

Media activities - April 2020

For some, the pandemic is the collapse of business, for others a way to implement projects that are still being put off, and for others, an opportunity for self-development. How does our Champion deal with pandemics and inability to drift? Karolina's mission became to maintain strength and optimism in people, which fans appreciate very much by repaying with their activity giving Karolina huge media reach!

E-MEDIA :

Styl.pl

<https://www.styl.pl/magazyn/news-karolina-pilarczyk-najslynniejsza-polska-blachara.nId.4432499>

Plejada:

<https://plejada.pl/wideo/korona-wirus-karolina-pilarczyk-zachwala-dzialania-rzadu-w-szwecji.brnx64f>

Plejada

<https://plejada.pl/wideo/korona-wirus-w-polsce-raporty-epidemiologow-pokazuja-ze-nie-jest-tak-tragiczne/n4449h5>

Motocaina

<https://www.motocaina.pl/arttykul/karolina-pilarczyk-rozpoczela-sezon-driftingowy-wirtualna-prezentacja-z-rekordowa-ogladalnoscia-45171.html>

Newseria

<https://lifestyle.newseria.pl/wszystkie-newsy/karolina-pilarczyk-drift.p343092672>

Start of the drift season

As previously announced, April 4, 2020, Karolina Pilarczyk at the on-line press conference, officially announced the opening of the drifting season. With all safety standards, Karolina and Mariusz Dziurleja, being with only the operator and photographer summarized last year, presented their drifting cars to the viewers, introduced Sponsors and told about this year's plans. Over 80,000 people watched Karolina's presentation!



E-MEDIA :

Niezależna.pl

<https://niezalezna.pl/321344-to-była-milosc-od-pierwszego-poslizgu-dzieki-niej-spełniła-marzenia>

Ifakty.pl

<https://ifakty.pl/2020/04/karolina-pilarczyk-drift-calkowicie-zmienił-moje-zycie-na-poczatku-było-bardzo-trudno-ponieważ-nie-miałam-wsparcia-wiedzy-i-pieniedzy-77624/>

Radio Świnoujście

<https://www.radioswinoujscie.pl/karolina-pilarczyk-drift-calkowicie-zmienił-moje-zycie-na-poczatku-było-bardzo-trudno-ponieważ-nie-miałam-wsparcia-wiedzy-i-pieniedzy/>

twojemiasto.pl

<https://twoje-miasto.pl/art-styl-zycia/karolina-pilarczyk-drift-calkowicie-zmienił-i127365>

Plejada

<https://plejada.pl/newsy/korona-wirus-w-polsce-karolina-pilarczyk-nie-może-spełnić-swojego-telewizyjnego/jbqn4wb>

Motocaina.pl

<https://www.motocaina.pl/artykul/karolina-pilarczyk-musiała-przerwać-zdjęcia-do-nowego-programu-przez-epidemie-koronawirusa-45831.html>

#stayhome

April was the month in which life from offices and streets moved to Internet. The whole world began to communicate virtually with each other. The same thing happened with Karolina. All interviews and media appearances took place over the phone, Skype and other messengers. Starting from radio interviews through television and ending with live and chat with fans. Karolina in interviews was telling how the epidemiological situation looks like in motorsport and what drifting drivers do at this time.

At online live meetings with fans, she encouraged people to pursue their passions and encouraged those who needed such support. Karolina also invited valuable guests: drift drivers and competition organizers, so that fans from the so-called „first hand” could find out the most current information. One of the live interview was also with the Museum of Sport and Tourism, which did a virtual tour.



Karolina Pilarczyk Professional Drift Driver...

LIVE

E-MEDIA :

newseria.pl

<https://lifestyle.newseria.pl/wszystkie-newsy/karolina-pilarczyk,p1395568084>

kobietawkrakowie.pl

<https://kobietawkrakowie.pl/tag/karolina-pilarczyk/>

Wirtualnedia.info

<http://www.wirtualnedia.info/karolina-pilarczyk-chcialabym-zobaczyc-kobiety-w-formule-1>

superexpress.pl

<https://www.se.pl/wiadomosci/gwiazdy/karolina-pilarczyk-epidemia-przerwala-zdjecia-donowego-programu-krolowej-driftu-aa-EUuq-QS6H-A7wA.html>

Plejada

<https://plejada.pl/zdjecia-gwiazd/kuba-wojewodzki-madrog-samochod-jakieauta-majapolskie-gwiazdy-zdjecia/80s0cz0>

polskieradio.pl

<https://www.polskieradio.pl/7/163/Artykul/2491399,Koronawirus-w-Polsce-Wymieniac-teraz-opony-czy-nie>

<https://www.polskieradio.pl/7/5357/Artykul/2494272,Jedynka-w-drodze-18-kwietnia-godz-0206>

mototarget.pl

<http://www.mototarget.pl/news,karolina-pilarczyk-zaufala-produktom-petronas,26376.html>

A virtual month in media:

The screenshot shows a news article on the website PolskieRadio.pl. The article title is "Karolina Pilarczyk: sezon driftowy zaczęłam w internecie". The author is "CZWÓRKA". The article text discusses drifting, mentioning it originated in Japan and that Karolina Pilarczyk is a professional drifter in Poland and Europe. It also mentions she presented her drifting cars to a conference audience. Below the text is a photo of Karolina Pilarczyk in a racing suit sitting in a car. There is also an audio player for the article.



Thematic meetings with Sponsors

One way to provide fans with not only entertainment but, above all, valuable information, is the cycle in which Karolina presents the profiles of her sponsors.

A separate week is dedicated to each of them. During such week, fans have the opportunity to get to know more about concrete company, find out a lot of interesting information about it and get to know the entire offer. Finally, you can enter the contests and win valuable prizes related to the brand.



Karolina Pilarczyk Professional Drift Driver...

Tydzień z PETRONAS Syntium <3 To jest ważna informacja dla wszystkich, którzy użytkują samochody! chłodzenie silnika. Oleje Petr



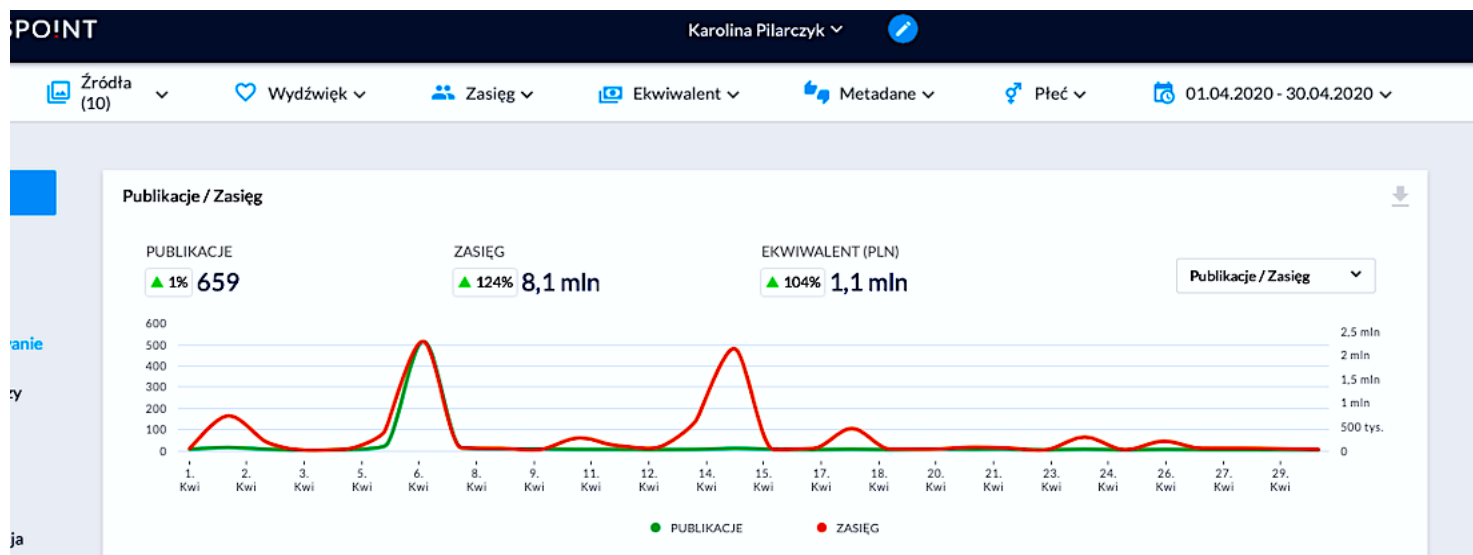
Karolina Pilarczyk Professional Drift Driver: FALKEN...

Opony Falken testowane są w najbardziej wymagających i ekstremalnych warunkach , wyścigi , drifting , off road itp. Wychodzą z tego z najlepszymi wynikami i dlatego polecam Wam stosować opony Falken do Waszych wszystkich pojazdów . Pełna

1:11 · Przesłano: 30.04.2020 · W posiadaniu użytkownika · Pojawia się raz · Kopiuj identyfikator filmu

Statistics on coverage and advertising equivalent of Karolina Pilarczyk

This numbers are only for April! Information about Karolina reached over 8,1 mln people, **equivalent is over 1,1 mln PLN**



Poland is learning to live with a pandemic. Soon Karolina Pilarczyk will be able to start tests of the cars and probably in the second half of the year drifting competitions will return to the racetracks!