

Cyndie Allemann presentation



Cyndie Allemann: a life in racing

World-class race car driver from Switzerland with fan and media attraction power

Benefits

- Fast, experienced and global race car driver
- Charismatic and marketable personality
- Huge social media following
- Media and TV personality

Opportunities

- Race car driver available for teams
- Racing programs for corporate sponsors
- Appearances and motivational speeches
- Brand ambassador, product endorsement and advertising

About Cyndie Allemann



World class driver, top athlete and brand ambassador

Always a fan favorite, 27 years old Cyndie Allemann was literally born for speed. Her 20-year racing career has seen her compete at the highest levels in many different series and race tracks around the World:

- Karting: winning the European junior title when she was only thirteen
- Open-wheel: Formula 3, EuroF3, Indy Lights
- GT racing: Japanese Super GT, FIA-GT1 World
- Endurance racing: Le Mans Series, 24 Hours of Le Mans

A winning proposition for racing teams and sponsors

For race teams and corporate sponsors alike, being associated with Cyndie Allemann is a guaranteed return on investment. Cyndie understands that nowadays, the role of a professional race car driver does not begin and end in the cockpit, but also goes beyond: in the paddock, outside the race track, and even in the online community.

Media and TV personality

Cyndie is now an accomplished and high profile TV and media personality, with her own TV show 'Auftrag Auto', presented on German TV channel SPORT1. She is camera-friendly and has experience in TV and film productions.



Race career



Auto racing career highlights

2013

- Mercedes AMG projects: AMG Driving Academy, "Ziel: Grüne Hölle" TV program on SPORT1
- VLN series and 24 Hours of the Nürburgring

2012

- Japan Super GT championship with the Hitotsuyama Racing Audi R8 LMS (9th place finish at her first ever race)
- Malaysian Super Series: race win at Sepang, May 2012 (first female driver to ever win a race in Malaysia)
- Driver in the upcoming i1 Super Series

2011

- Dubai 24 Hours
- Race car development work

2010

- GT1 World Series, Matech Ford GT
- Le Mans Series (GT1 class podium finish at her very first race in this series at Spa), Matech Ford GT
- 24 Hours of Le Mans, Matech Ford GT

2009

- ADAC GT Masters (Germany), 1 race at the Nürburgring, Porsche 911
- LMP2 test

2008

- Indy Lights Series (USA): 14th place in the championship, several top-10 finishes

2007

- Formula 3 Euroseries (Dallara F306 Mercedes): several top-10 finishes, best female driver

2006

- German Formula 3 Cup (Dallara F306 Mercedes): 9th place general, 5th place Rookie Cup, 1 pole position, podium finishes, 1 race win in the Rookie Cup

2005

- German Formula Renault 2.0 Cup: 12th place general

2004

- Swiss Formula Renault 2000: 6th place general
- Formel Renault Cup



Opportunities



Race car driver

Cyndie is available for race drives in many different forms of racing. She brings a solid credibility, experience and technical knowledge supported by her 20-year racing career. She can adapt quickly to different types of race cars and racing series.

Race sponsorship

We offer several different race sponsorship opportunities with our racing programs. Whether a fully fledged exclusive sponsorship program or a partner-level deal, we can tailor a program for any type of marketing needs and investment levels. See the next section to see all the benefits we offer to our corporate partners.

Appearances and motivational speeches

Cyndie is a top and fearless athlete performing in a high-powered sport, auto racing. Furthermore, she is one of the very few female athletes in the only sport in the world that both male and female compete directly. She has had to fight hard most of her life to be able to practice her sport. In addition, she is an entrepreneur with her successful karting business (Spirit Karting AG), based in Zürich. In one word: she has a unique and incredible life story to tell that can be a source of inspiration for everyone, race fan or not: employees, managers, decision makers, VIP guests, etc.

Whether in an corporate or promotional appearance or else in a motivational speech context, Cyndie Allemann will bring credibility as well as glamour to any corporate event. Cyndie is available for appearances (corporate events, product launches, meetings with employees, managers, guests, etc.), as well as motivational speeches.

Brand ambassador role and advertising

Cyndie is also perfect for a brand ambassador and spokesperson role as well as advertising for different brands and products: automotive, fashion, cosmetics, sporting goods, energy drinks, lifestyle products, consumer electronic products, and much more. She already has had several successful partnerships and case studies with top brands and corporations in the recent past and we would be happy to discuss them as well as different opportunities.



Benefits



Key benefits

- Perfect example of a global driver
- Charismatic and marketable personality - she is always at the center of the attention at a race track
- Huge social media following (more than 90,000 followers) - this number is growing by several hundred followers daily and make her the #1 international female race car driver on social media
- Fan-friendly, able to make fast connections with the fans
- Ability to connect with corporate partners and VIPs
- Positive image of young, spontaneous and natural top athlete
- Fluent in three languages (German, English, French) and basic knowledge of a fourth one (Italian)
- Ideal and natural look, photogenic
- A perfect brand ambassador and spokesperson for different brands and products: automotive, fashion, cosmetics, sporting goods, energy drinks, lifestyle products, consumer electronic products, and many more

Added value benefits to maximize the ROI

- On location activation with fans: product demo, interaction with driver, etc.
- Pre-event and on location media activation campaign: interviews with driver, team personnel, media initiatives to communicate the partnership with the sponsors
- Press and photo material with the sponsors branding sent to national and international media
- Social media activation
- Exposure on Cyndie's promotional material, including her web site
- Product endorsement by Cyndie that can include: testimony, product tryout, training tips, etc.
- Meet the driver events with Cyndie
- Any other initiatives to engage the fans with the sponsor



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