

# SOKOL INTERNATIONAL CIRCUIT PRESENTATION

THE SOKOL AUTODROM IS A LARGE-SCALE PROJECT THAT  
COMBINES A COMPLEX OF UNIQUE RACING TRACKS AND  
ENTERTAINMENT



 @SOKOL\_INTERNATIONAL\_CIRCUIT



The complex offers its users the opportunity to practice high-security auto racing at first-class facilities. Sports events will put Sokol, Almaty and Kazakhstan on the main pages, as such events are top-notch, this will contribute to the development and promotion of the region and the country as a whole. Moreover, the combination of regional, national and international competitions will allow the development of auto and motor sports at all levels. The creation of jobs, increasing the level of well-being and employment of the region's population are also the main goals of the complex. Sokol will be a key element in attracting tourists to this area, which includes, together with the city of Almaty, magnificent landscapes, lakes, mountains and ski resorts. As for hosting sports events, the complex is ready to welcome guests of international events: the FIM Superbike Championship and the MotoGP World Championship. The MotoGP World Championship sets standards for attendance, social and media impact, because this event attracts more than 124 countries from all over the world. The complex will also host many important championships in various disciplines, such as: FIA World Endurance Championship (WEC), Formula E, Formula 2, Formula 3, FIA World Touring Car (WTCR), DTM, RDS, Super Formula, Blancpain GT and others. It is also a place for family leisure, where each family member will be able to find something interesting for themselves, since Sokol is not only racing tracks. There are shops, swimming pools, cycling tracks and equestrian riding, as well as a hotel complex. In addition, there is a paintball and it is planned to launch skateboarding sites, as well as roller skating. It is important to note that in Kazakhstan, Sokol is the only top-level motorsports complex that has no competitors in the country.

Sokol is a unique complex of auto and motorsports. Situated just a few kilometers from Almaty, the most important city in the south of Kazakhstan. Sokol is a multifunctional complex, which features a track for road and circuit racing, a go-kart track, as well as several other tracks (drag racing, drifting, etc.), as well as a hotel and a museum. Sokol can host not only any kind of events, thanks to the rental of facilities (track sessions for motorcycles and cars, official tests for teams, racers and drivers, marketing events, driving courses, etc.), but also other sports events in various disciplines.



# Sokol



## SOKOL RACE HOTEL

The Sokol Autodrom is pleased to offer its visitors comfortable accommodation in the cozy and modern rooms of the Race Hotel.

The Race Hotel, with a total area of 3,400 sq.m., has 42 rooms:

- 4 family (3-room rooms with 2 bathrooms and a living room);
- 34 standard rooms, with one double bed



The hotel has:

- bar restaurant
- conference hall for up to 75 people, with the possibility of renting
- Karaoke room (up to 10 people)
- swimming pools (adult up to 150 cm deep, children's up to 40 cm) with a terrace
- Sauna (6 people)
- free Wi-Fi.

There is a parking lot for 50 parking spaces adjacent to the hotel.





# SOKOL INTERNATIONAL CIRCUIT

A unique racing track, which has no analogues in the world, for the construction of which foreign architects and engineers were involved. The track meets all international requirements and standards. After completion of construction, it is ready to host various auto/moto championships, such as:

- Moto GP World Championship stages;
- WTCC World Championship rounds;
- DTM German Touring Car Championship rounds;
- Superbike World Championship rounds.

## TRACK DATA:

- Length: 4495 meters
- Width: 15 meters
- Maximum speed on a straight line - over 300 km/h
- Number of right turns: 5
- Number of left turns: 8
- Direction of travel: clockwise
- Track architect - Hermann Tilke.





## DRAG RACING

The drag strip stretches for 402 meters and is equipped with safety barriers separating the tracks from spectators, and the most accurate telemetry system "RaceAmerica" for measuring the results of the races. There are so-called car return corridors, which allows for races to be held without delay. Emergency services and ambulances are also on duty at the drag strip.

### CHARACTERISTICS:

- The total length of the track is 866 meters with a section of the road for braking, the length of which is 348 meters.
- The track is equipped with the RaceAmerica telemetry system, as well as displays for displaying the results of the races.
- Maximum speed on a straight line is more than 300 km / h • Capacity of the stands: from 2500 to 3000 people.

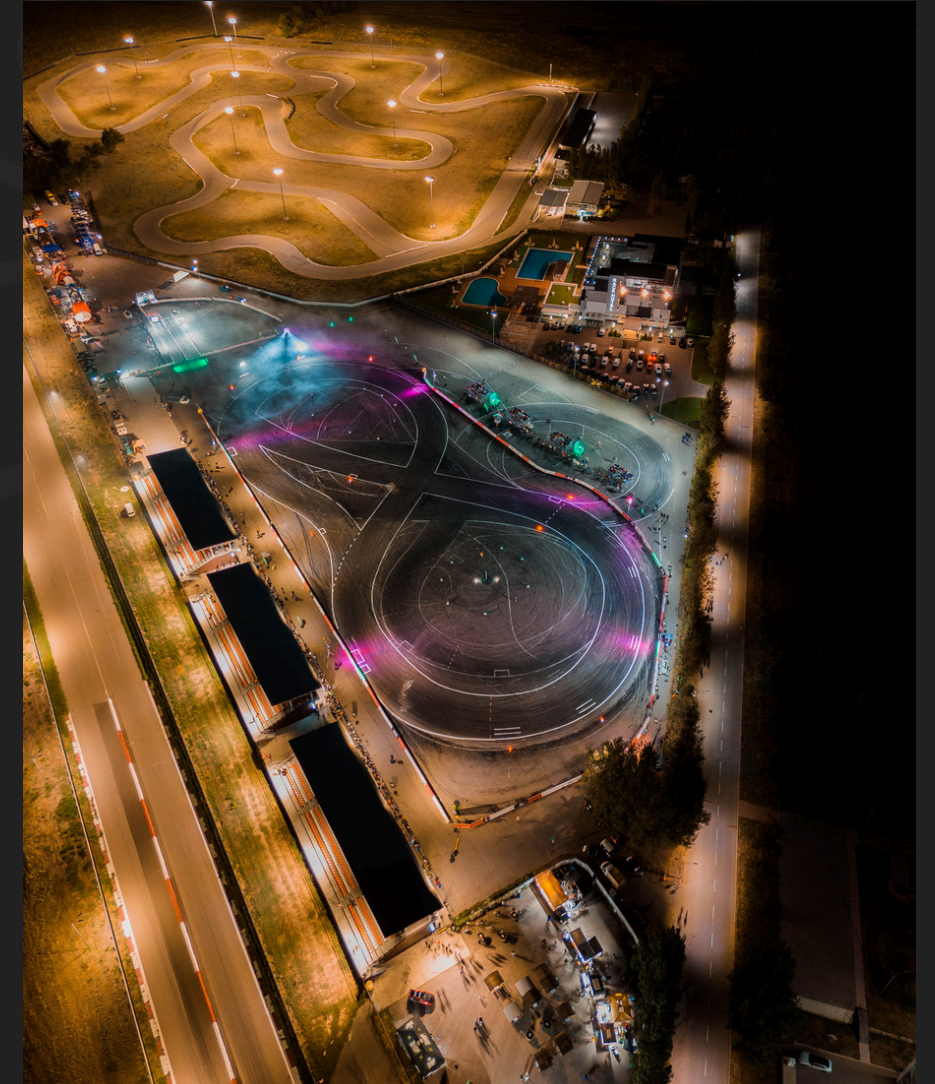




## DRIFT AREA

The site is over 16,000 m<sup>2</sup> in size and is designed for drifting - passing the track in a controlled skid. During the events, the area is equipped with special fences, and special takeoff zones are prepared.

Capacity of stands: up to 1,500 people.





## KARTING TRACK

The karting track, also known as the cartodrome, is unique in Kazakhstan. It has a total length of 1,650 meters and includes various turns, straights, and a pit lane. All results are recorded using the most accurate telemetry system available.

### TRACK DATA:

- Length: 1650 meters
- Width: 10 meters
- Length of the starting straight 12 meters
- Number of right turns: 14
- Number of left turns: 10
- Direction of travel: clockwise
- Number of track configurations: 7
- There are 12 boxes in the technical zone
- Capacity of stands: from 250 to 500 people.





## SOKOL MUSEUM

Area - 1500 m<sup>2</sup>

1st floor - exhibition of unique retro sports cars

2nd floor - terrace with a view of the drag strip and drift track.





# PAINTBALL

The total area is 4.1 hectares

8 different maps and scenarios, including the legendary Mansion (CS)





## BUSINESS OPPORTUNITIES IN SOKOL

Traffic conditions and speed limits in most cities make it challenging to test bikes and cars. However, it should be noted that the performance of vehicles has been improving daily. This makes testing new models in ideal conditions more difficult. Well-known companies organize test drives for their products on race tracks and offer potential buyers and existing customers the chance to test new models without traffic and restrictions. These events are common among bike and car manufacturers and are the primary purpose of using race tracks. Sokol not only has roads, but also facilities with off-road conditions, allowing us to showcase products by demonstrating their performance not only on a race track but also in off-road settings.

## PARTS SUPPLIERS

This sector of the automotive industry is another key factor among racetrack customers. Automotive parts companies are frequent users of racetracks. They use such facilities to test their products, especially at the development stage. For example, a brake pad manufacturer may develop a very good brake system design on such a track, given the fact that the use and misuse of such brakes on a track will always be more difficult than the use of the brake system by an ordinary person driving a car on the open road. If such a product is developed that performs well on a racetrack, then it will perform very well on ordinary roads. Typically, suppliers of such components, who are potential users of tracks, are manufacturers of:

1. tires
2. brake pads and braking systems
3. clutches and transmissions
4. lighting systems
5. aerodynamic components
6. engines
7. performance systems
8. exhaust systems





## TRACK DAYS

One of the main goals of the track is to eliminate the phenomenon of street road racing. If people want to "get an adrenaline rush" on their bikes and cars, they can take advantage of safe conditions for themselves and others. Streets are not designed for fast driving on a car or bike. It is important to organize track days so that people can come with their cars or bikes, have a good time in a prepared and safe environment, and not exceed the speed limits on the road, putting their own and others' lives at risk. Therefore, an important culture is created here - not just "having a good time" with your car, but "safely".



## DRIVING COURSES

When we finish the driving license course, it does not always mean that we now know how to drive properly. More and more people are interested in improving their driving skills. This is one of the main elements of the Sokol racing track, especially since we all know the road conditions and the level of driving in Almaty, and also take into account the weather conditions.

## CHILD ROAD SAFETY ACTIVITIES

We all know how important it is for our children to learn the principles of safe driving before they get behind the wheel of a car or bike. Child road safety activities and cooperation with the Ministry of Education and the police in this matter have been one of the most successful. This is also the best way to teach children, in the form of a game, to follow the rules and laws of the road. Schools really like to hold such events for their children.





## COMPANY EVENTS

Motor racing is usually a sport that people like to watch on TV, and only a few actually go to the tracks. Being there in person is very inspiring, and people try to imitate what their idols do. They feel like racers, and this feeling is unforgettable for them. Companies can benefit from this, through their HR, commercial or marketing strategies, by inviting their clients, potential clients, partners or employees to such events.

There are different possibilities and different goals:

- rent a room for a meeting and presentation
- conduct a tour of the track
- hold a lunch

Many activities:

- the most popular is karting
- joint driving of road racing cars - joint driving of SUVs
- joint driving of road racing bikes
- driving of sports cars (Ferrari, Porsche, etc.)
- pit bikes

## STANDS, VIP TICKETS FOR EVENTS

People love motorsports. It is one of the most popular sports in the world, thanks to the emotional uplift and show it creates. Sokol has already organized events in karting, drifting, drag racing, and others, which were attended by thousands of spectators. The track for road racing will have a stand that can accommodate thousands of spectators, who mainly pay to enjoy and watch the races. This provides important income for the network, especially for large events. There are also VIP tickets intended for companies or individuals. Wealthy people want to be in special conditions while watching the race. Sokol has several VIP zones for such guests.



## MERCHANDISES

Tracks are the places that racing fans love. When spectators come to the races, they usually buy something as a souvenir. And sometimes they also buy something for their friends or family members. All the major tracks have their own merchandise collections that match their brands. It can be a small or large collection, depending on local demand, but it is something that works well everywhere.







## SPONSORSHIP AND ADVERTISING

Motor sports are very popular and therefore attractive to advertisers. Companies pay attention not only to athletes, but also to teams, championships and tracks. A track can have a sponsor who will pay a commission and present their brand in a very targeted way, namely for motor sports fans. There are many types of advertising, for example: - screens on track facilities - billboards on the track - banners - online advertising on the track website - sponsorship of events - logos on cars - logos on clothing and various products - names on the track, turn or stand, etc.

