RACING is PASSION




GT CUP SERIES
SWIFT CUP EUROPE
CLIOCUP BOHEMIA
TCR Eastern Europe
TOURING CAR SERIES
CEZ CHAMPIONSHIP
SEASON FINAL 2026
cez
central european zone
HILFIGER
ADITIS
MARTIN
CHAMPION
TCR EE
2026
CHAMPION
2026
TCR Eastern Europe
TOURING CAR SERIES
3.

ADITIS RACING

About us

We are a Czech racing team founded in 2017 in Brno. We focus primarily on circuit racing and regularly compete in prestigious European championships. We have established a strong position among the leading teams in the TCR Eastern Europe touring car category, where we won another championship title in the 2026 season. It is already our second title in this series, confirming our team's long-term competitiveness and quality. In the TCR category, we race Audi RS3 LMS TCR cars.

News and new challenges

In 2024, we expanded our racing fleet with a Porsche 911 GT3 Cup (992), with which we regularly compete in the GT Cup Series. In the 2027 season, we plan to continue in this championship and also make our debut in the official Porsche series, the Porsche Sprint Challenge Central Europe.

Another important step was our entry into the Clio Cup Bohemia championship this year. Martin Tóth represented our team in a Renault Clio Cup V and achieved excellent results in his debut season. For the 2027 season, we have therefore acquired another Renault Clio Cup V, which we plan to field as a second team car. Our goal is to fight for top positions not only in the drivers' standings, but also in the team championship.

Driver development and support for young talent

We want to offer drivers the opportunity to progress step by step – from touring cars through the Clio Cup to powerful GT machines. Thanks to our own racing facilities, we enable them to gain experience, develop their skills and move up to a higher level of motorsport.

The Clio Cup is an important project for us, opening the door to young and up-and-coming drivers. We want to give them the opportunity to kick-start their racing careers and gradually work their way up to the other categories of our team.



TEAM ACHIEVEMENTS

Since joining the TCR Eastern Europe championship, we have been among the competitive teams that regularly fight for the top positions. In recent years, we have achieved a number of notable successes, including two overall drivers' championship titles – first in 2022 and again in the 2026 season. Our consistently strong performances are also confirmed by our results in the team and junior standings, where we regularly finish near the top. This season was one of our most successful – we won both the drivers' and the junior standings and secured an excellent 2nd place in the team standings.

We have also been successful in the GT car category. In the GT Cup Series, we took the top two places in the GTX Endurance category in 2023, and in the following seasons we continued with further top-ten finishes in the GTC 1 Sprint and Endurance categories.
Another important milestone in our team's development was this year's entry into the Clio Cup Bohemia championship. Although Martin Tóth only joined midway through the season, he held his own against the competition and secured 6th place in the rookie standings. He also finished in the top half of the field in the overall drivers' standings. These results are a great springboard into the next season and confirm that expanding our racing programme makes sense.

Our long-term goal is not only to fight for top positions in each championship, but also to build a foundation for new racing talent and allow drivers to progress step by step from touring cars through the Clio Cup to powerful GT machines.





CALENDAR 2027

TCR EASTERN EUROPE

15. – 18. 04.	Salzburgring
07. – 09. 05.	Grobnik
21. – 23. 05.	Red Bull Ring
30. 07. – 01. 08.	Most
20. – 22. 08.	Slovakia Ring
24. – 26. 09.	Hungaroring

PORSCHE SPRINT CHALLENGE CENTRAL EUROPE

20. – 22. 05.	Most
03. – 05. 06.	Red Bull Ring
24. – 26. 06.	Slovakia Ring
02. – 05. 09.	Salzburgring
23. – 25. 09.	Brno
07. – 09. 10.	Hungaroring

CLIO CUP BOHEMIA

15. – 18. 04.	Salzburgring
07. – 09. 05.	Grobnik
21. – 23. 05.	Red Bull Ring
30. 07. – 01. 08.	Most
20. – 22. 08.	Slovakia Ring
03. – 05.09.	Brno
24. – 26. 09.	Hungaroring

ADITIS RACING

MARKETING, MEDIA AND COMMUNICATION

ADITIS RACING

Professional media and marketing presentation is an integral part of our racing programme. Every race weekend is covered by an experienced team of photographers and video producers who capture not only the races themselves, but also the team behind the scenes, the drivers' emotions and the atmosphere of the entire race weekend. This creates engaging content that we then use for social media communication, team presentation and the promotion of our partners.

Our championship races are streamed live on YouTube, offering additional exposure for partner brands. We can provide partners with visibility directly during the live broadcast, for example through commercial spots, logos or other visual elements.

We are also actively building our community on social media, where we regularly share race results, video highlights, photos and behind-the-scenes content. Our communication primarily reaches a younger, economically active audience aged 18–35 who are interested in motorsport, technology, cars and a modern lifestyle.

We believe that motorsport offers brands a unique environment for building awareness, strengthening customer relationships and authentically presenting their products and services. Our goal is not only to develop our own racing team, but also to bring circuit racing closer to the wider public, attract new fans and, above all, introduce the younger generation to motorsport.





WHAT DO WE OFFER OUR PARTNERS?

Partnering with our team offers the opportunity to connect your brand with the world of motorsport, reach new customers and use the attractive environment of race circuits for your own promotion.

Brand visibility

- Logo placement on race cars, drivers' race suits and team apparel.
- Brand presentation on team banners, transport vehicles and other equipment.

Media and online presence

- Promotion through professional photos, videos and content from race weekends.
- Presentation on the team's social media through posts, videos and behind-the-scenes content.
- Option to use the created content for your own marketing communication.

VIP experiences and networking

- VIP race passes, paddock visits and tours of the team's facilities.
- Personal meetings with the drivers and the chance to experience the racing environment up close.
- Use of race weekends for business meetings, networking and hosting clients or business partners.

Tailored cooperation

- Involvement of the team and drivers in corporate events, product presentations or advertising campaigns.
- Preparation of joint, tailor-made marketing projects and activities.
- Long-term cooperation with the option to develop the partnership in future seasons.

Our goal is to build long-term partnerships that bring value to both sides. We want to offer our partners not only visibility for their brand, but also the opportunity to become part of our team and experience motorsport up close.

ADITIS RACING



PARTNERSHIP LEVELS

ROOKIE PARTNER

- Smaller advertising space on the race car
- Logo on the team T-shirt
- Presentation on the team website and social media
- 2 entry passes to a race event
- Driver autograph cards

CHALLENGER PARTNER

- Medium advertising space on the race car
- Race video highlights
- Promotional materials in the paddock
- Logo on the team T-shirt
- Presentation on the team website and social media
- Driver autograph cards
- 4 entry passes to a race event

CHAMPION PARTNER

- Large advertising space on the race car
- Video highlights and presentation in live broadcasts
- Dedicated promotional space in the paddock
- Logo on the team T-shirt and drivers' race suits
- Presentation on the team website and social media
- Driver autograph cards
- 6 entry passes to a race event + 2 VIP passes
- Ride-along experience in a race car

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BECOME *our* PARTNER

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