

KAROLINA CK PILARCZYK

MEDIA ACTIVITIES – AUGUST 2020

MEDIA:

wPolsce.pl



<http://wpolsce.pl/magazyn/119-97-co-wsporcie-drifting-czy-pilarczyk-nie-da-szans-rywalom>

SUPERSTACJA



„Z pierwszej Strony”



"Karolina is writing history" - Dominik Jaroszewski, journalist and commentator at Drift Open.

DRIFTING COMPETITIONS

Last month the drifting competition were every weekend! "It was a real marathon. A huge effort for the driver, the car and the whole team. Karolina goes like storm! With the weakest car in the competition she defeats real monsters! What this girl is doing this year amazes many people "- commented Mariusz Dziurleja, team leader.

POLISH DRIFTING CHAMPIONSHIP IN SŁOMCZYN

The second round of the Polish Drifting Championship in Słomczyn took place on 08/8-9, attended by many competitors from all over Europe! This was a first round this year, with the participation of the audience! People who came in large numbers to the competition wanted to feel the smell of tires, fuel and earth tremors caused by 1000-horsepower machines. Of course, everything with safety rules. It was wonderful to look at those smiling faces - for a moment everyone forgot about the problems and negative energy that surrounds us. Karolina gave a great show of driving and skills! After qualifying in the PRO1 class, she took a high 8th position, which gave her automatic promotion to TOP16. After a great drift battle and one more time, she won against one of the top Czech drivers, driving a car twice as powerful as she has. In TOP8, she met the European Champion with over 1000hp alcohol-powered vehicle. Unfortunately, after a great battle and very even fight, the judges decided about the Czech's driver victory. Nevertheless, Karolina's drifting caused a great sensation. Several hundred autographs were given over the weekend!

DRIFT OPEN IN KOSZALIN

Karolina on the second place on the podium !!
Once again Karolina creates history and proves that women can compete in motorsport on an equal level with men, and in the highest classes! Karolina is the first woman who stand again on the podium in the top Masters class during the Drift Open competition.

*„Karolina is writing history" - Dominik Jaroszewski,
journalist and commentator at Drift Open*

The success is even greater because Karolina was on this racetrack for the first time. The racetrack is considered to be very demanding and verifying the driver's skills. At the same time, the enormous heat was a big challenge, which led to several collapses. Fortunately, both Karolina and the car were well prepared for it! Karolina is using COOLSHIRT SYSTEMS, that is special

MEDIA:

SUPERSTACJA

„Tok Szoł” Wojciech Jagielski



TVP 1

WIADOMOŚCI



PRZEAMBITNI

<https://przeambitni.pl/karolina-pilarczyk-w-spektakularnym-zwyciestwie-na-wymagajacym-torze-pokonala-wielu-mezczyzn/>

OMP Racing underwear with tubes through which cold water flows, while the car was protected by PETRONAS Syntium oil with CoolTech technology and a special fuel - E85R Warter Racing / Gulf Race Fuels. Great car settings and the use of very good components, incl. Yellow Speed Racing suspension and Falken tires made the car very tractionable, thanks to which Karolina can compete with even twice as powerful cars! Karolina won the drift battle during qualifications, going straight to the Top16 (this is a new formula in the Drift Open, where qualifications are no longer held as individual runs, but as drift battles). The next day she defeated many great and experienced drifters with twice as powerful cars in the competition, finishing on the second place on the podium! the drift battles were very exciting! The judges already at the briefings said that in the Masters class the level is so balanced that everyone can win. However, Karolina's driving aroused the greatest emotions of the audience, who came in large numbers to watch the struggles of fantastic Polish drifters.



POLISH DRIFTING CHAMPIONSHIP IN KIELCE

Next weekend and next round of the Polish Drifting Championship - this time this competition were a real swing of emotions! Karolina went to this competition with very high hopes. This year she already showed her skills at this racetrack and it was also supposed to be her weekend. Very excited, she went to the racetrack. The fastest layout in Poland does not forgive mistakes. On the first run the car shut down and Karolina hit the barrier .. the impact at such high speed caused a lot of damage: shock absorber, control arm, rods .. some parts are very difficult to get. At first, Mariusz thought that he would have to give up this competition .. However, Karolina has many friends around who organized components and brought parts from all over Poland! There was a fight against time - the team only had an hour to put the car together. Thanks to the amazing mechanics and the support of ATUM PLUS technicians, the car was repaired exactly for the qualification! Karolina went to the racetrack without practicing, passed the qualification and qualified for 11th position! Unfortunately, the lack of training made it impossible to establish an equal fight with the experienced drivers. Karolina ended the competition in Top16.

MEDIA:

AUTO EXPERT

<https://www.autoexpert.pl/artykuly/sukces-karoliny-pilarczyk>

MOTOCAINA:



<https://www.motocaina.pl/artykul/udany-weekend-karoliny-pilarczyk-nawet-nieznajomosc-toru-jej-nie-zatrzyma-54398.html>

AUTONAPRAWA:

<https://www.e-autonaprawa.pl/artykuly/10992/petronas-w-zawodach-drift-open.html>



BLOGSTAR

<https://blogstar.pl/sukces-karoliny-pilarczyk/>

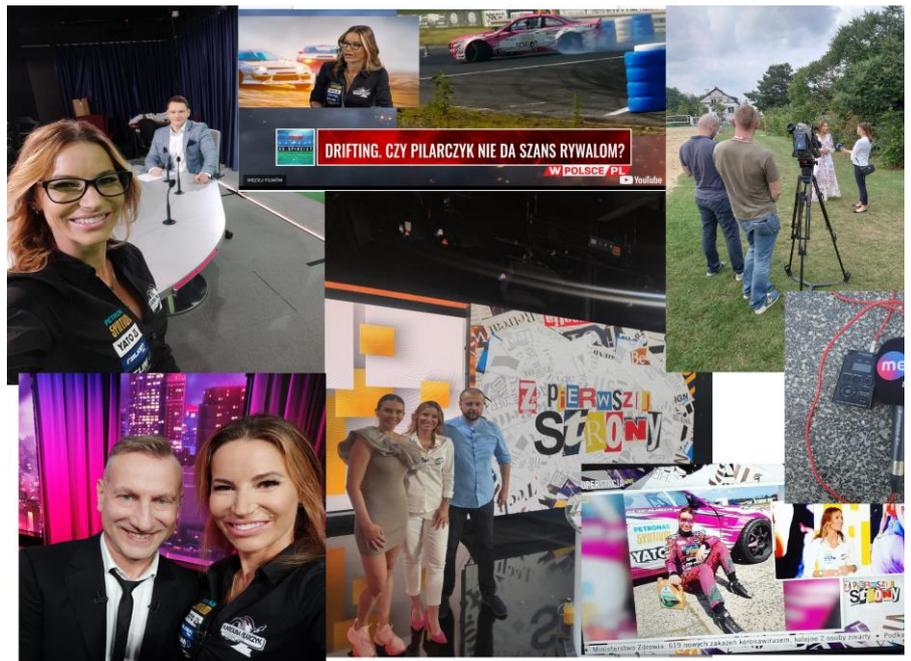


POLISH DRIFTING COMPETITION IN TORUŃ

The last weekend of August belonged to the Polish Drifting Championship. MotoPark in Toruń is very well known to many drifters. Many times Karolina achieved great results on this racetrack and won many fights, so the whole team was very optimistic about this round. Once again Karolina showed great form and skills. For the first qualifying run she received 76 points, and for the second ... 95 points! The layout favored much stronger cars, so during the battles Karolina had to recognize the superiority of twice as powerful opponents. The whole team returned from the round very satisfied and determined to increase the power of the cars!

MEDIA

Serious conversation about Motorsport and safety on the road as well as some gossip about drivers and Karolina's life – has become a regular activity every month. Karolina was invited to a news television wPolsce.pl, to the National TV as an expert, to a mornings conversation in Meloradio, and also to few talk shows f.e. „Tok Szoł” Wojciecha Jagielskiego and „Z pierwszej strony” TV program.



MEDIA:

PLEJADA

<https://plejada.pl/zdjecia-gwiazd/agnieszka-kaczorowska-edyta-herbus-i-inne-gwiazdy-na-okazie-gwiazdy-dzieciom/l6vw4l5>



JASTRZĄBPOST

https://jastrzabpost.pl/newsy/iwona-wegrowska-w-ciazy-na-pokazie-mody-zdjecia_930832.html



MSN

<https://www.msn.com/pl-pl/rozrywka/gwiazdy/agnieszka-kaczorowska-edyta-herbu%c5%9b-i-inne-gwiazdy-na-pokazie-charytatywnym-zdj%c4%99cia/ar-BB18iCxb>

KOZACZEK.PL

<https://www.kozaczek.pl/agnieszka-kaczorowska-edyta-herbus-i-inne-gwiazdy-na-pokazie-charytatywnym-zdjecia/>

CHARITY

Karolina also took a part in a chaity fashion show „ Celebrities for children” A lot of famous people took a part in this event supporting children in need.



Of course Karolina also continued her activities for homeless dogs from the dog shelter or AST Foundation of which she is an ambassador.



The activities of Karolina were noticed by Psy.pl magazine that’s why she got a nomination to “Heart for Animals” award.



ADVERTISING EQUIVALENT

Month: **AUGUST**

Range: **2,3 mln**

Equivalent: **235,7 tys PLN**

Publikacje / Zasięg



PUBLIKACJE

▲ 1% 103

ZASIĘG

▼ 8% 2,3 mln

EKWIWALENT (PLN)

▼ 27% 235,7 tys.

Publikacje / Zasięg

