

PLAYGROUND

Racing



WELCOME TO THE PLAYGROUND 2010

PLAYGROUND RACING WILL RACE IN CARRERA CUP SCANDINAVIA 2010

- After some successful years in the Swedish Porsche Sports Cup we are eager to show that we can challenge the big teams. We will therefore race in the Scandinavian Porsche Carrera Cup in 2010 with our newly purchased racing car.**
- We are looking for business partners who wants to be connected with our team and the biggest and most competitive racing series in Scandinavia.**
- We will expose your trademark in front of the biggest live racing audience in Scandinavia, during race weekends, on TV and in printed media.**
- We offer VIP hospitality packages for guests during race weekends and motor events adapted for your staff and business partners. We can arrange events close to where you are or on Scandinavian race tracks. You also have the possibility to use our racing- and exhibition cars for trade fairs or other occasions.**

W E L C O M E T O T H E P L A Y G R O U N D 2 0 1 0

WELCOME TO THE PLAYGROUND!

- We are a small racing team with a high level of ambition regarding winning races and giving our business partners personal and intense experiences, combined with a strong visual profile. We see ourselves as a group of people with lots of energy and a strong will to add more rock n'roll to racing.
- In 2010 we will do 8 race weekends in the Carrera Cup, motor events during the Porsche Sports Cup and intense custom made racing days for our sponsors.
- We offer possibilities for selected business partners to sponsor a full race weekend, with unique car and clothing design, hospitality packages, exhibition in the paddock etc.
- Invite your business partners, suppliers etc as part sponsors for the team during race weekends or for the whole season.
- Low overhead budget for the team = Cost-effective sponsor packages for our business partners.



CARRERA CUP SCANDINAVIA 2010

- The biggest and most competitive racing series in Scandinavia with spectacular drivers as former STCC-star Robin Rudholm and the Swedish Prince Carl Philip Bernadotte. Biggest Carrera Cup championship in the world 2009.
- 8 race weekends in 2010 together with the Scandinavian Touring Car Championships, STCC.
- Example of Carrera Cup series sponsors: Adidas, HiQ, Michelin, Mobil. Example of team sponsors: Boss, EA Games, Eurocard, Metro, Motorola, Posten, Samsung, Swedish Match.

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CARRERA CUP SCANDINAVIA 2010

- Average numbers of live race spectators per race in 2009: 13.000. A record crowd of 38.000 during the City Race in Göteborg.
- Extensive media coverage: Live broadcasts of all races in Viasat, 290 minutes per program with an average of 101.000 viewers -09. 4.200 articles in printed media*, an average of around 100 journalists/photographers from national and local newspapers and motor magazines present at the races in -09.

*Calculated ad value of editorial material jan - oct 2009: 140 million SEK.

Source: Porsche Sweden

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CARRERA CUP SCANDINAVIA 2010 RACE CALENDAR

April 23-24 - Jyllandsringen, Denmark

May 7-8 - Knutstorp, Sweden

May 21-22 - Karlskoga, Sweden

June 4-5 - Göteborg City Race, Sweden

July 9-10 - Falkenberg, Sweden

August 13-14 - Karlskoga, Sweden

September 17-18 - Knutstorp, Sweden

October 1-2 - Mantorp Park, Sweden

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PORSCHE 911 GT3 CUP

- Racing version of the Porsche 911 GT3.
- Engine: 6-cylinder 3,6 l, modified and weight optimized by Porche racing division, 420 hp at 8 200 rpm, max torque 420 Nm.
- 6-speed sequential gearbox.
- Weight: 1150 kg.
- Chassi: Coilovers in the front and multi link rear suspension, adjustable ride height, wheel angles and shock absorbers which gives possibilities to optimize the car for different race tracks.



PORSCHE 911 GT3 CUP

- Brakes: aluminium calipers with 6 piston system in the front and 4 piston system rear. Adjustable brake balance, no ABS.
- Exterior: Weight optimized body parts developed for racing by Porsche, adjustable rear wing.
- Interior: Racing seat, fire extinguisher and roll cage for highest security. Multi display with tachometer, temp, brake balance info etc. Start button to the left of the steering wheel, as in all Porsches.
- Performance: 0-100 km/h, approx 3 seconds, top speed approx 290 km/h.



NORDIC SUPERCAR

- Official FIA Championship NEZ (North European Zone) for GT-cars
- Fast and spectacular cars like Dodge Viper, Chevrolet Corvette, Saleen, Ford GT and Porsche
- The series open for GT3 and GT4 class cars from 2010
- Nordic Supercar teams regularly competes in European GT races
- 4 races in 2010 in Sweden, Finland and Estonia
- The final in august 2010 at Anderstorp as support race to The Race Legends, where classic F1 drivers will race similar formula cars

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NORDIC SUPERCAR 2010 RACE CALENDAR

11-12/6 - Alastaro, Finland

TBA - Mantorp, Sweden

9-10/7 - Pärnu, Estonia

14-15/8 - Anderstorp, Sweden, The Race Legends

W E L C O M E T O T H E P L A Y G R O U N D 2 0 1 0



PORSCHE 911 RSR GT2

- Built by Playground Racing 2008-09 for the Nordic Supercar series, the Scandinavian GT Championships
- Major parts of the body in carbon fibre for weight reduction, adjustable GT2 wing in the rear, chassi and wheel suspensions optimized for international GT racing.
- Engine: 6-cylinder 3,6 l with 2 turbos, more than 700 hp output.
- 6-speed sequential gearbox.
- Weight: 1300 kg.
- Performance: 0-100 km/h, approx 2 seconds, top speed approx 350 km/h.



WE ARE PLAYGROUND RACING

- Peter Jervemyr, driver.
- Regular team members: Mikael Jervemyr, Henrik Johansson, Mikael Öberg, Abbe Azar, Johan Ampner and Rikard Johansson.
- Racing workshop, car stereo shop and office with conference facilities in Solna, 10 minutes from the centre of Stockholm.

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PETER JERVEMYR

- Motorcycle racing: Motocross, double Swedish Champion Harley Drags, ice racing.
- Car racing: Porsche Sports Cup:
 - 2006: Second in class
 - 2007 - 2009: Winner in class
 - 2008 -2009: Winner of the Michelin Trophy
 - 2009: Second in class at the international Porsche Sports Cup final, Hockenheim
- Nordic Supercar:
 - 2009: Third overall, Porsche GT2



PLAYGROUNDS UNIVERSE

- Racing team in Carrera Cup Scandinavia with Porsche 911 GT3 Cup.
- Racing team with Porsche GT 2 in the Nordic Supercar series, the Scandinavian GT Championships.
- 4 racing gokarts for intense sponsor events or races
- In- and outdoor go kart races for clients and partners.
- 3-4 sponsor events during Porsche Sports Cup weekends on Swedish race tracks
- PM-shop, European Car Sound Championship winners.
- Involvement in car styling, exhibition car building, car shows etc.

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BECOME A PLAYGROUND PARTNER

- Exposure of your trade mark on the racing car, driver overalls, team clothing, tent and transporter, exhibition possibilities in the paddock.
- VIP hospitality packages for guests during Carrera Cup/STCC weekends.
- Playground Carrera Cup Weekend: Selected business partners are given the possibility to sponsor a full race weekend, with unique car and clothing design, hospitality packages and guest activities, exhibition in the paddock etc.

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BECOME A PLAYGROUND PARTNER

- Use our racing and exhibition cars for trade fairs, exhibitions, events etc
- Team clothing and other products from the Playground Collection
- Continuous information regarding race results, news, sponsor events etc via newsletter, website, blog, Facebook group and sponsor meetings.

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BECOME A PLAYGROUND PARTNER

- **Playground Race Partner:** Sponsor package 4-6 races Carrera Cup Scandinavia. Playground Collection, local activities.
- **Playground Carrera Cup Weekend:** Sponsor package for selected partners during a full race weekend.
- **Playground Partner:** Hospitality packages at 2-3 Carrera Cup races, Playground Collection, local activities.
- **Playground Race Fan:** Playground Collection, 1-2 hospitality packages in Carrera Cup.

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PLAYGROUND *Racing*

**WE WOULD LIKE TO MEET YOU!
PLEASE CONTACT US FOR A
PERSONAL MEETING:**

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