Icon

Description automatically generated

**Year in Review**

Over the last 12 months P1NK Supercars & Motorsports has seen exponential growth in our business. Expanding our supercar experiences with Ferrari, McLaren, Porsche and partners/car groups. Working with more than 60 car groups across the UK.

Ranked as Top 100 woman in motorsport with Formula Women and ranked with Ferrari as ‘ One of the best drivers’. Headlined and featured at more than 45 supercar shows and events. Opening P1NK Supercars & Coffee in the Vale was very popular with over 7000 visitors this year. Exciting new location and expansion plans for spring 2023 where we can host supercar parties.

**Media & Press**

A No 1 story online reaching more than 87 million our team consistently trends online and has a wide reach and impact locally and worldwide with our supercar content.

**Projects**

**Launch of Apparel**

Developing a new website and designing our collection of apparel working with McLaren.

Designing our collection of NFTs for the supercar world, this will launch in spring with the supercar McLaren 600LT. Securing £20,000 from the Ideas to innovation funding, University of South Wales to design a collection of 350 NFTs. Our license is planned to be signed with McLaren for year to develop our for the supercar world. This is an extremely exciting development.

**P1NK Supercars**

Our plan is design two new supercars in 2023 and the opportunity to work on launching these specular models that will race around the UK.

**Events**

Our headline event Wales Goes Fast & Furious headlined this year with around 500 attending, celebrity DJ Cuppy and helicopters landing as part of the event.

Supercar Saturday continues to be one of our most popular supercar mornings where we vlog ‘ Superstars & Supercars’.

A massive success this year, but it has been a challenging time to operate with restrictions in place and expanding. Our team including tech team is growing and surrounded by the best industry experts. This year will be dedicated to continue to build our events and the biggest supercar community In the world. Offering luxury supercar experiences with our NFTs. Thanks to our supercar owners, supporters, partners and sponsors.