



FIM SUPERMOTO WORLD CHAMPIONSHIP

GP OF PIEMONTE | ITALY

BUSCA INTERNATIONAL CIRCUIT | 6-7 JUNE 2026



**32 RIDERS IN S1GP COMING FROM 15 COUNTRIES**



**XIEM**  
supermotos1gp.com



**THE RIDERS, THE MOTORBIKES, THE BATTLE, ALL IN ONE NAME**

# **SUPERMOTO**

**02**



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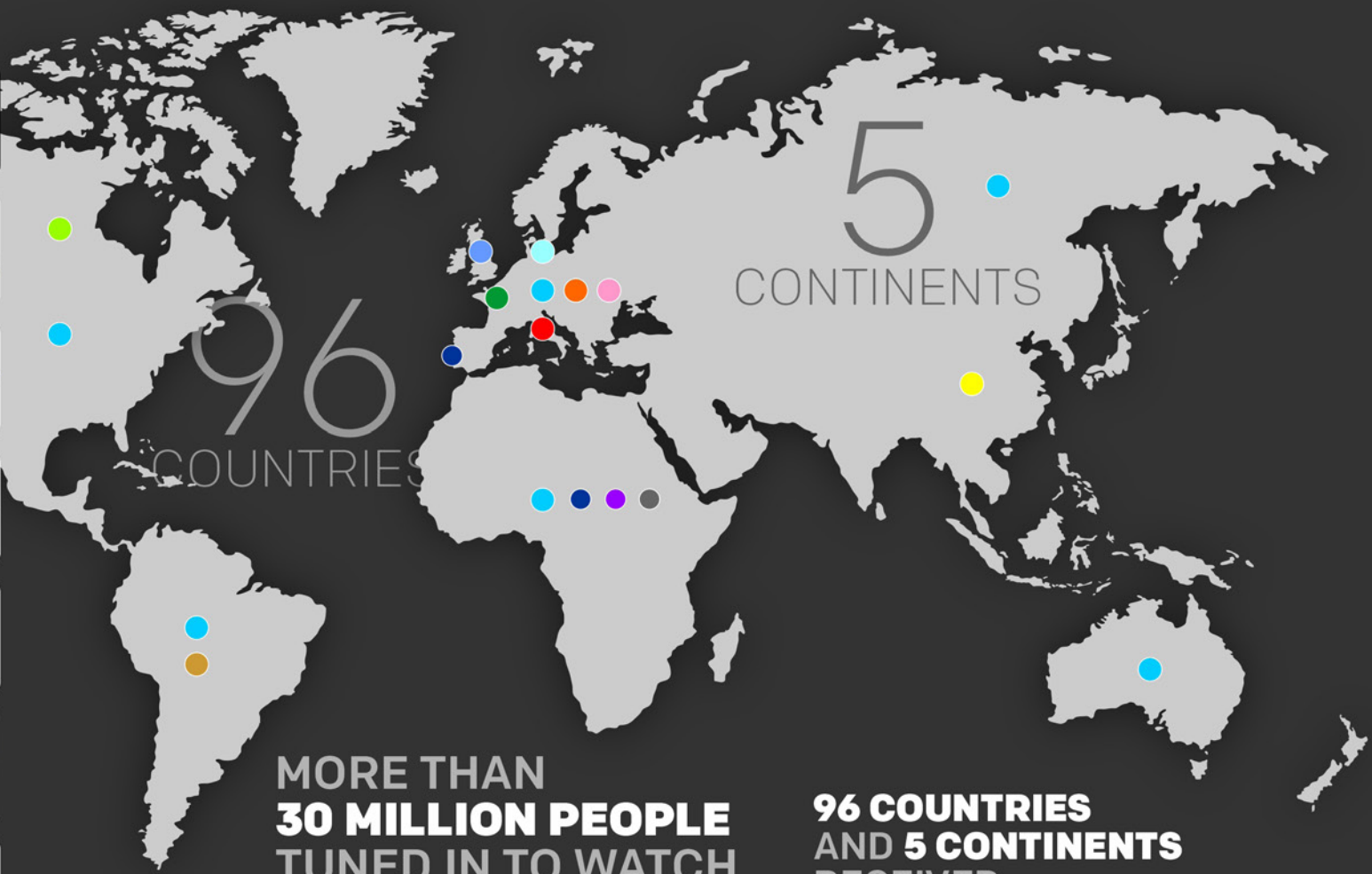
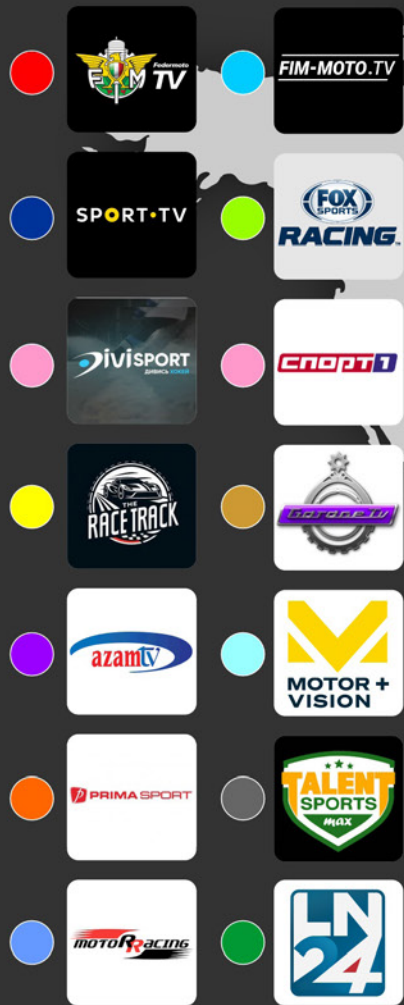
# RACE FEELING



# ACTION AND EMOTIONS



# TV COVERAGE



96 COUNTRIES

5 CONTINENTS

**MORE THAN 30 MILLION PEOPLE TUNED IN TO WATCH SUPERMOTO ON TELEVISION**

**96 COUNTRIES AND 5 CONTINENTS RECEIVED SUPERMOTO 26 MN MAGAZINE**



**WEB SITE NUMBER**

supermotos1gp.com



**ADVANTAGE**

**Advantage for our partners**

Visibility side sponsor on all website pages

**300 K VISIT**

**Over 300K surfers in one year!**

40% Visit during the all weekend of each Grand Prix 25% visit during the monday after each Grand Prix

**LONG STAY**

**Visitors stay on the site for a long time**

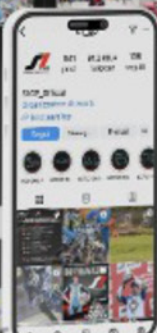
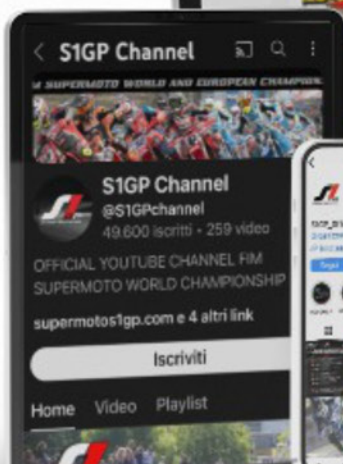
Average time of a visit on the web site 10 minutes

# SOCIAL MEDIA MARKETING



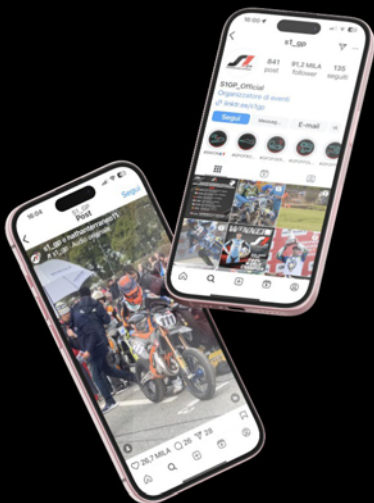
*Everything we post on our social media platforms reaches thousands of people daily and continues to generate views, even years after S1GP began, guaranteeing high visibility for our partners*

# Guaranteed visibility to our sponsor and partners





# THE OUR SOCIAL PERFORMANCES



Here are the aggregated data for our three social media pages: Instagram, Facebook and TikTok

## Growth & Followers

Follower numbers across all our social platforms saw a significant increase throughout 2025, Instagram page has **94.5K followers**, Facebook page has **78.4K followers**, TikTok page has **60K followers**.



**INSTAGRAM**



**TIKTOK**

### IEWS

The three social platforms generated a total of **6 million** of views from January to September 2025.

### INTERACTIONS

Audience engagement saw a significant boost compared to 2024, thanks to a doubling in follower interactions, including shares, likes, and comments.



**FACEBOOK**

Nearly **9 million views**, over **113 million interactions**, and over **750,000 hours** of watch time, with a global subscriber base of nearly **54,000** and growing

## Top 20 Countries that visit our YouTube Channel:

Indonesia	<b>1.310K</b>	Australia	<b>148K</b>
USA	<b>852K</b>	Brasile	<b>137K</b>
Japan	<b>746K</b>	Austria	<b>116K</b>
Italy	<b>653K</b>	Svizzera	<b>102K</b>
Germany	<b>564K</b>	Canada	<b>97K</b>
France	<b>450K</b>	Olanda	<b>95K</b>
Spain	<b>312K</b>	Colombia	<b>95K</b>
Great Britain	<b>261K</b>	Taiwan	<b>94K</b>
Thailand	<b>242K</b>	Malaysia	<b>80K</b>
Filippine	<b>189K</b>	Belgio	<b>79K</b>



# 2025 ACCREDITED TEAMS

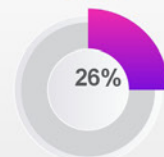
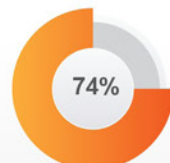


**12 ACCREDITED PROFESSIONAL  
TEAMS WITH A CONSTANT  
PRESENCE OF ONE/TWO RIDERS  
PER TEAM AND FOR THE WHOLE  
CHAMPIONSHIP**

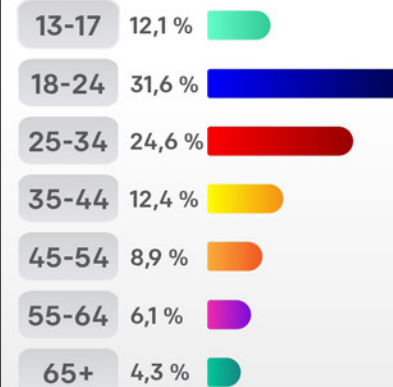


# PEOPLE AUDIENCE

Over 85,000 paying people in the seven rounds with peaks of 16,000 in the German Grand Prix, 9,000 in the Hungary Grand Prix and 22,000 in the Belgian Grand Prix. This strong increase in spectators are also thanks to the spectacular race format (Race One on Saturday, Fast Race and Super Final with Joker Lap on Sunday), the improved circuits and services.



### Age





# SPONSOR BENEFIT

**Podium**



**TV Advertising Panels**



**Stand**



**CORPORATE COMMUNICATION  
THROUGH POSTERS,  
ADVERTISEMENTS IN MAGAZINES  
EDITORIAL FOCUS AND RACE PROGRAM**



**Interview Panel**



**Sponsor Bridge**



**Superpole Metzeler**



# POSTCARD



**Click here for vision**

The "postcard" is a small clip that shows the most attractive places of hosting country / region / city, inserted into broadcasts and all highlights Supermoto World Championship Round scheduled.

The postcard is particularly interesting for the local Ministry of Tourism which provides a healthy image for the country. Please press the play button below to see the postcard example of the Supermoto event in Busca - Piemonte (Italy)

**PIEMONTE  
ITALY**





# SHOW AND COLLATERAL EVENTS



COLLATERAL EVENTS WILL BE ORGANIZED DURING THE GP WEEKEND SUCH AS CAR AND MOTORBIKE SHOW AND AUTOGRAPH SESSION WITH THE RIDERS.





# PROMOCLIP



Click here for promo clip vision

# 2026




## 2026 FIM SUPERMOTO WORLD AND EUROPEAN CHAMPIONSHIP CALENDAR

The 2026 calendar includes six Grand Prix in addition to the Supermoto of Nations. Constant increase interest from the media and local authorities, many Grand Prix are supported by government contributions, a sign that the FIM Supermoto World

Championship is considered important not only for sporting interest but also for its spectacular nature and for the public also for the economic impact on the area where the Grand Prix takes place.

DATE	GRAND PRIX	VENUE	EUROPEAN ROUND
 29 March	GP of Comunitat Valenciana	(Albaida, Spain)	SMJ – S2 European
 17 May	GP of Sardinia	(Tramatza - Italy)	SMJ – S4 - S2 European
 07 June	GP of Piemonte	(Busca, Italy)	SMJ – S4 - S2 European
 12 July	GP of Czech Republic	(Vysoké Mýto)	SMJ – S2 European
 06 September	GP of Hungary	(Visonta)	SMJ – S4 - S2 European
 11 October	GP of Belgium	(Mettet)	SMJ European

## SUPERMOTO OF NATIONS

 27 September	S1 of Nations	Germany	(St. Wendel)	SMJUNIOR
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# THANKS OUR PARTNERS

**OUR PARTNERS HAVE CHOSEN S1GP FOR THE PASSION  
AND PROFESSIONALISM WE PUT IN ALL EVENTS  
WE ORGANIZE AND MANAGE PARTNERING YOUR BRAND  
WITH S1GP MEANS RELYING ON GUARANTEED IMAGE SUCCESS**

**METZELER** 

OFFICIAL TYRE SUPPLIER



TECHNICAL PARTNERS



**KONGLINE**  
Il gazebo pieghevole più resistente



# COMPANY PROFILE

The logo for XIEM, featuring the word "XIEM" in a bold, sans-serif font. The "X" is blue, and the "IEM" is white.

**XIEM SA**

Avenue de la Gare, 56  
1920 Martigny – Switzerland  
[www.SupermotoS1GP.com](http://www.SupermotoS1GP.com)

**XIEM is the company that manages the exclusive television, marketing and promotional worldwide rights of the Supermoto World and European Championship and the FIM Supermoto of Nations.**

*FOR MORE INFORMATION*

Alessandro Erzegovaz | General Manager  
[ae@xiem.ch](mailto:ae@xiem.ch)



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