



# GEAR RACING

GIRL EMPOWERMENT AROUND RACING!



Powered by GRT





GEAR Racing, is the only all female IMSA racing team, led by veteran drivers Katherine Legge and two-time IMSA GTD Champion Christina Nielsen.



Gear Racing competes in the 2020 IMSA WeatherTech SportsCar Championship GTD class, on board the No. 19 Lamborghini Huracan GT3 EVO.

GEAR Racing joined forces with Grasser Racing Team to field the No. 19 car for the full 2020 season.

#19

YEAH!!



OWG!



Rahel Frey



Christina  
Nielsen



Katherine  
Legge



Tatiana  
Calderone



**BOOOOM!**

The all-star driver pairing  
for the 2020 IMSA  
Championship Season is fast!

Combined, these ladies have set  
25+ world records in over 15  
different forms racing.

**Girl Empowerment  
Around Racing!!**

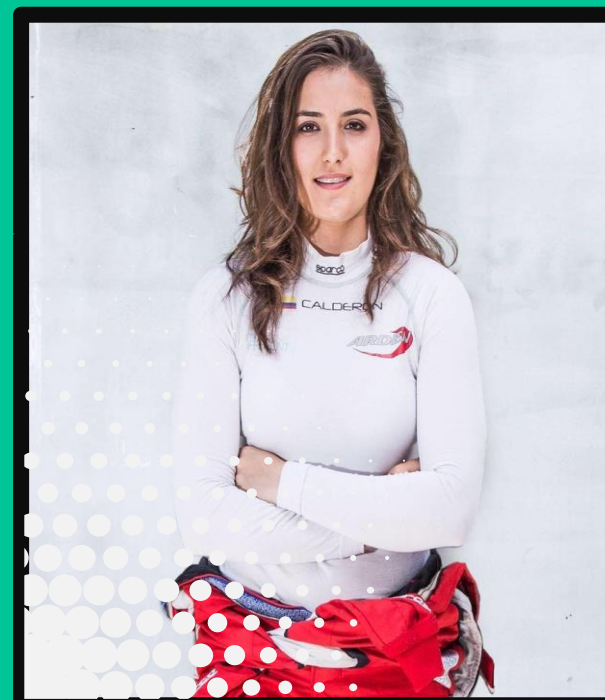
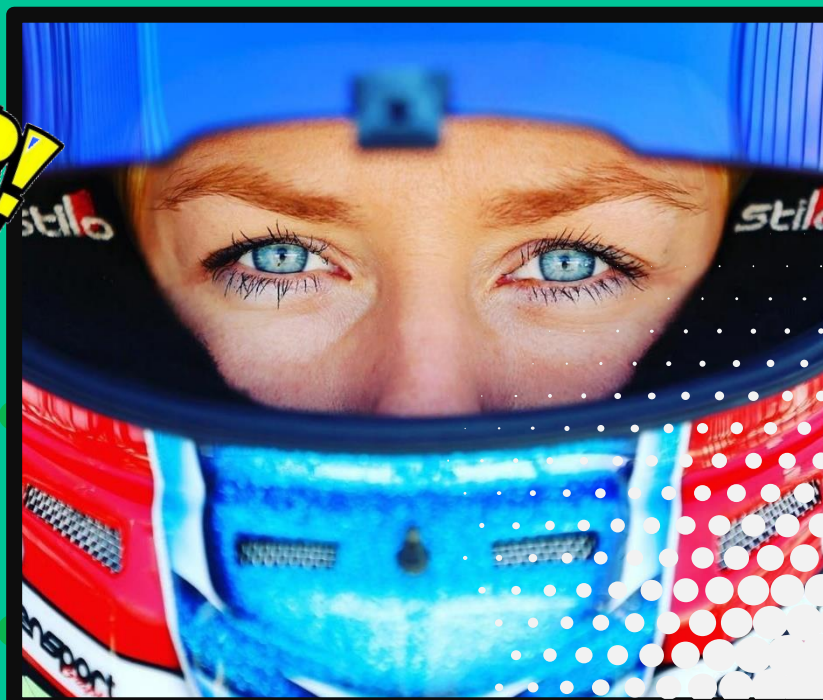




**ROAR**



**SUPER!**





## Lead Driver - Katherine Legge

First woman to achieve Pole Position  
- British Formula Ford Championship.

First female to receive prestigious  
British Racing Drivers Club  
'Rising Stars'.

First woman to compete full time  
in Champ Car World Series.

Voted  
RACER magazines'  
most promising racer by fans  
around the world.

Twice led the Rolex 24 to become first female  
driver to lead overall race.

Driver of the innovative 'DeltaWing' in American Le Mans Series.  
First female to lead an ALMS race (Road America).

2<sup>nd</sup> overall in 2018 IMSA WeatherTech SportsCar Championship -  
Acura works driver for MSR, 2<sup>nd</sup> place 24 Hours of Daytona, 1 win,  
7 podiums. 4 NASCAR races top 20 finish.



## Lead Driver - Christina Nielsen

Best race finish in history for a female driver in German Porsche Carrera Cup.

First woman to compete in the Middle East in the GT3 Porsche Cup Challenge.

First Danish woman to compete at legendary 24 Hours of Le Mans.

First woman to win a major full-season sports car Championship in North America.

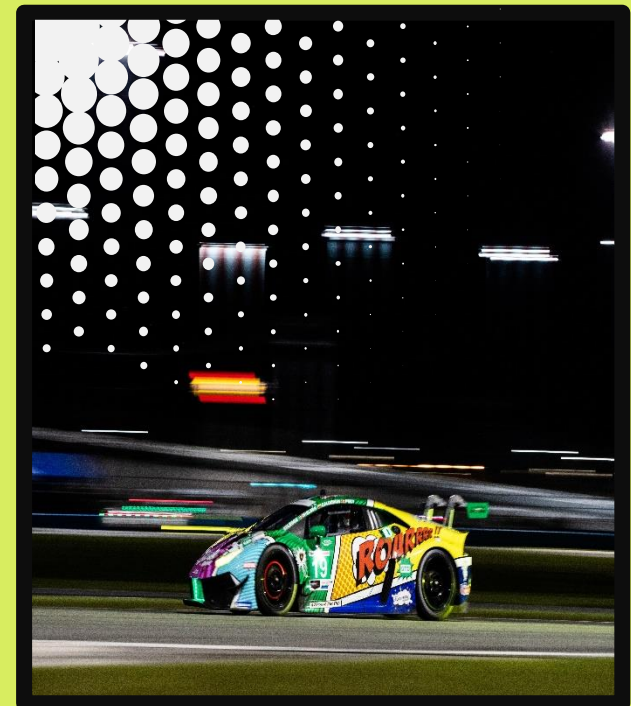
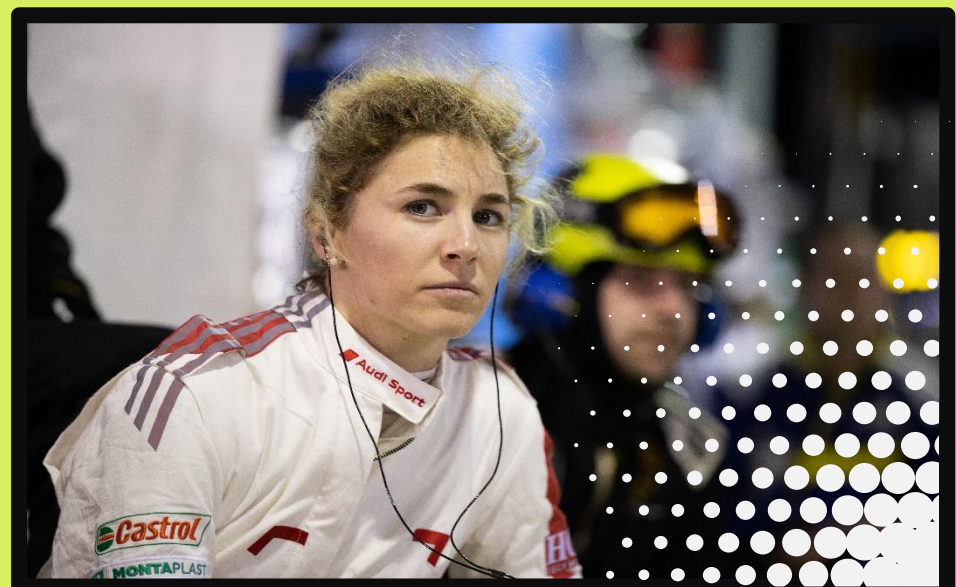
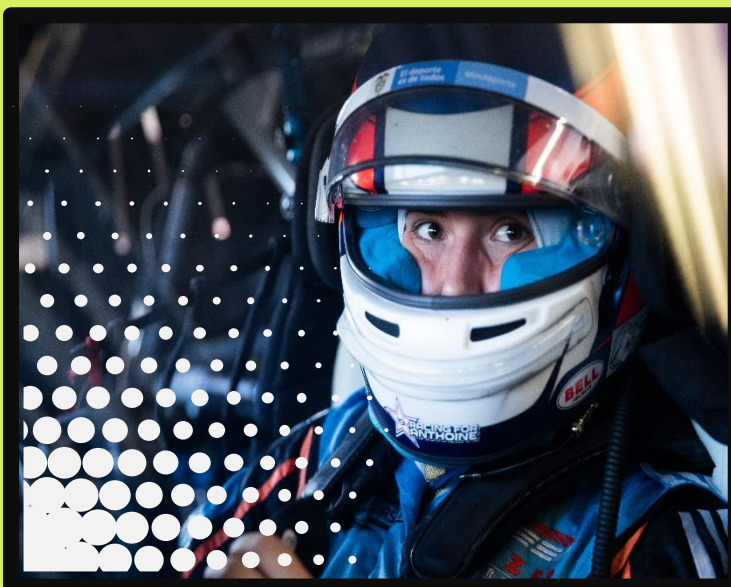
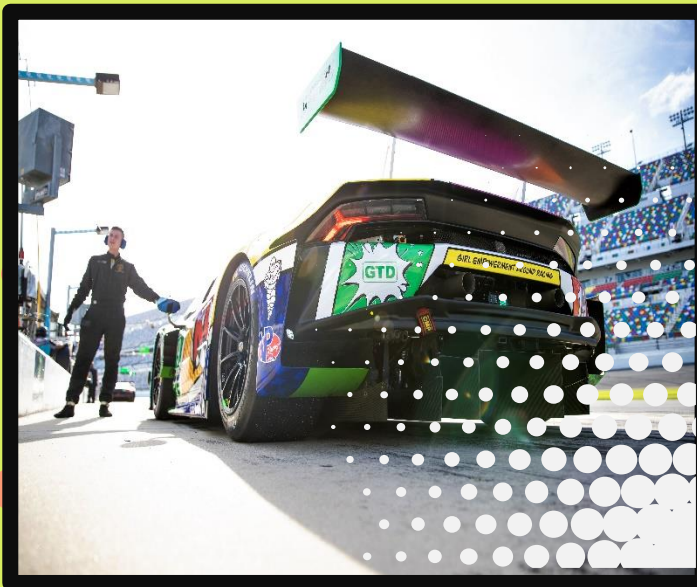
Became two-time Champion of the IMSA GTD Championship.

Only woman, among 180 drivers, to compete at Le Mans 2017 & 2018.

First woman in the history of Porsche, to be officially associated with Porsche Motorsport.











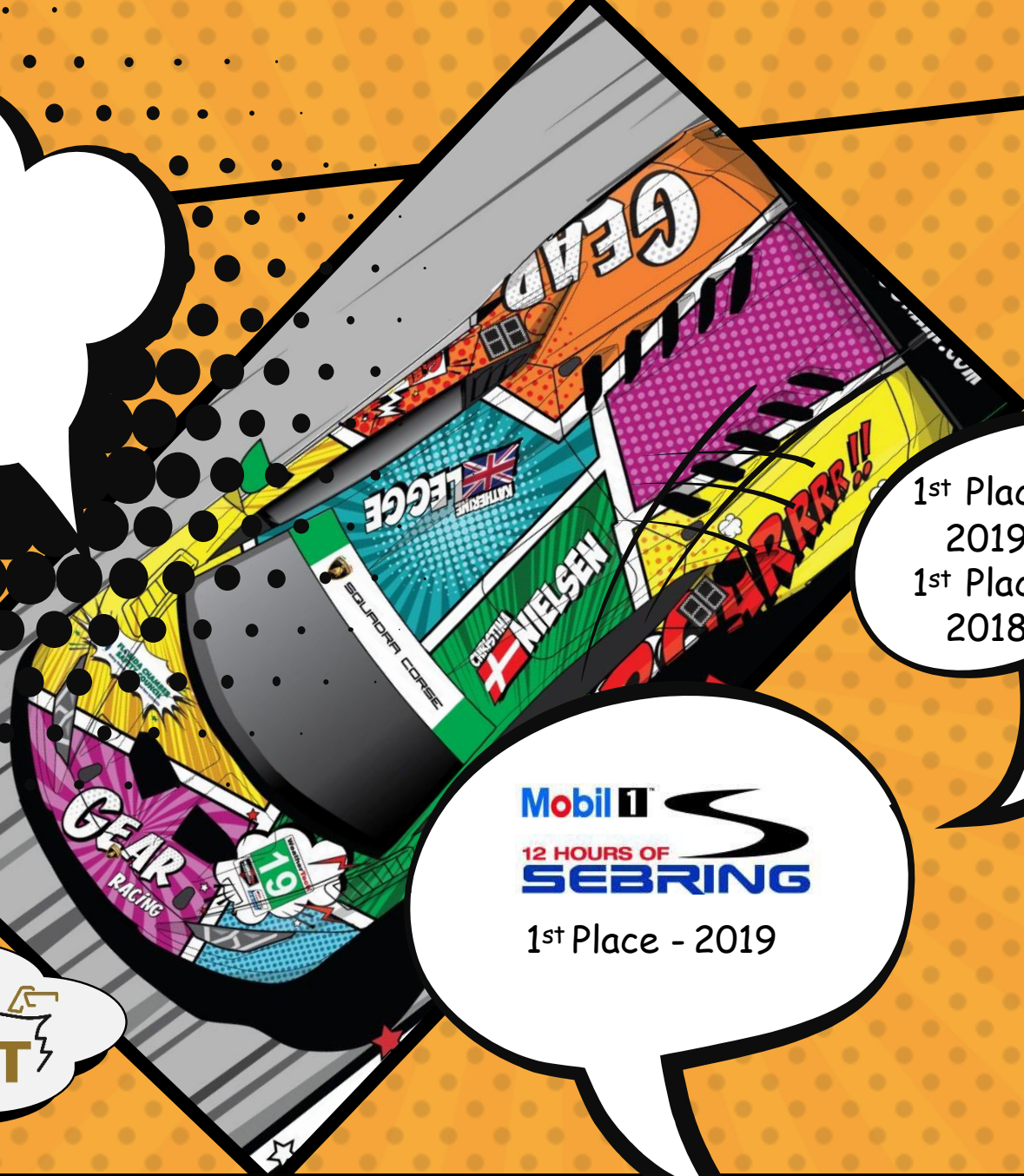
# 2020 EVENT SCHEDULE



Jan 23-26	Rolex 24 Hours at Daytona	FL
July 3-4	Daytona International Speedway	FL
July 17-18	Sebring International Raceway	FL
July 31-Aug 2	Road America	WI
Aug 21-23	Virginia International Raceway	VA
Sept 4-6	WeatherTech Raceway <small>Leguna Seca</small>	CA
Sept 25-27	Mid-Ohio Sports Car Course	OH
Oct 2-4	Watkins Glen International	NY
Oct 14-17	Michelin Raceway Road Atlanta	GA
Oct 30-31	Lime Rock Park	CT
Nov 11-14	Sebring International Raceway	FL



**WINNING COMBINATION!!!**  
GRT has over 60 podiums and 30 victories in the past four years alone!



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1st Place 2019  
1st Place 2018



**Mobil 1**  
12 HOURS OF SEBRING  
1st Place - 2019



Endurance Champion - 2017  
Team Champion - 2017  
Driver Champion - 2017







- In Car Camera!
- Live Television
- Trackside Broadcast
- IMSA Mobile App

100+ hours of NBC, NBCSN, and digital coverage in 143 countries reaching 350 million households

**BOOOM!**

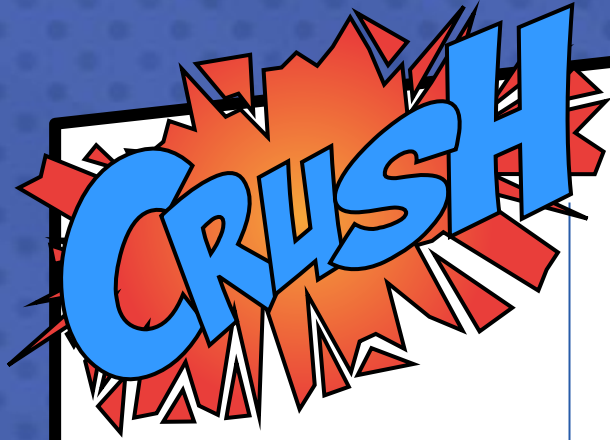
**GEAR Racing Grabs Attention!!!**

  
**Over 1,000,000 Fans in 2019!**





# IMSA Fan Base Demographics



60%  
Male



40%  
Female



18-44 Years Old



1 Out of 3  
Households  
with Children



\$100,000  
Average Household  
Income



3 Out of 5  
Home Owners



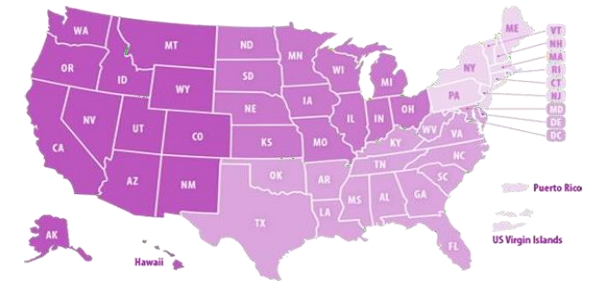
57% +  
College or Beyond



33%  
Multicultural



## Geographic Distribution



## Top 5 IMSA Markets (by number of people interested in the sport)

1. Los Angeles
2. New York
3. Chicago
4. Phoenix
5. Houston



YES!

GEAR  
RACING



GEAR stands for *Girl Empowerment Around Racing*, and GEAR Racing is more than just racing, it is about inspiring the next generation and making a difference.

GEAR Racing is dedicated to motivating all girls to be strong, smart, and bold in racing and in life.

GEAR Racing is the forward face to *The GEAR Project*, a touring interactive experience designed with girls in mind, celebrating the natural born spirit and force of all things female!



Aha!



Wow!



"You Go Girl!!!"



The **GEAR Project** inspires all girls to be strong, smart, and bold through the fundamentals of science, technology, engineering and math, and the creative use of these tools in racing and in life.

Hosted by some of today's top female drivers, including **Katherine, Christina, Rahel,** and **Tatiana**, these fun and inspiring half day summits are specifically designed for young women, helping them to recognize and develop their unique talents and skills through creative educational talks, activities and team building exercises.





**HELLO!**



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