



Technische
Universität
Braunschweig

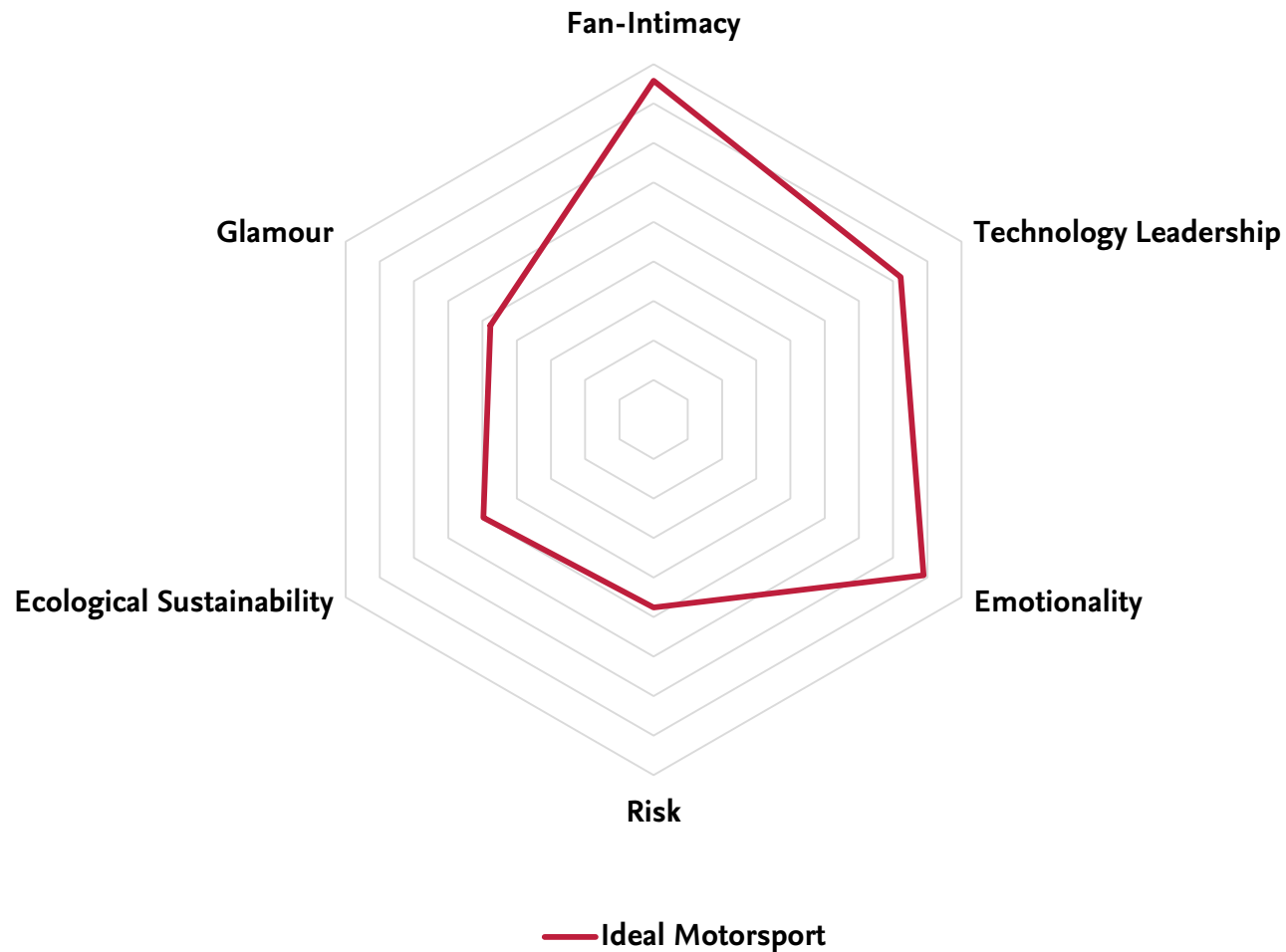
Institut für Automobilwirtschaft
und Industrielle Produktion



Graphics for the press release "Motorsport Study 2016: What Makes Motorsports Attractive?"

DLM/AIP/TU Braunschweig, 19. Mai 2016

Graphic 1: Ideal Motorsport from the Fan's Perspective



Graphic 2: Brand Perception of the Racing Series

