

Presented by: Reiter Engineering

# PARTNERSHIP PROPOSAL

Partnering for Impact and Success

[GET TO KNOW WHO WE ARE](#)

Website: [www.reiter-engineering.com](http://www.reiter-engineering.com) | Contact: [info@reiter-engineering.com](mailto:info@reiter-engineering.com)





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# WELCOME TO OUR COMPANY

- over 20 years experience and success in Development & Racing
- specially developed racing vehicles such as the Lamborghini Gallardo GT3
- SaReNi Camaro GT3, KTM X-Bow and the latest KTM X-Bow GT2/GTX
- experience in racing series such as the GT1 World Championship, ADAC GT Masters, NLS, Michelin Le Mans Cup, GT4 European series, Blancpain GT Series or 24h Le Mans
- history of over 750 podium finishes, 300 pole positions and around 230 victories
- specialisation in construction of GT prototype cars

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## VALUES

- Performance-driven excellence
- Innovation as strategy
- Consistency under pressure
- Integrity & Trust
- Scalable passion

## VISION

Leading the transformation of motorsport by advancing high-performance, sustainable technologies that deliver competitive edge and long-term value

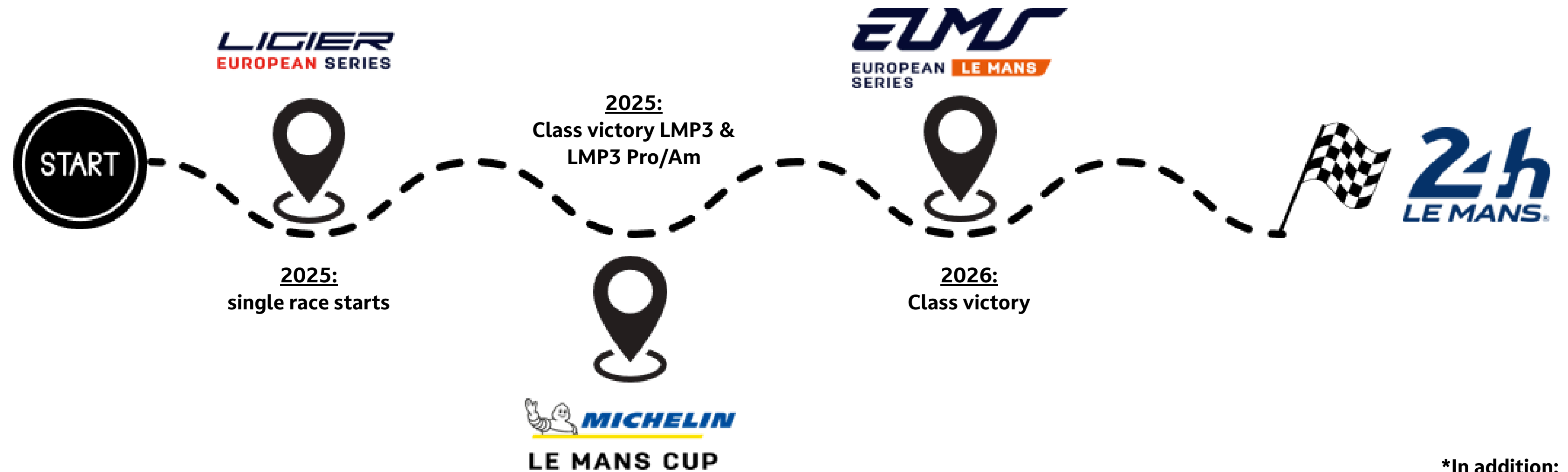
## MISSION

Generate sustainable growth by integrating forward-thinking technologies, elite engineering, and a strong emotional brand - delivering results on and off track





# GOALS & STRATEGY



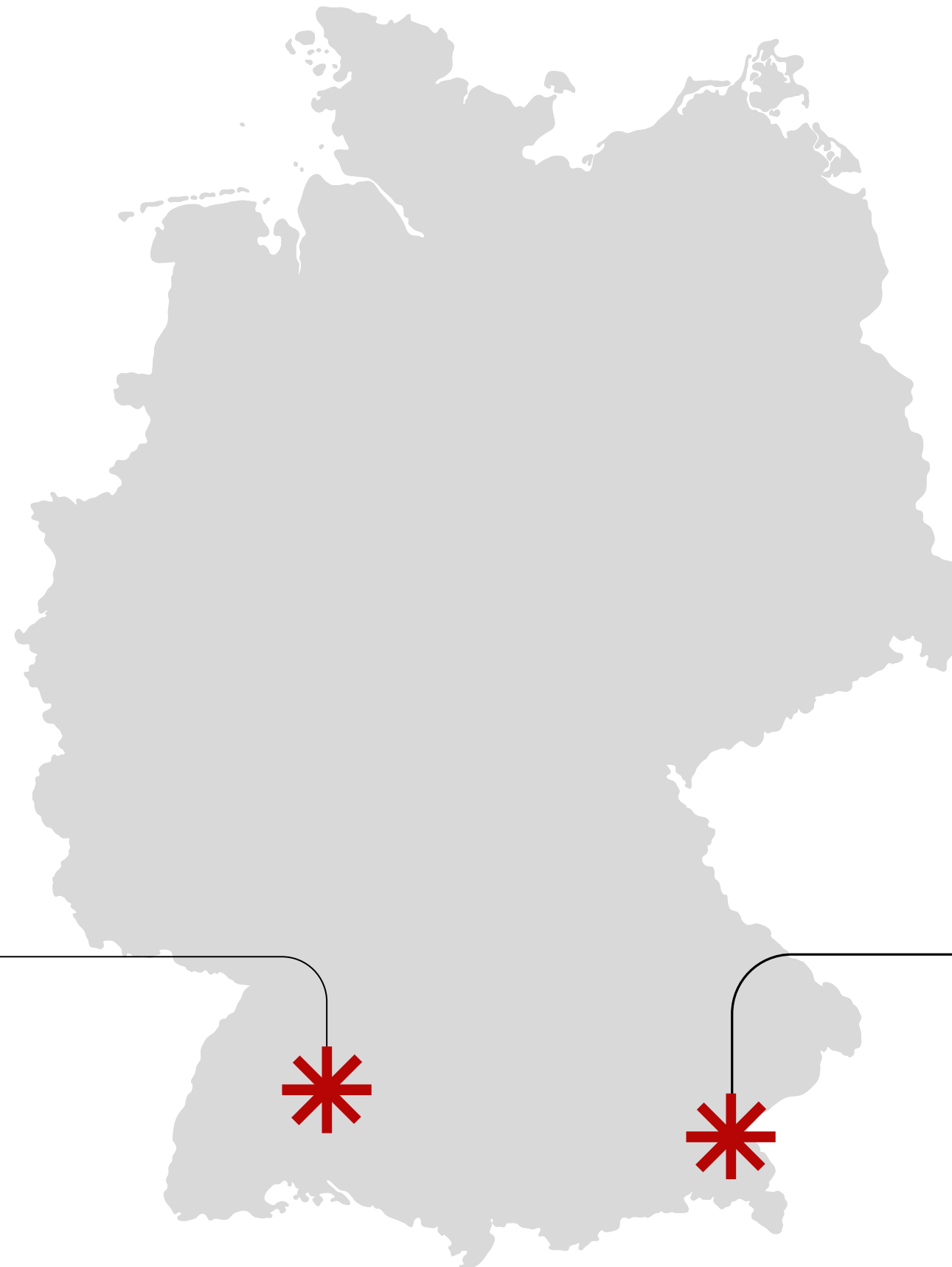
\*In addition:  
2 cars in ALMS in  
2025/2026



# LOCATIONS

**STUTT GART**  
Branch Office  
Engineering

**KIRCHANSCHÖRING**  
Headquarter  
Workshop, Race Team, Engineering

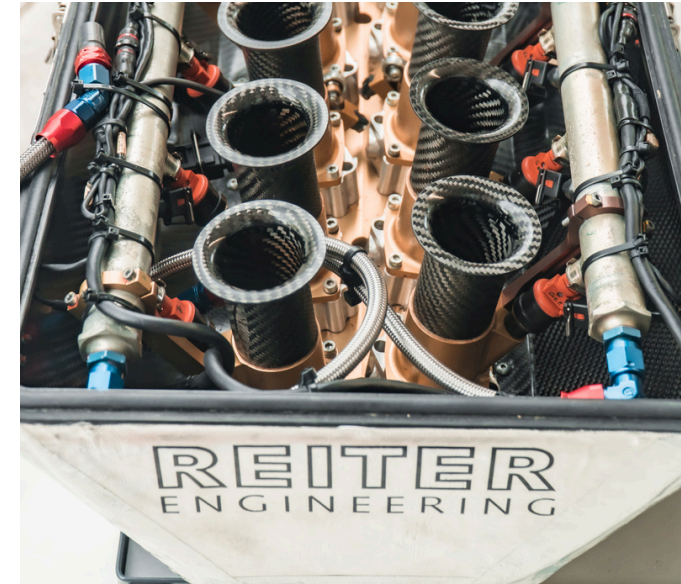




# DEPARTMENTS



**ENGINEERING**  
26 Employees



**ENGINE CONSTRUCTION**  
3 Employees



**RACETEAM**  
8 Employees



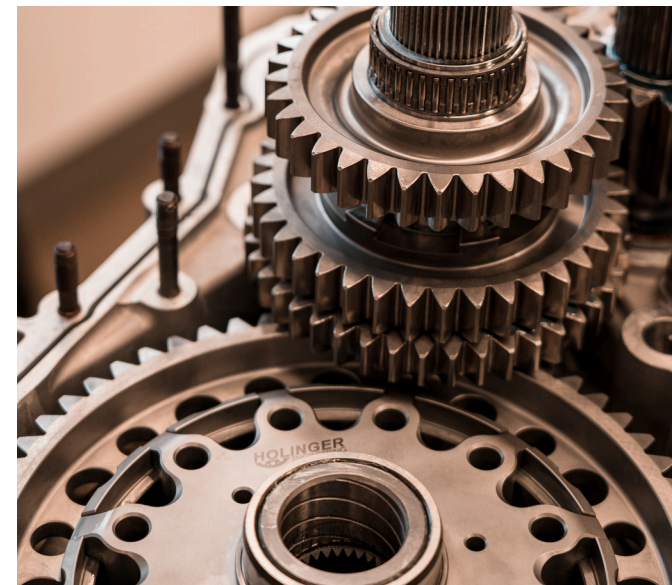
**PROTOTYPE CONSTRUCTION**  
5 Employees



**SALES/STORAGE/ADMINISTRATION**  
10 Employees



**WORKSHOP**  
2 Employees



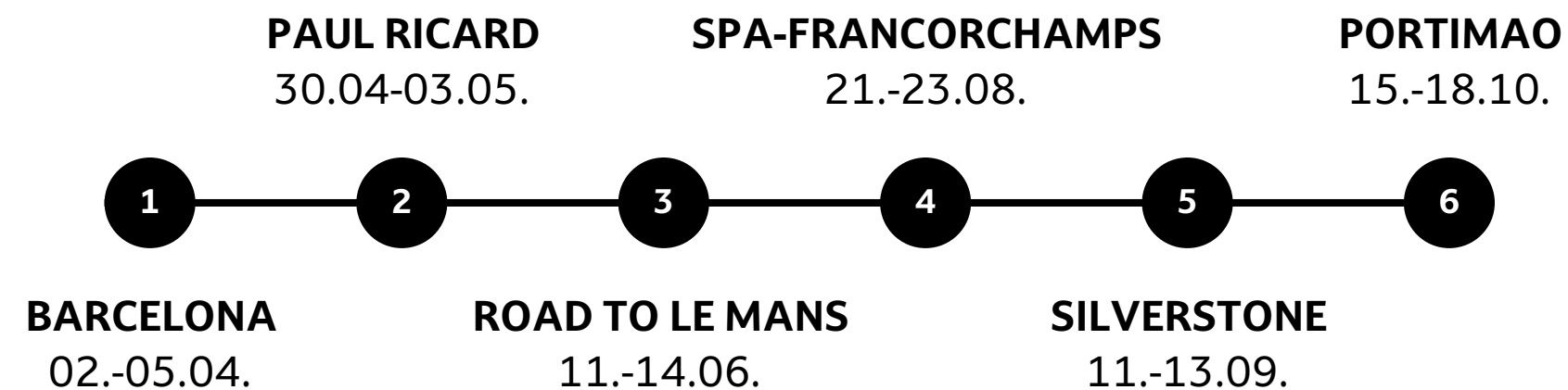
**SARENI (Gear & Transmission)**  
5 Employees





# MICHELIN LE MANS CUP

- 6 races in Europe, international presence
- 2h Races during 3 day event
- The embodiment of the “Spirit of Le Mans” with a sport-prototype category (Ligier JS P325) and a GT category
- three classifications: overall, LMP3 Pro, LMP3 Pro/AM, GT3
- opportunity to discover the Le Mans 24 Hours circuit with an exceptional race on Race Day alongside the Hypercars, LMGT3s and LMP2s.



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185 km



M L M C



# EUROPEAN LE MANS SERIES - SOCIAL REACH\*

## TOTAL REACH

(TOTAL NUMBER OF FANS ACROSS ALL ELMS SOCIAL MEDIA CHANNELS)

466,3k

## SOCIAL COMMUNITY

(TOTAL NUMBER OF FANS ACROSS ALL ELMS SOCIAL MEDIA CHANNELS)

60,5M

## NEW FOLLOWERS

THE FOLLOWERS GAINED ACROSS ALL CHANNELS 2024

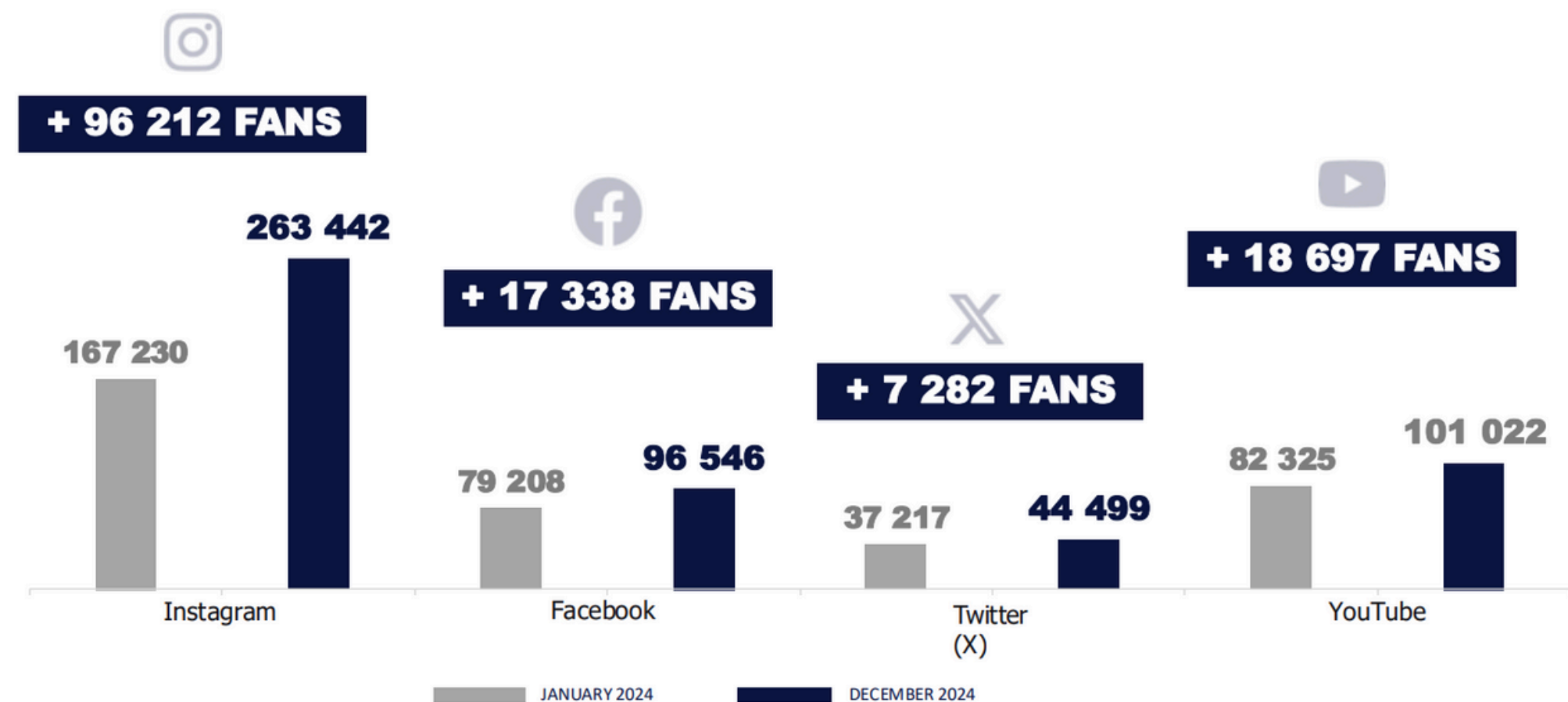
139,9k

## ENGAGEMENT

(TOTAL NUMBER OF INTERACTIONS ACROSS ALL POSTS)

5,6M

**SPECTATORS IN TOTAL** 100,291 (across the six events in 2024)



\*The Michelin Le Mans Cup is a support series of the ELMS championship, benefitting from the large social reach of the platform



# MICHELIN LE MANS CUP - SOCIAL REACH

## TOTAL REACH

(TOTAL NUMBER OF FANS ACROSS ALL MLMC SOCIAL MEDIA CHANNELS)

17,4M

## SOCIAL COMMUNITY

(TOTAL NUMBER OF FANS ACROSS ALL MLMC SOCIAL MEDIA CHANNELS)

236K

## NEW FOLLOWERS

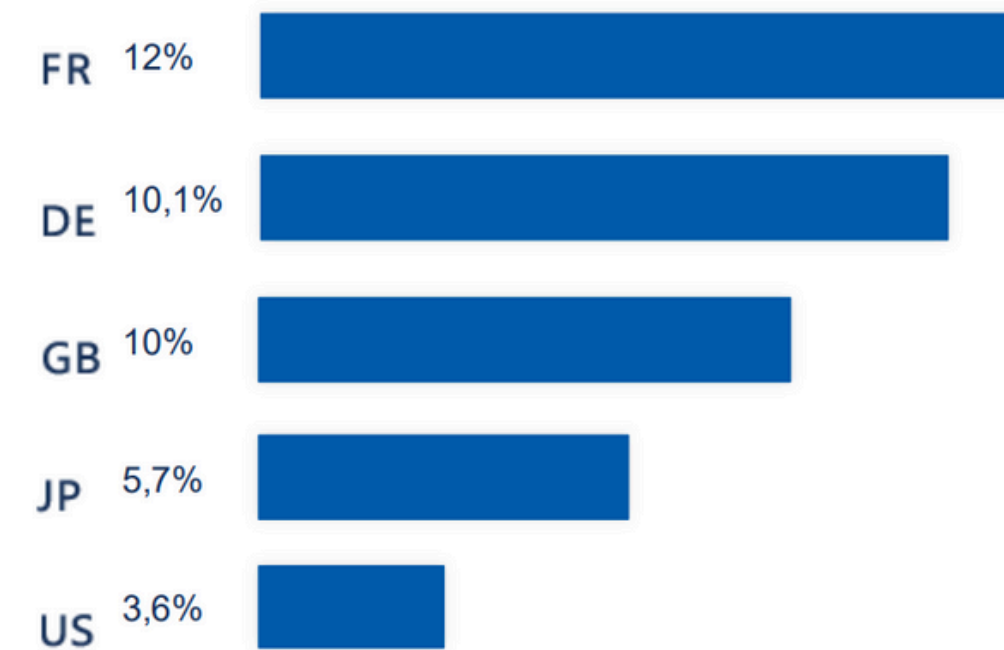
THE FOLLOWERS GAINED ACROSS ALL CHANNELS 2024

87K

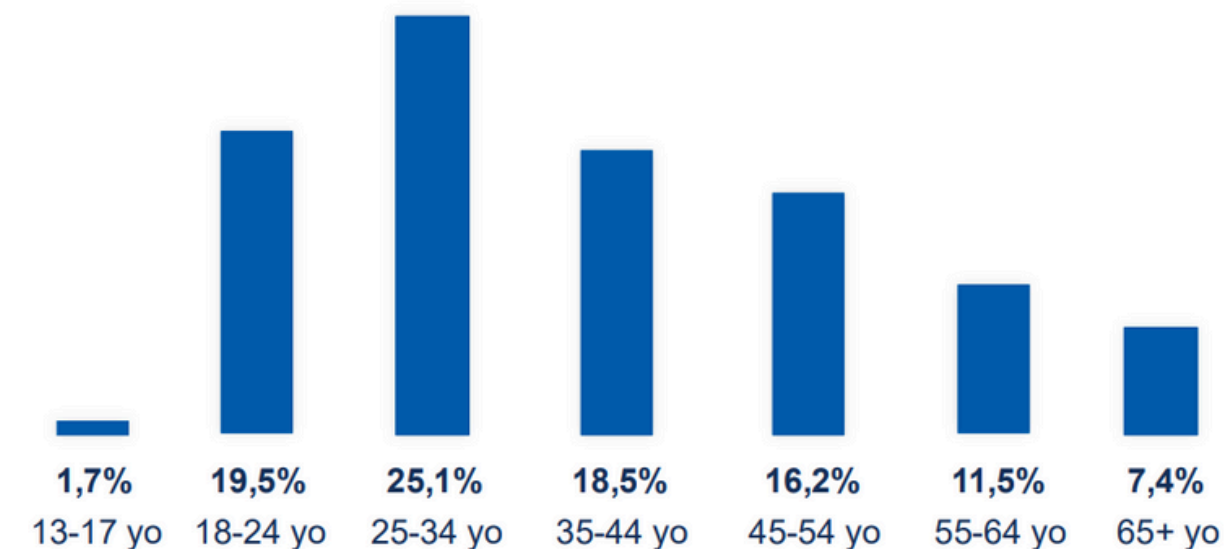
## ENGAGEMENT

(TOTAL NUMBER OF INTERACTIONS ACROSS ALL POSTS)

971K



FOLLOWING COUNTRIES



VIEWERS AGE



# REITER ENGINEERING - SOCIAL REACH

## TOTAL REACH

(TOTAL NUMBER OF FANS ACROSS ALL REITER SOCIAL MEDIA CHANNELS)

191.1K

## SOCIAL COMMUNITY

(TOTAL NUMBER OF FANS ACROSS ALL REITER SOCIAL MEDIA CHANNELS)

108.3K

## NEW FOLLOWERS

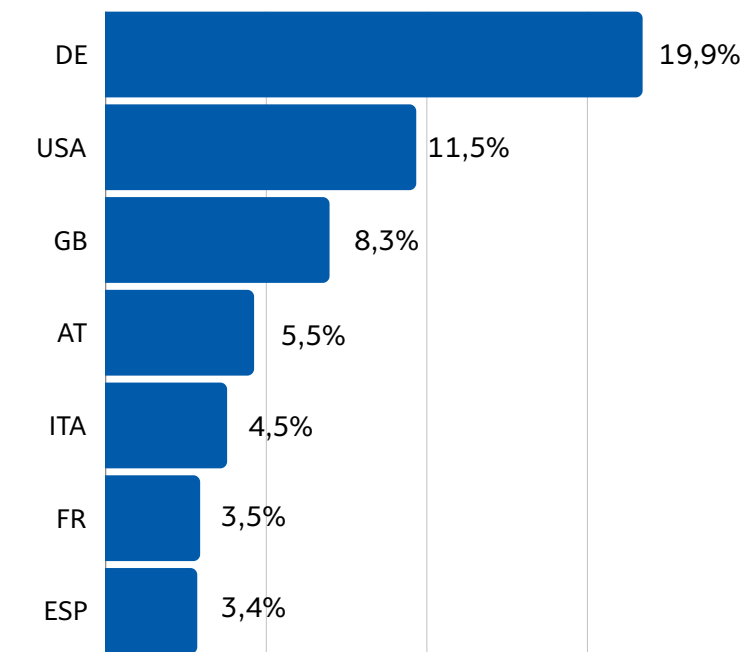
THE FOLLOWERS GAINED ACROSS ALL CHANNELS 2025

683

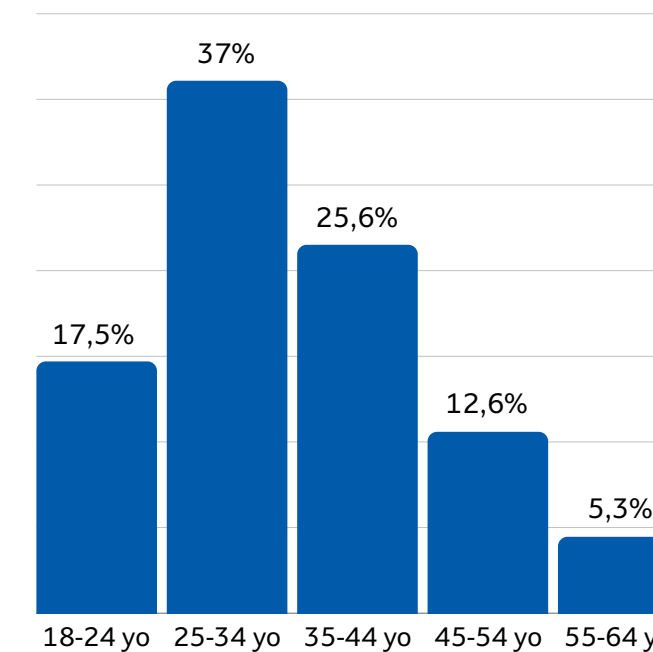
## ENGAGEMENT

(TOTAL NUMBER OF INTERACTIONS ACROSS ALL POSTS)

361K



FOLLOWING COUNTRIES



VIEWERS AGE



# PARTNERSHIP OPPORTUNITIES



**01**

## BRAND AWARENESS & MEDIA EXPOSURE

- social media, news articles, newsletters, autograph cards, calendars, etc.
- team equipment (truck, overalls, team clothing, pitwalls, etc.)
- series platforms, live streams, joint projects with racing series, etc.

**02**

## B2B & CORPORATE HOSPITALITY

- invite guests to the races
- business contacts
- new business partners
- possibility of own partner hospitality or lounges at the races
- access to exclusive ELMS hospitality: “Endurance Club”

**03**

## INCENTIVES / EVENTS

- Reiter drivers and cars for own fairs
- company events
- implementation of customer events and employee incentives (e.g. taxi rides, trackdays, company celebrations, trade fairs, etc.)

**04**

## TEAM EVENTS

- unveiling of race car
- pre- and end of season party
- pictures with cars and drivers



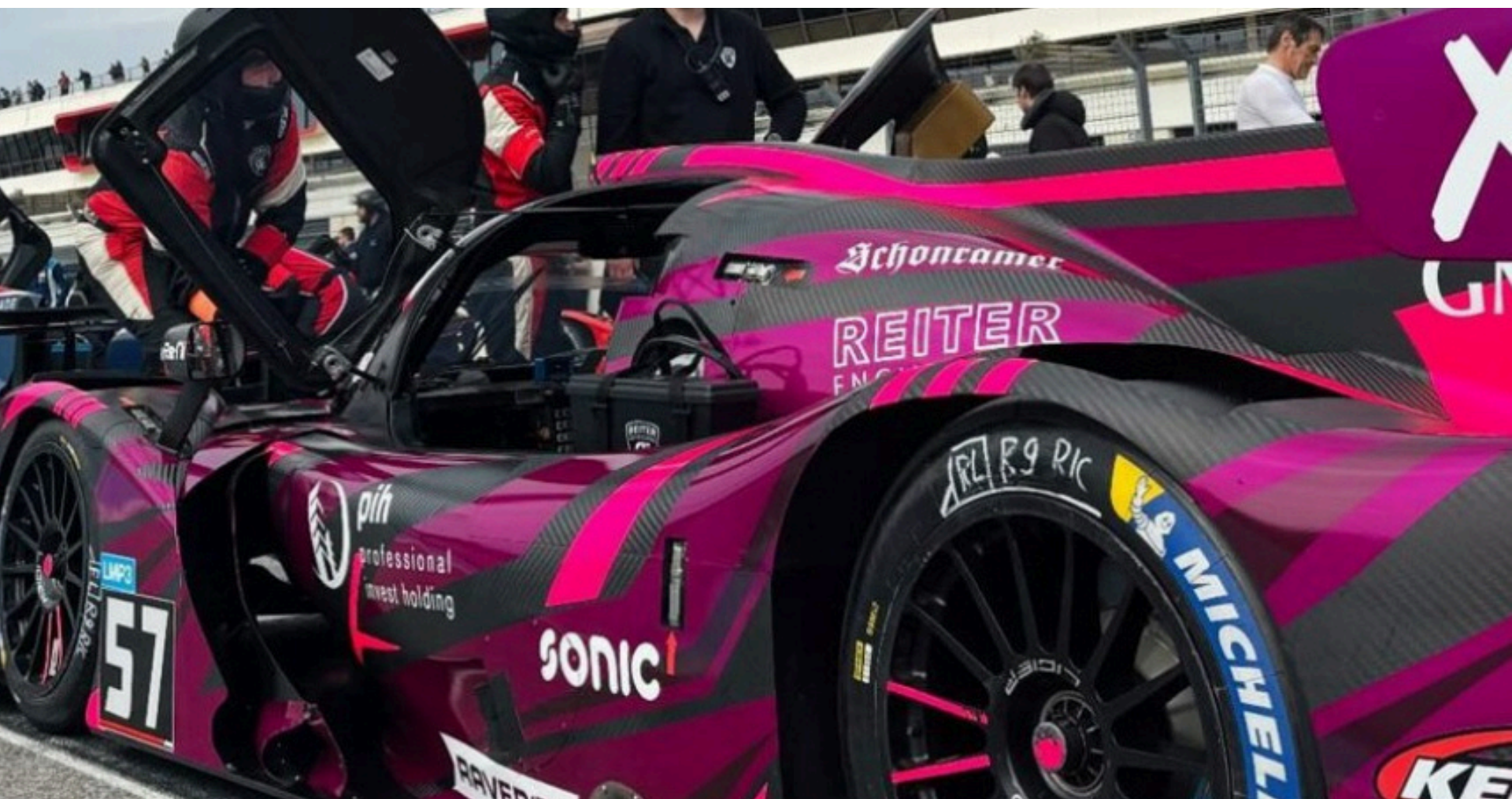
# PARTNERSHIP TIERS & PACKAGES

| Tier                                       | GOLD    | SILVER  | PLATINUM |
|--|---------|---------|----------|
| Investment                                 | 30.000€ | 50.000€ | 70.000€  |
| Logo on key material                       | ✓       | ✓       | ✓        |
| Social Media presence                      | ✓       | ✓       | ✓        |
| Logo visibility on car                     | small   | medium  | large    |
| Guest Tickets per race                     | 2       | 6       | 15       |
| Reiter Cars for company events/trade fairs | ✗       | ✓       | ✓        |
| Incentives                                 | ✗       | ✗       | ✓        |

We are open to discuss other partnership opportunities individually









REITER  
ENGINEERING





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# CONTACT US

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WE LOOK FORWARD TO WORKING WITH YOU

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