Padborg /
*Most victories, Rookie of the year (P3),
trackrecords at JyllandsRingen and Padborg*

2008

ADAC VW Polo Cup / *VW Polo Cup (DE)*

2009

PAUSE / *PAUSE*

Dog vinder af verdens første 24-timers løb
for elektriske gokarts / *Winner of the
worlds first 24h-race for electrical karts!*

2010

DEC / *Danish Endurance Championship*

2011

Dubai 24-timers / *24h of Dubai*
DEC / *Danish Endurance Championship*
Camaro Cup Test / *Camaro Cup testdrive*



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Sponsorering* / Sponsorship*

Mulighederne er nærmest ubegrænsede!

Udgangspunktet er en 'blank' Camaro-racer** så der er mulighed for at sammensætte sponsorater tilpasset den enkelte sponsor – fra Full Body-sponsorat, hvor bilen dekoreres efter sponsors ønske, og reklameplads** på såvel racer som kører reserveres til sponsor og dennes partnere, til individuelle niveauer af logo-eksponering på racer og kører.

Se pris- og dekorerings-eksempler på de følgende sider!

The options are unlimited!

*The basis is a 'clean' Camaro-racer** and it's possible to compose individual solutions – from a Full Body-sponsorship, where deco and space** are reserved the sponsor, to individual logo-exposure on car and driver.*

See price- and deco-opportunities on following slides!



* Alle priseeksempler er baseret på deltagelse i DTC / All prices are based on the DTC

** Bortset fra enkelte klasse- og team-sponsorer / Besides from some few class- / team-sponsors

Sponsorering* / Sponsorship*

Full Body-sponsorat – DKK 750.000*

- Bilen folieres efter sponsors ønske / farver
- Sponsor råder over HELE bilen** og kan dermed videre-sælge sponsorplads til partnere / leverandører
- Sponsor-navn som anmelder-navn ('Sponsor Racing')
- Fuld eksponering** på Kennie Frydkjær Jensen
- Eksponering på teamet og øvrige kørere
- VIP-billetter á DKK 1.000 efter aftale ...

Full Body-sponsorship - € 100.000 / USD 150.000

- *The car is wrapped in sponsor-colours*
- *The sponsor possesses the full car** for sponsor-exposure*
- *Full exposure** on Kennie Frydkjaer Jensen*
- *Exposure on the team and its other drivers*
- *VIP-tickets according to agreement...*

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** Bortset fra enkelte klasse- og team-sponsorer / Besides from some few class- / team-sponsors



Sponsorering* / Sponsorship*

Hovedsponsorat – DKK 400.000*

- Bilen folieres efter sponsors ønske / farver
- Eksponering på frontklap (80%) og bagskærme
- Sponsor-navn som anmelder-navn ('Sponsor Racing')
- Eksponering på Kennie Frydkjær Jensen
- Eksponering på team og Casper Elgaard
- VIP-billetter á DKK 1.000 efter aftale ...

Main sponsorship - € 55.000 / USD 80.000

- *The car is wrapped in sponsor-colours*
- *Exposure on hood (80%) and rear wings*
- *Exposure on Kennie Frydkjaer Jensen and Casper Elgaard*
- *Exposure on the team and Casper Elgaard*
- *VIP-tickets according to agreement ...*

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Sponsorering* / Sponsorship*

Øvrige sponsormuligheder

- Frontklap (80%) - DKK 200.000
- Bagskærme – DKK 150.000
- Forrude – DKK 150.000
- Panel / C-stolpe / stødfanger o. lign. fra DKK 50.000

Inkl. eksponering på Kennie Frydkjær Jensen og hjemmeside, VIP-billetter efter aftale, øvrige individuelle aftaler ...

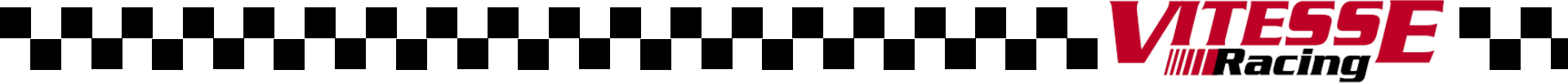
Other sponsorship-opportunities

- Exposure on hood (80%) - € 27.000 / USD 40.000
- Exposure on rear-wings - € 20.000 / USD 30.000
- Exposure on frontscreen - € 20.000 / USD 30.000
- Exposure on panels / C-pilar / bumpers from - € 7.000 / USD 10.000

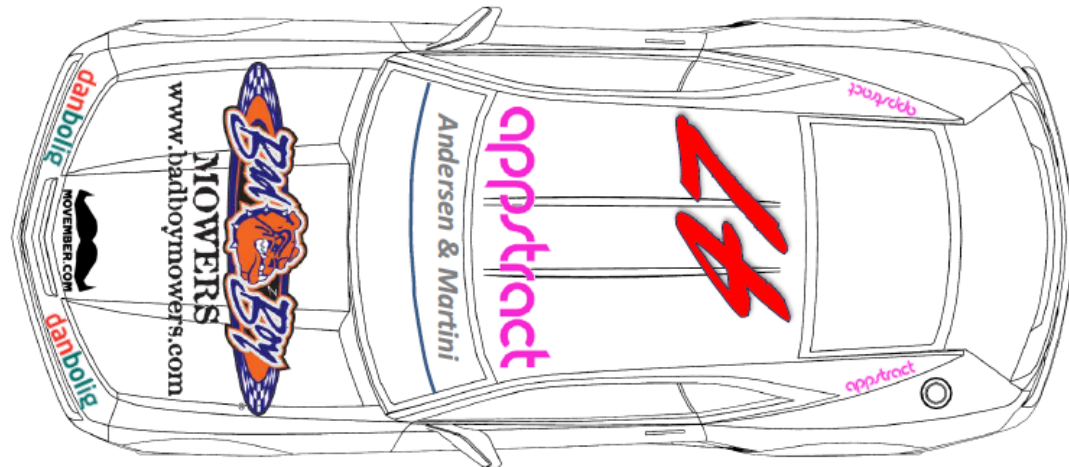
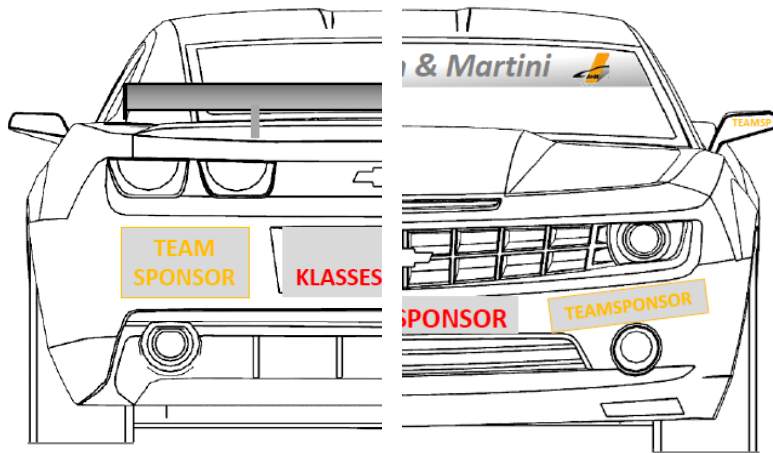
Including exposure on Kennie Frydkjaer Jensen and his web-page, VIP-tickets according to agreement, other individual agreements...

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Dekorering / Deco (Outline)



Dekorering (foto) / Deco (Pic's)



Sponsorering / *Sponsorship*

Aktivering af sponsorat

Eksponering på racer og kører er naturligvis vigtig, men værdien af et sponsorat øges markant, hvis det aktiveres overfor kunder og samarbejdspartnere.

Derfor tilbyder Vitesse Racing at arrangere race-events i samarbejde med FDM Motorsport Event, motorsportsrejser, Fan Shop, deltagelse i udstillinger, foredrag o.m.a.

Activating the sponsoship

Naturally, exposure on racecar and driver is important, but the value of the sponsorship increases, if it's activated against customers and business-relatives.

Therefore, Vitesse Racing offers to arrange race-events in cooperation with FDM Motorsport Event, Le Mans- or Formula 1-travels, exhibitions, lectures, Fan Shop etc.

NOTE: Alle priser er ekskl. moms / *All prices are ex. VAT*



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MOVEMBER

Movember-bevægelsen startede i Australien i 2003 og har sidenhen bredt sig til store dele af verdenen – også Danmark.

Hvert år i november anlægger mænd overskæg for at skabe opmærksomhed omkring og rejse midler til forskning i mænds sygdomme – primært prostata-cancer.

Vitesse Racing støtter i 2012 Movember økonomisk og anlægger naturligvis Moustache i november – og henstiller sine samarbejdspartnere til at gøre det samme!

The Movember-movementg began in Australia in 2003 and have since then spread around the world – including Denmark.

Every year in November, men are growing a moustache to put focus on, and raise funds for reserch in mens diseases – mainly prostats-canscer.

Vitesse Racing finacially supports Movember in 2012 and naturally grow a moustache in November – and recommend it's partners to do the same!

MOVEMBER.COM



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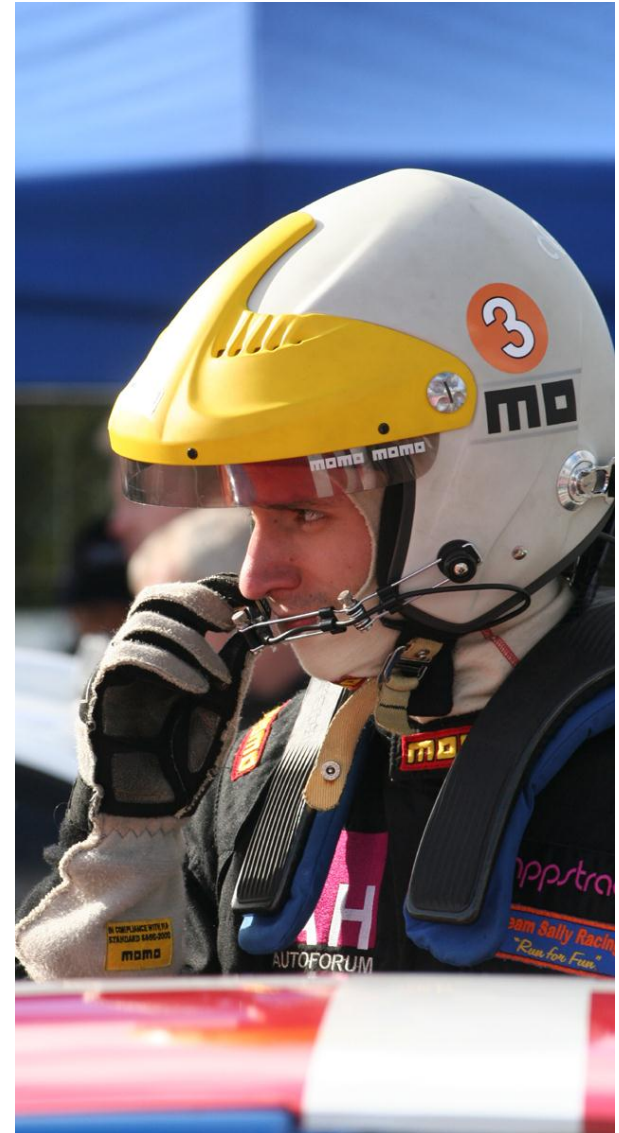


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Yderligere info / *More info:*
www.vitesse-racing.dk



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Citater / *Random quotes...*

"Kennie is a rising star..."

- *unknown in a discussion-forum at the internet*

"Splendid and skilled driving..."

- *TV-reporter after winning race #1 in Polo Cup 2007*

"Kennie seems to have what it takes to reach
the top in motorsport..."

- *Motorsport-journalist Steen Nielsen in a portrait-article*

"Very fast, experienced and skilled drivers..."

- *Racedriver Ronnie Bremer, describing the drivers **behind** Kennie
after winning race #6 in Polo Cup 2007, at the TV-transmission*

"... he's a really professional driver..."

- *Chief Instructor Benedikt gr. Darrelmann - ADAC / VW Motorsport*



*Talents are born –
winners are made!*

Tak for opmærksomheden og på gensyn i 2012

Thanks for your attention – see you in 2012