

NRX

NITRO RALLYCROSS



YOKOHAMA



THRILLONE
SPORTS & ENTERTAINMENT



NITRO RALLYCROSS IS THE NEXT GENERATION OF MOTORSPORTS, FEATURING THE BIGGEST PERSONALITIES ON RACING'S MOST EPIC TRACKS.



ON RACING'S MOST EPIC TRACKS

The image shows an aerial view of a motocross track. In the foreground, there is a dirt pit with stone walls. The walls feature several sponsor banners: a Red Bull logo with the text 'Red Bull' below it, a 'YOKOHAMA' logo, and a 'UTAH SPORTS COMMISSION' logo. A 'SUBARU' logo is also visible on a banner along the top edge of the pit. To the right, another stone wall has an 'NRX' logo. In the background, a large crowd of spectators is gathered behind a fence. A red and white striped canopy covers a section of the crowd. Further back, there are buildings, including one with a green roof, and more spectators. The overall scene is a busy motorsport event.

SERIES FEATURES



UNIQUE FORMATS

No comparable racing series on the planet with cars launching faster than an F1 car and jumping over 100ft in the air on custom built tracks. Formats are also developed for unrivaled TV packaging

PURPOSE BUILT TRACKS

A global network of spectacular custom designed tracks will be built showcasing the vehicle and driver abilities like no other motor racing series on the planet

LEADING TALENT

Global superstars headline the series providing genuine star factor for each race with huge audience reach larger than NASCAR and Indy Champions

SPECTACULAR LOCATIONS

Every race has a different backdrop, from the desert to the snow, from swamplands to sawmills

BUILT-IN FANBASE

Between Nitro, major partner Red Bull and our drivers' own audiences, the series has a built-in fanbase of highly engaged followers

ELECTRIC FUTURE

In 2022, NRX will unveil the next generation electric race cars built off the platforms of street cars, such as the Ford Mustang Mach-E and Volkswagen ID4 that will go 0-60MPH in 1.5sec

BY THE NUMBERS

THRILL ONE NETWORK



38M

SOCIAL FOLLOWERS



100M

COMBINED INFLUENCER SOCIAL FANS



140+

CONTENT DISTRIBUTED IN OVER 140 COUNTRIES



400K

LIVE ATTENDEES ANNUALLY

FC1X



DEVELOPMENT OF THE NEXT GENERATION
ELECTRIC RACE VEHICLE



0-60 MPH IN

1.5 SEC

FASTER THAN A NASCAR OR F1 VEHICLE

THE SERIES



10 CUSTOM BUILT
RACE CIRCUITS

DESIGNED BY TRAVIS PASTRANA IN THE
NEXT 24 MONTHS



INTERNATIONAL DRIVER LINE-UP

INFLUENCER NETWORK



A MARKET READY TO EXPLODE

UTAH CASE STUDY

6.7
MILLION+

BROADCAST
VIEWERS
IN 2019

260
MILLION+

SOCIAL
IMPRESSIONS
ANNUALLY

203
MILLION+

PR ACTIVITY
REACH - PRE
AND POST
EVENT

30M

COMBINED TALENT
SOCIAL AUDIENCE

75k

LIVE EVENT
ATTENDEES

86%

FANS IN 18-34
AGE GROUP

SOURCE: FACEBOOK DATA

TOP GLOBAL MARKETS



1. USA
2. UK
3. FRANCE
4. CANADA
5. SWEDEN

INDUSTRY TRENDS

40%

YEAR ON YEAR INCREASE
IN ELECTRIC VEHICLE SALES

SOURCE: IEA 2020 EV OUTLOOK REPORT

X-SUV #1

FASTEST GROWING
AUTOMOTIVE CATEGORY
47.4% OF MARKET SHARE

SOURCE: HIS MARKIT

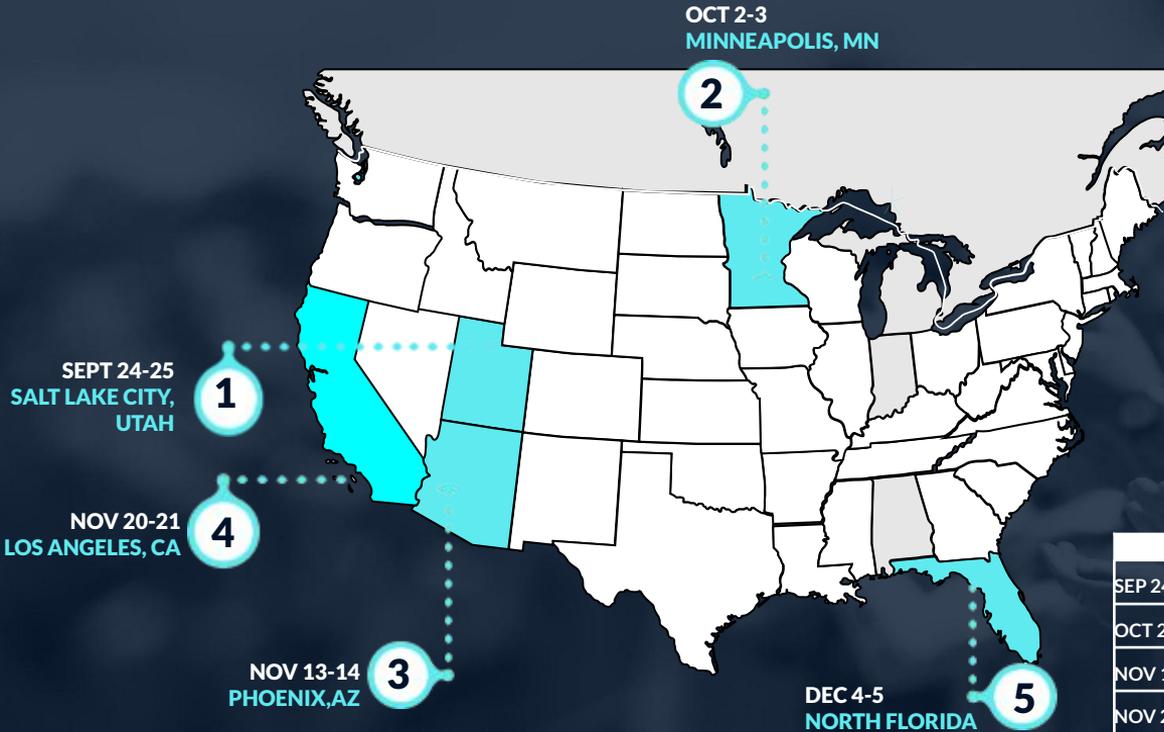
2030

BEGINNING OF REGULATION
FOR ONLY ELECTRIC VEHICLES
TAKES EFFECT IN EU. 2035 FOR
CALIFORNIA



NITRO RALLYCROSS
IT'S LIKE HOT WHEELS
BROUGHT TO LIFE

2021 SCHEDULE - I.C.E. VEHICLE CLASS ONLY



DATE	VENUE	LOCATION
SEP 24-25 2021	UTAH MOTORSPORTS CAMPUS	SALT LAKE CITY, UT 
OCT 2-3 2021	ERX MOTORPARK	MINNEAPOLIS, MN 
NOV 13-14 2021	WILD HORSE PASS	PHOENIX, AZ 
NOV 20-21 2021	GLEN HELEN	LOS ANGELES, CA 
DEC 4-5 2021	THE FIRM	NORTH FLORIDA 

PROVISIONAL SCHEDULE. SUBJECT TO CHANGE

2022 SCHEDULE - ELECTRIC AND I.C.E. VEHICLE CLASSES



DATE	VENUE	LOCATION
MAR 19-20	WILD HORSE PASS	PHOENIX, AZ 
APR 16-17	ERX MOTORPARK	MINNEAPOLIS, MN 
JUN 4-5	UTAH MOTORSPORTS CAMPUS	SALT LAKE CITY, UT 
JUL 16-17	FRANCE	FRANCE 
AUG 6-7	NORDICS	NORDICS 
AUG 13-14	UNITED KINGDOM	UNITED KINGDOM 
SEP 24-25	GLEN HELEN	LOS ANGELES, CA 
NOV 19-20	THE FIRM	NORTH FLORIDA 
DEC 4-5	GP3R	TROIS RIVIERES, QUEBEC 
DEC 16-17	MIDDLE EAST	MIDDLE EAST 

PROVISIONAL SCHEDULE. SUBJECT TO CHANGE

1
MARCH 19-20
PHOENIX, AZ

2
APRIL 16-17
MINNEAPOLIS, MN

3
JUNE 4-5
SALT LAKE CITY, UT

4
JULY 16-17
FRANCE

5
AUGUST 6-7
NORDICS

6
AUGUST 13-14
UNITED KINGDOM

7
SEPTEMBER 24-25
LOS ANGELES, CA

8
NOVEMBER 19-20
NORTH FLORIDA

9
DECEMBER 4-5
TROIS RIVIERES, QUEBEC

10
DECEMBER 16-17
MIDDLE EAST

DRIVERS & TALENT



TRAVIS PASTRANA

11.8M SOCIAL FOLLOWERS



KEN BLOCK

13.5M SOCIAL FOLLOWERS



TIMMY HANSEN

118K SOCIAL FOLLOWERS



MATTIAS EKSTRÖM

175K SOCIAL FOLLOWERS



TANNER FOUST

1.5M SOCIAL FOLLOWERS



SCOTT SPEED

180K SOCIAL FOLLOWERS



SEBASTIEN LOEB

1.5M SOCIAL FOLLOWERS



KEVIN HANSEN

75K SOCIAL FOLLOWERS





MEDIA PACKAGE



**GLOBAL BROADCAST RIGHTS
DISTRIBUTION ACROSS LINEAR,
STREAMING AND DIGITAL OUTLETS**



**6 HOURS LIVE BROADCAST CONTENT
ACROSS TWO DAYS PER RACE WEEKEND**



**1 x 60MIN HIGHLIGHTS PACKAGE
FOR LINEAR BROADCASTERS**



**YEAR-ROUND LONG AND SHORT
FORM SHOULDER PROGRAMMING
FEATURING LEADING TALENT**

MOTOTREND



prime video



**TURNKEY PRODUCTION AND DELIVERY
OF ALL CONTENT**



**EXTENSIVE SOCIAL MEDIA COVERAGE
THROUGHOUT SERIES ACROSS NITRO'S
25MILLION STRONG AUDIENCE AND
SPONSOR/MEDIA PARTNER PLATFORMS**

BROADCAST DISTRIBUTION



SHOULDER PROGRAMMING



DIRT CHAMPIONS - COMPETITION SHOW

- No other motorsports series provides the opportunity for a driver to go from a competition show onto the main grid. NRX will provide this pathway, through the competition show, Dirt Champions
- This series will uncover the next generation of racing superstars – drivers from all genders and backgrounds
- Drivers will compete a series of challenges each week to determine their grid position for the elimination race
- Each episode, a driver will be eliminated, leaving a final grid of three drivers racing for a fulltime seat in NRX

FULL THROTTLE

- A docu-series in the same vein of F1's Drive to Survive, Full Throttle will follow each of the teams as they aim to win the elusive NRX crown
- We'll go behind the scenes to see what it takes to get the cars on the grid, the drama as teams turn around vehicles impacted by the carnage of the NRX races, the driver battles, the triumphs and the tragedies
- The series will also document the building and testing of the wildest rallycross car ever built – the FC1-X electric SUV
- The series will be there for every twist and turn of the most exciting series on the planet

**THE WORLD OF
MOTORSPORTS IS READY FOR
AN EVOLUTION. THE ANSWER
IS **NITRO RALLYCROSS****



FC1-X VEHICLE **FC1X**



A GROUND-BREAKING NEW CAR WITH EXTRAORDINARY PERFORMANCE ABILITIES THAT WILL PROPEL THE VEHICLE FROM 0-60MPH IN 1.5 SECS



A FUTURISTIC-LOOKING BODY BUILT OFF THE FUTURE GENERATION OF ELECTRIC SUV'S WITH AGGRESSIVE STYLING AND AERODYNAMICS



1000 + PEAK HORSEPOWER, ALL-WHEEL-DRIVE ELECTRIC SUV - THE MOST POWERFUL AROUND FOR RALLYCROSS



UP TO 3G ACCELERATION MAKES THIS ONE OF THE FASTEST AND MOST SPECTACULAR RACE CARS ON EARTH



THE ONLY RACE VEHICLE DESIGNED TO LAUNCH FASTER THAN AN F1 CAR AND FLY OVER 100FT

YOU'RE IN GOOD COMPANY

JOIN A FAMILY OF INDUSTRY LEADING PARTNERS LEVERAGING NITRO RALLYCROSS

BRAND PARTNERSHIPS



MANUFACTURER PARTNERSHIPS



MEDIA PARTNERSHIPS



2021 NRX & iRX CALENDAR





NRX

NITRO RALLYCROSS

