

KAROLINA CK PILARCZYK

MEDIA ACTIVITIES – JUNE 2020

E-MEDIA:

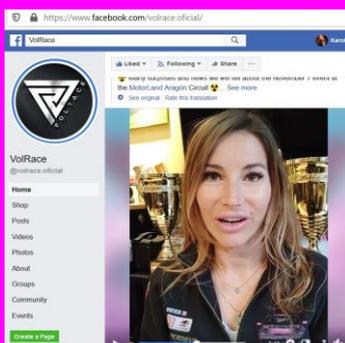
SUPERSTACJA



VOLRACE

<https://www.facebook.com/volrace.oficial/>

<https://www.facebook.com/watch/?v=585504938755892>



DRIVETRIBE

<https://drivetribe.com/p/meet-the-drifter-part-84-karolina-P54ebBWXQH5nYXa7uPBEG?iid=Kfs1g-y2T2a3H7i17KVGsg>

Drifting, interviews, business events, show business - the team of Karolina Pilarczyk is already at full speed!

PRACTICE AT THE RACETRACKS

June started on one of the fastest racetracks in Kielce! "It was a great test for both Karolina and the car. On the Kielce racetrack, drivers can develop an entry speed of up to 170km / h. At such speeds you have to understand and control the car really well "- commented this practice Mariusz Dziurleja, Team Manager.

PRACTICE AT THE KIELCE RACETRACK

On 1st of June had place the second training this year - this time on the Kielce racetrack and it was a real Children's Day! The racetrack in Kielce is famous for its very fast layout where entry speeds exceed 170km / h! Karolina felt there very good! She is one of the few women on a European scale who is not afraid of high speeds and dangerous routes, that's why the audience watched her drifting with great enthusiasm. A lot of fans came to Karolina, missing the direct contact.

This amazing practice was interrupted by a twisted shaft, but still this failure did not destroy the humor of the entire team. After returning home, Mariusz Dziurleja immediately took care of removing failures, because the calendar is quite tight.

„Karolina did a really good job! She is driving our weakest car – Raptorem with LS3 engine 460bhp. She was perfectly controlling the car what is very optimistic or the whole season”. — commented Mariusz

PRACTICE AT THE JASTRZĄB RACETRACK

On 06/21 had place a practice at the Jastrząb racetrack. This time the weather was really bad – it was raining the whole practice. Does this disturb drifting? It's more challenging, but still the drivers has to know how to control the car in such conditions! It was a great moment to work on the traction - the new Yellow Speed Racing coilovers plus Falken tires are the perfect combination.

The training can definitely be considered successful!!



E-MEDIA:

wGOSPODARCE

<https://wgospodarce.pl/informacje/81834-wracaja-motorsportowe-emocje-rusza-drift-open-w-kielcach>

wGOSPODARCE



https://www.youtube.com/watch?v=vjk7wLtHyxM&feature=youtu.be&fbclid=IwAR3U99o2JkzTG06tBARdGH5GwP_6755_IYgQqImLNnFbyXMHHukeW65kZ5M



IGNITE TV

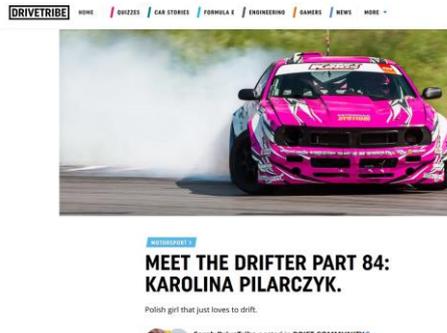
<https://www.facebook.com/watch/?v=274310906965468>

POLSAT NEWS

<https://www.polsatnews.pl/wiadomosc/2020-06-27/bojka-na-srodku-skrzyzowania-policja-przejechala-obok-bo-miala-inna-interwencje/>

MEDIA

June was also a very intense period in terms of interviews and contacts with the media. Especially that motorsport teams have returned to their activities. Karolina was asked to speak about how the situation with Motorsport during the pandemic looks like, competition plans in Poland and abroad, and was invited to discuss whether Motorsport is a good platform for promotion, especially in the current situation. Foreign media also got interested in Karolina! Our driver appeared among others in Drivetribe UK (4,194,315 fans), VolRace Spain (62,790 fans), the newspaper Tutto Rally + Italy, Ignition.TV South Africa



E-MEDIA:

KOZACZEK.PL

<https://www.kozaczek.pl/drifterka-karolina-pilarczyk-o-swoich-ingerencjach-w-urode-bardzo-lubie-medycyne-estetyczna/>



JASTRZĄBPOST

https://jastrzabpost.pl/newsy/gwiadzy-na-otwarciu-salonu-piekosci-zdjecia_906350.html/galeria/



PRZEGLĄD SPORTOWY

<https://www.youtube.com/watch?v=61cjvw1viSc>

MEDIA

June is also a period of return of show business events. Karolina has been invited to this type of event for many years, which is a great opportunity for her to reach the widest possible audience to "spread" her passion for drift.



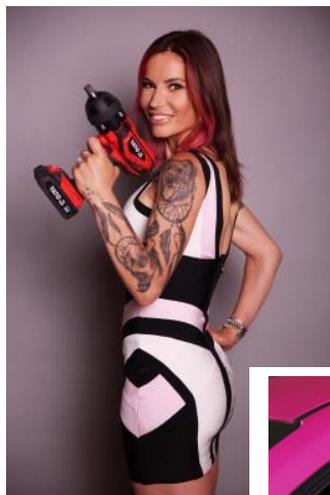
CHARITY

Every year Karolina participates in the "Run for New Life" - it is a social initiative which goal is education in the field of organ transplantation. The "Run for New Life" builds social support for transplantation and educates about this area. The idea is promoted by actors, musicians, artists, athletes, representatives of science and the media, who meet twice a year in a unique Nordic walking march with transplant people. Unfortunately, this year's edition, for safety reasons, took place online and everyone ran individually. Of course, our driver could not miss it.



PHOTO SESSIONS

Taking advantage of the opportunity that cars and Karolina are already ready for the season, a number of product photo sessions were also made.



ADVERTISING EQUIVALENT

Month: **June**

Reach: **2,4 mln**

Equivalent: **268,1 tys PLN**

Publikacje / Zasięg

PUBLIKACJE
▼ 73% 135

ZASIĘG
▼ 25% 2,4 mln

EKWIWALENT (PLN)
▼ 31% 268,1 tys.

Publikacje / Zasięg

