

# *Top City Classic Rally China 2016 Merchant Case*







# Foreword



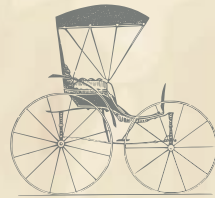
## *Top City Classic Rally China*

- The **first** international standard classic car rally in China.
- At most classic car brands and private car owners participated with more than **240 classic cars**.
- The only and the **first** classic cars rally which organized by FCCC Federation of Classic Car China in China.
- As one of the cooperative projects of **2022 Winter Olympic Games** in China.
- As one of the most important activities in **Shanghai Travel Festival**.
- Caused **most extensive** social concerned with the broadest media publicity in China.
- More than **2500 km route** with great scenery and challenges.





## *Brief History of FCCC*



## 中華文化促進會

CHINESE CULTURE PROMOTION SOCIETY

Founded in 1992, and registered in the People's Republic of China, the Chinese Culture Promotion Society (CCPS) is a national non-governmental organization with the Ministry of Culture as its competent authorities. CCPS is dedicated to promoting Chinese culture and advancing international cultural exchanges. Its members spread across mainland China, and in Hong Kong, Macao and Taiwan, and in 16 foreign countries with large Chinese communities. It is one of the biggest and most influential cultural NGO in China.





## *Brief History of FCCC*



长江（湘赣皖鄂）“文化论坛”为长江中游四省共谋区域文化交流



“中华文化对当代教育的意义”的“2014两岸人文对话”在杭州

### 中华文化对当代教育的意义

大陆：张怀西 刘梦溪 何俊 周洪宇

台湾：钱复 孙震 杨国赐 朱建民

中华文化促进会 台湾太平洋文化基金会 协办：杭州市人民政府 承办：杭州中华文化促进会 杭州师范大学

2014 / 10 / 14



## Federation of Classic Car China

Federation of Classic Car China has established and registered in the Chinese Culture Promotion Society (CCPS).

The opening ceremony will be on 25th March. The first representative conference will be held in Dalian in May .

We are dedicated to creating an exchange platform of domestic and foreign classic car information with various parts. For example:

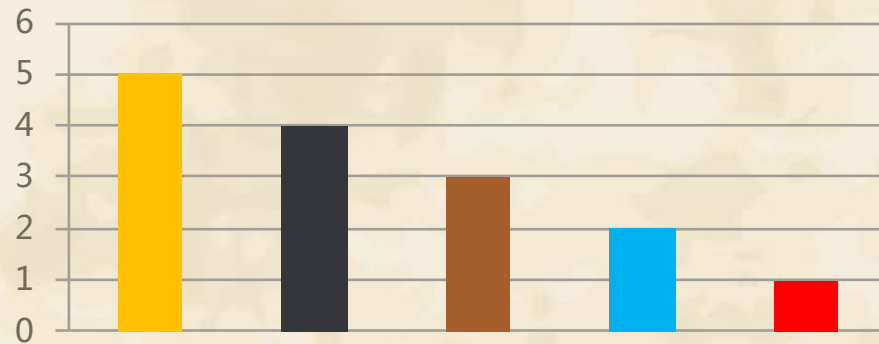
- International and Domestic Collectors
- Classic Car Repairing
- Historical & Cultural
- Museums
- Evaluation & Certification
- Collection & Investment

...

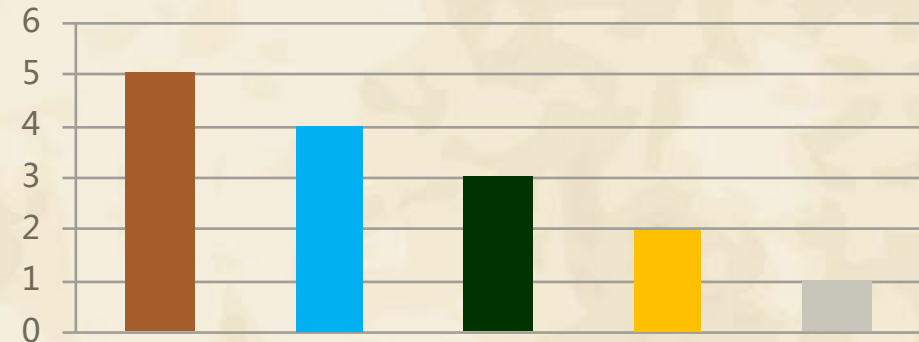


# *Ranking of the most concerned investment goods*

The rich in China



Global



Data source: British asset management company Knight Frank  
[ THE WEALTH REPORT OF 2013 ]



*Classic Cars has become the most potential investment in last 10 years*



**430%**

**183%**

**146%**

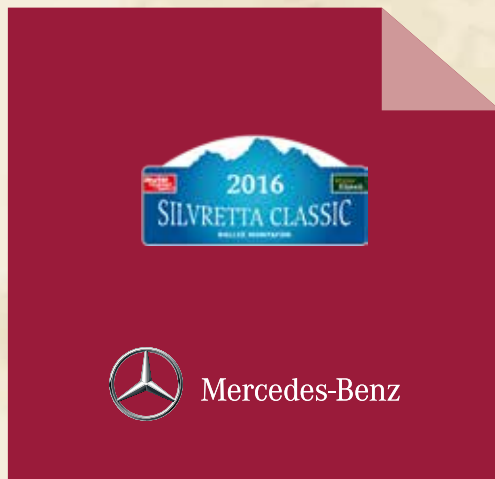
Data source: Knight Frank China  
[ Luxury Investment Index KFLII ]





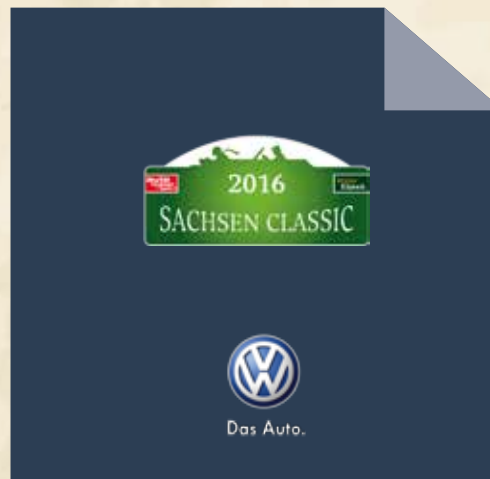
## *Support from ams Team Germany*

- Classic rally is one of the most popular motorsport events of the world. It has gradually become a fashionable event followed by more and more people. “Mobile Museum” has become a status symbol among motorsport enthusiasts.
- auto motor und sport ams has successfully created 3 classic rallies in Europe and introduced classic rally into China. FCCC follows the standards of German events and build Chinese classic rally brand.



### **Silvretta Classic**

It is one of most traditional classic rally in Europe which held in July every year. So far it has been successfully held for 18 years.



### **Sachsen classic**

It has been treated as one of the highest standard classic rally in the world, which held in August every year. So far it has been successfully held for 13 years.



### **Paul Pietsch Classic**

It is created in order to celebrate the 100th year birthday of Mr. Paul Pietsch (ams-founder). So far it has been held for 4 years.

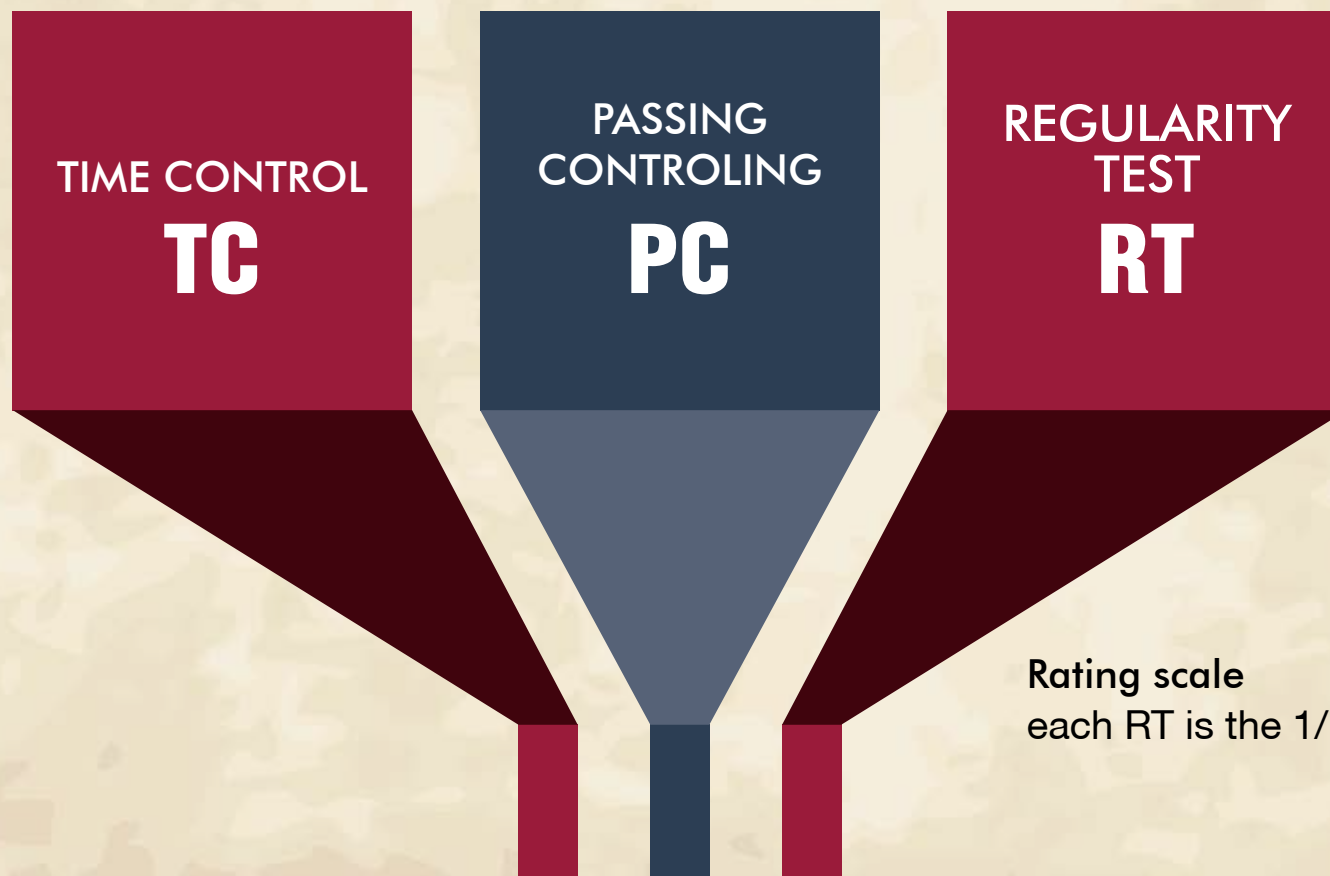


# *Rally System*

An array of timing sections on the route, and will monitored by the time controller.

On a PC only the passage is confirmed by stamp without time entry from the checkpoint

RT will proceed with the preset time that clarified in Road Book. And changes will be revealed on the daily Bulletin.



Rating scale  
each RT is the 1/100 second





## *About 2015*







# *The Out of Production Classic Cars Treasure*

*Porsche 911 SC Targa(1981) Porsche 911 Carrera 3.2 (1984) Lamborghini 400 GT (1967)*



*Audi 100 Coupé S (1973)*

*Bentley S1 (1958)*

*Skoda Felicia (1961)*

*Skoda Laurin Klement LK300  
(1923)*



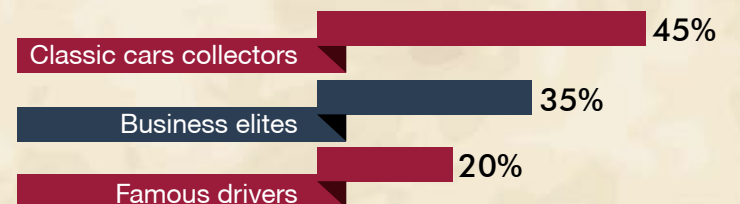
*Bugatti Type 35 (1926)*







# Business Elite





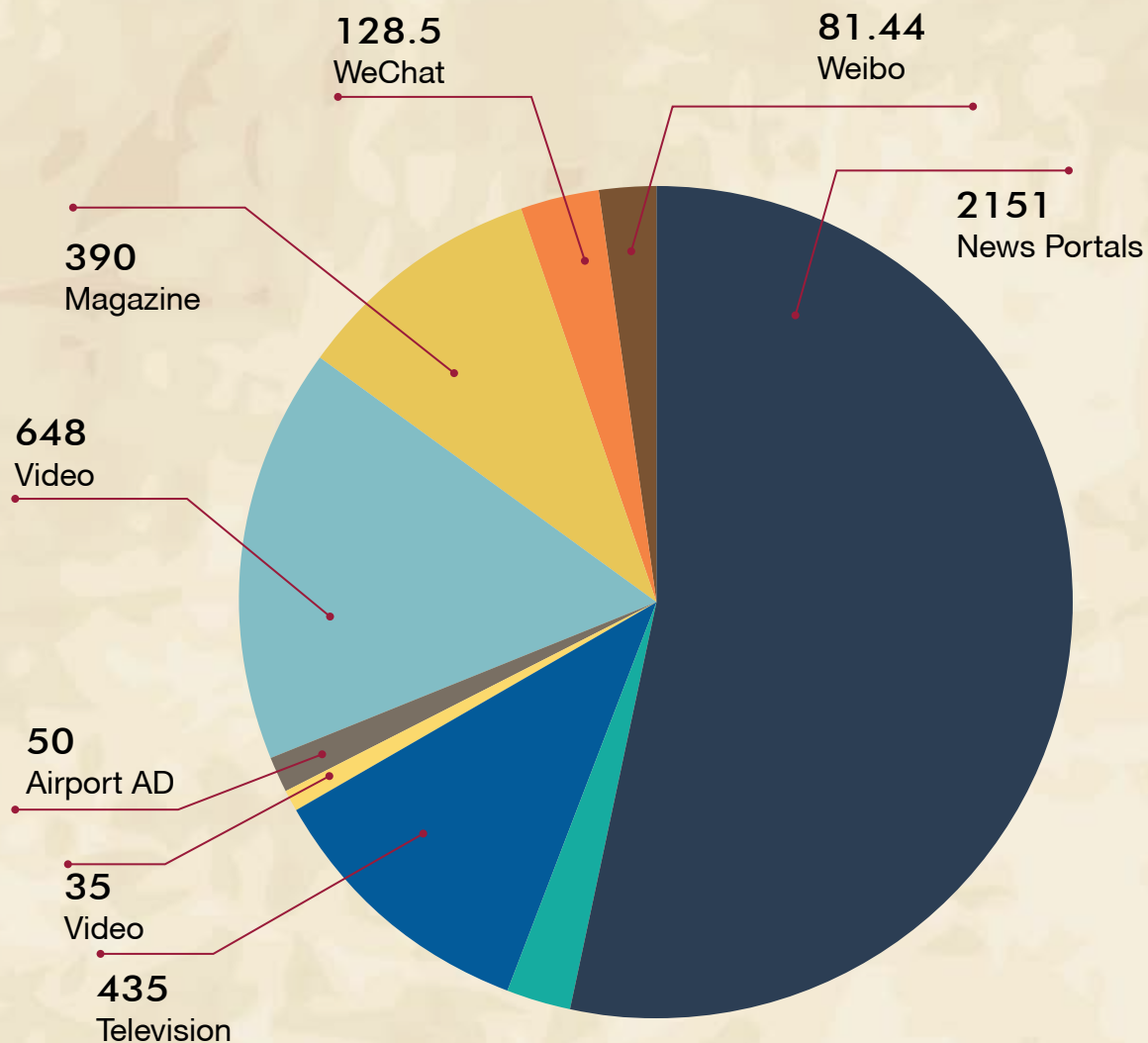
## Guests

| Company           | Name                               | Title                              |
|-------------------|------------------------------------|------------------------------------|
| Mercedes Benz     | Nicholas Speeks/Dieter Zetsche     | President & CEO (China) / CEO      |
| Porsche           | Franz Jung/Matthias Müller         | President & CEO (China) /CEO       |
| Bentley           | Till Scheer/Wolfgang Schreiber     | President (china) /Chairman & CEO  |
| Lamborghini       | Stephan Winkelmann                 | Chairman & CEO                     |
| Audi              | Rupert Stadler                     | President                          |
| Volkswagen        | Jochem Heizmann                    | President & CEO                    |
| Skoda             | Andreas Hafemann/ Winfried Vahland | President (China) /President & CEO |
| Yiche             | Jingning Shao                      | President                          |
| Phoenix New Media | Ya Li                              | President                          |
| Douban            | Bo Yang                            | Originator & President             |





# Media Cooperation



During the session of monitoring, 28 newspapers& magazines published 52 times this campaign with estimated value of RMB 4.935 million Yuan; 8 TV issued 28 times of this campaign with estimated value of RMB4.35 million Yuan; more than 830 websites issued a total of 2239 articles with estimated value of RMB 21.51 million Yuan; Total amount value of propaganda has reached RMB 40.2244 million Yuan. The publication prosperity of this campaign reflects the fact directly that the world gave much attention to the Top City Classic Rally China.

**Monitor time: 2015.9.10-2015.10.14**

Data reference: iCBO

Unit: 10 thousands



# Foreign Media Reports

## Special report in Motor Klassik Germany



## Special report in TRAEUMEWAGEN



## Special report in Cabrio life Germany



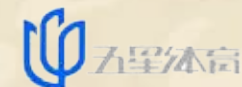
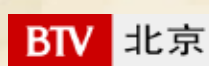
## Ramp classics & Porsche Magazin Germany







# Wider Media Cooperation





# Wider Media Cooperation







## *About 2016*







# Schedule

## Hainan

End of November



February~April  
Warming up & Recruitment

## Beijing

September 2<sup>nd</sup> -  
September 4<sup>th</sup>



## Shanghai

September 9<sup>th</sup> -  
September 11<sup>st</sup>



## Dalian

(TBD)  
June

## Xi'an

(TBD)  
October

## Chengdu

(TBD)  
October



## Guangdong

(TBD)  
November







# Timeline

RALLY BEIJING REFERENCE  
SCHEDULE FOR OTHER STATION

Sep 2016

**2<sup>nd</sup>**

Friday

09:00 – 20:00  
Accreditation and Scrutinizing  
  
10:00  
Training & Static Exhibition  
  
20:00  
Welcome Dinner

Sep 2016

**3<sup>rd</sup>**

Saturday

07:30 – 08:00  
Opening ceremony  
  
From 8:00  
Start Line-up in Beijing  
Departure time for the first car!  
  
08:31  
Start to Chonglixian  
  
11:30 – 12:30  
Break  
  
ca. 16:00  
Arrive at Day 1 terminal  
(Chonglixian)  
  
18:00 – 20:00  
Classic Dinner

Sep 2016

**4<sup>th</sup>**

Sunday

08:00  
Start Line-up in Chonglixian  
  
08:31  
Start to Zhangjiakou  
  
11:30 – 12:30  
Break  
  
ca.16:00  
Arrive at Day 2 terminal  
(Zhangjiakou)  
  
18:00 – 20:00  
Award Ceremony and Gala  
Dinner

Subject to modifications by organizer



# Beijing Schedule

2016.9.3  
Beijing-Genting Grand



2016.9.4  
Genting Grand-Zhangjiakou  
Citizen Plaza







## 2016.9.10 Schedule:

Shanghai Auto Museum-Fuchun  
Resort -Qiandao Lake



## 2016.9.11 Schedule:

Xiushui Plaza-Xiushui Plaza







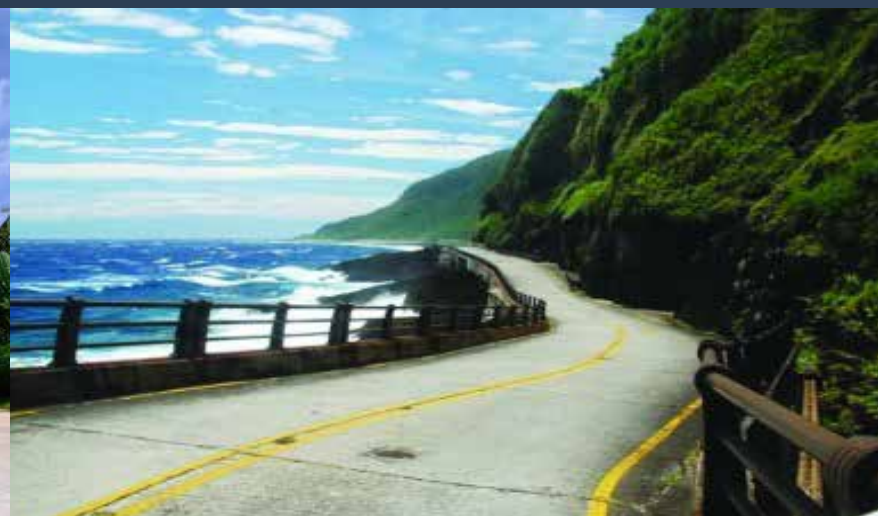
Sanya-Wuzhishan-Lingshui-Sanya (244km)

## *Hainan Schedule*

### Sanya (Nov.)

The route in Hainan is really exciting with beautiful natural scenery and local culture.

Sanya-Ledong-Sanya (220km)







## Chengdu Schedule

### Chengdu

The route in Chengdu is suppose to be challenging with mountain roads and ancient towns. ams is exploring now.

Chengdu-Huanglongxi-Pengshan  
-Chengdu (210km)





## Awards

Award ceremony will be held after the rally, and the winning teams will be rewarded trophies or certificates in the following categories:

### Overall classification



- 1. Place
- 2. Place
- 3. Place



- RT
- 1. Place

## classic rally results



The most wanted classic car of the event



The elegant sport coupe of the event



The Beauty of the event

## Special Award



The legend of the event



The performance car of the event



The most wanted sports car of the event



The life style of the event



The luxury of the event



The golden finger of the event





# *Rally Influence*

## The substantial support from government

- The only classic cars rally as the 2022 Winter Olympic Games project in China
- The main auto event in Shanghai Travel Festival.
- The companion project in Jiading Oktoberfest ceremony

## International brand standard

- Adhering to the German classic rally highly standard.
- The organizers have rich experience in international organizations

## Highly social concern

- The only international classic rally in China.
- To be the hot issue in society.



## *Sponsorship Category*

**01**

Premier sponsor:  
7million/ 2 station;  
5million/station  
( 1 Place)

**03**

Gold sponsor: 3  
million/ 2 stations;  
1.5million/ station  
( 4 Places)

**05**

Main sponsor:  
0.5million/2 station;  
0.3 million/station  
( 8 Places)

**02**

Superior sponsor:  
5million/ 2 station;  
3million/station  
( 2 Places)

**04**

Classic sponsor: 1.5  
million/ 2 station;  
0.75 million/station  
( 8 Places)

\*Please check detail  
privileges PDF attached .





# Sponsorship Privilege

## Previleges of Event Part in Top City Classic Car Rally 2016

### Top City Classic Rally Sponsor Privileges 1 ( On Site )

| NO          | Name                       | Detail   | Premium Sponsor | Superior Sponsor | Gold Sponsor | Classic Sponsor | Main Sponsor |
|-------------|----------------------------|--|-----------------|------------------|--------------|-----------------|--------------|
| SPONSORSHIP |                            |  |                 |                  |              |                 |              |
| 1           | Industry Exclusive         |  | ●               | ●                | ●            | —               | —            |
| 2           | Naming Brand team          | Brand team(2 cars)   | ●               | ●                | ●            | ●               | —            |
| 3           | Naming RT                  | Inside & outside venue with promotional items on site  | ●               | ●                | ●            | —               | —            |
| 4           | Naming TC                  | 1 Starting Point/1 Finishing Point (Rally section & TC stamp point and inside & outside venue) | ●               | ●                | ●            | —               | —            |
| 5           | Starting position Priority |  | ●               | ●                | —            | —               | —            |
| 6           | Working vehicle exposure   |  | ●               | ●                | ●            | ●               | ●            |



# Sponsorship Privilege

| Privileges of Event Part in Top City Classic Car Rally 2016 |  |                   |                 |                  |              |                 |              |
|---|--|-------------------|-----------------|------------------|--------------|-----------------|--------------|
| Top City Classic Rally Sponsor Privileges 1 ( On Site )     |  |                   |                 |                  |              |                 |              |
| NO  | Name   | Detail            | Premium Sponsor | Superior Sponsor | Gold Sponsor | Classic Sponsor | Main Sponsor |
| <b>SPONSORSHIP</b>  |  |                   |                 |                  |              |                 |              |
| <b>Media</b>  |  |                   |                 |                  |              |                 |              |
| 1   | Special in auto motor und sport China                        |                   | ●               | ●                | —            | —               | —            |
| 2   | Advertising in auto motor und sport China                    |                   | ●               | ●                | —            | —               | —            |
| 3   | Online-Site (cheping.com.cn)                                 | Pre-warm-up       | ●               | ●                | ●            | ●               | ●            |
|   |  | Banner            | ●               | ●                | —            | —               | —            |
|   |  | Logo exposure     | ●               | ●                | ●            | ●               | ●            |
|   |  | Web slider & text | ●               | ●                | ●            | —               | —            |
| 4   | ams Weibo  |                   | ●               | ●                | ●            | ●               | ●            |
| 5   | Yudongli Weibo   |                   | ●               | ●                | ●            | ●               | ●            |
| 6   | ams Wechat<br>motor klassik China Wechat                     |                   | ●               | ●                | ●            | ●               | ●            |
| 7   | Appointed title "Top City Classic Rally China" for promotion |                   | ●               | ●                | ●            | ●               | ●            |
| 8   | Exposure in news press and relevant PR activities            |                   | ●               | ●                | ●            | ●               | ●            |
| 9   | Exposure in audio-visual & graphic material of the rally     |                   | ●               | ●                | ●            | ●               | ●            |





# Sponsorship Privilege

## Previleges of Event Part in Top City Classic Car Rally 2016

### Top City Classic Rally Sponsor Privileges 1 ( On Site )

| NO                     | Name                                    | Detail                              | Premium Sponsor | Superior Sponsor | Gold Sponsor | Classic Sponsor | Main Sponsor |
|------------------------|---|-------------------------------------|-----------------|------------------|--------------|-----------------|--------------|
| <b>QUOTA of PEOPLE</b> |   |                                     |                 |                  |              |                 |              |
| 1                      | Rally participating qualification       | Rally experience with accomodation  | 3               | 2                | 1            | 1               | —            |
| 2                      | Classic car test ride qualification     |                                     | 2               | 1                | 1            | 1               | 1            |
| 3                      | Classic car participating qualification | 2 persons per car                   | 4               | 2                | —            | —               | —            |
| 4                      | Speech                                  | Starting/ closing ceremony; Dinners | 1               | 1                | —            | —               | —            |
| 5                      | Participating qualification for staffs  |                                     | 4               | —                | —            | —               | —            |
| 6                      | Welcome dinner qualification            | Sponsored station                   | 10              | 8                | 6            | 4               | 2            |
| 7                      | Classic dinner qualification            | Sponsored station                   | 5               | 4                | 3            | 2               | 1            |
| 8                      | Award dinner qualification              | Sponsored station                   | 5               | 4                | 3            | 2               | 1            |



# Sponsorship Privilege

## Privileges of Event Part in Top City Classic Car Rally 2016

### Top City Classic Rally Sponsor Privileges 1 ( On Site )

| NO                  | Name                       | Size              | Logo Size         | Premium Sponsor | Superior Sponsor | Gold Sponsor | Classic Sponsor | Main Sponsor |
|---------------------|----------------------------|-------------------|-------------------|-----------------|------------------|--------------|-----------------|--------------|
| ON-SITE ADVERTISING |                            |                   |                   |                 |                  |              |                 |              |
| 10                  | Logo on Car License        | 20cm(H)*35cm(L)   | 2.5cm(H)*2.5cm(L) | ●               | ●                | ●            | ●               | ●            |
| 11                  | Logo on Uniform (driver)   | T-shirt           | 3cm(H)*2cm(L)     | ●               | —                | —            | —               | —            |
| 12                  | Logo on Uniform (staff)    | T-shirt           | 3cm(H)*2cm(L)     | ●               | —                | —            | —               | —            |
| 13                  | Logo on Cap                |                   | 6cm(H)*2cm(L)     | ●               | —                | —            | —               | —            |
| 14                  | Logo on Bag                | 28cm(H)*35cm(L)   | 12cm(H)*7.5cm(L)  | ●               | —                | —            | —               | —            |
| 15                  | Logo on All On-site Papers | A4                | 3cm(H)*0.3cm(L)   | ●               | ●                | ●            | ●               | ●            |
| 16                  | Logo on Name Card          | 8.5cm(H)*5.4cm(L) | 2cm(H)*0.4cm(L)   | ●               | ●                | ●            | ●               | ●            |
| 17                  | Logo on Umbrella           |                   | 10cm(H)*10cm(L)   | ●               | —                | —            | —               | —            |





# Sponsorship Privilege

| Previleges of Event Part in Top City Classic Car Rally 2016 |  |                                  |                 |                  |              |                 |              |
|---|--|----------------------------------|-----------------|------------------|--------------|-----------------|--------------|
| Top City Classic Rally Sponsor Privileges 1 ( On Site )     |  |                                  |                 |                  |              |                 |              |
| NO  | Name   | Detail                           | Premium Sponsor | Superior Sponsor | Gold Sponsor | Classic Sponsor | Main Sponsor |
| EVENT   |  |                                  |                 |                  |              |                 |              |
| 1   | Static Exhibition  | A position of booth on site      | 3m*6m           | 3m*6m            | 3m*3m        | 3m*3m           | ——           |
| 2   | Tittle Sponsorship of Welcome Dinner (Production on site, ads, Host broadcast etc) | Logo on Road Flag                | ●               | ●                | ●            | ●               | ●            |
|   |  | Logo on Welcome KV               | ●               | ●                | ●            | ●               | ●            |
|   |  | Logo on Registration KV          | ●               | ●                | ●            | ●               | ●            |
|   |  | Space for Boutique Show Case     | ●               | ●                | ●            | ——              | ——           |
|   |  | Small Show and Salon             | ●               | ●                | ——           | ——              | ——           |
|   |  | Enterprise Advertising on Screen | ●               | ●                | ●            | ●               | ●            |
|   |  | Enterprise Video on site         | ●               | ●                | ●            | ●               | ——           |
| 3   | Tittle Sponsorship of Classic Dinner   | Same with Welcome Dinner         |                 |                  |              |                 |              |
| 4   | Tittle Sponsorship of Award Ceremony   | Same with Welcome Dinner         |                 |                  |              |                 |              |



# Sponsorship Privilege

| Previleges of Event Part in Top City Classic Car Rally 2016 |   |                                     |                 |                  |              |                 |              |
|---|---|-------------------------------------|-----------------|------------------|--------------|-----------------|--------------|
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| NO  | Name                                    | Detail                              | Premium Sponsor | Superior Sponsor | Gold Sponsor | Classic Sponsor | Main Sponsor |
| QUOTA of PEOPLE   |   |                                     |                 |                  |              |                 |              |
| 1   | Rally participating qualification       | Rally experience with accomodation  | 3               | 2                | 1            | 1               | —            |
| 2   | Classic car test ride qualification     |                                     | 2               | 1                | 1            | 1               | 1            |
| 3   | Classic car participating qualification | 2 persons per car                   | 4               | 2                | —            | —               | —            |
| 4   | Speech                                  | Starting/ closing ceremony; Dinners | 1               | 1                | —            | —               | —            |
| 5   | Participating qualification for staffs  |                                     | 4               | —                | —            | —               | —            |
| 6   | Welcome dinner qualification            | Sponsored station                   | 10              | 8                | 6            | 4               | 2            |
| 7   | Classic dinner qualification            | Sponsored station                   | 5               | 4                | 3            | 2               | 1            |
| 8   | Award dinner qualification              | Sponsored station                   | 5               | 4                | 3            | 2               | 1            |





*Thank You*

The connect: Tom Li, Vice Managing Director of FCCC

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