



**RAHAL LETTERMAN LANIGAN**

**REVOLUTIONIZING MOTORSPORT ENGAGEMENT  
WITH AI, 5G & AUGMENTED INTELLIGENCE**



# RLL RACING

Your Gateway To Exclusive  
Motorsport Experiences



## OVERVIEW

Spark Compass, in partnership with Rahal Letterman Lanigan Racing (RLL), is redefining the motorsports industry by integrating cutting-edge AI-powered fan engagement, private 5G connectivity, immersive digital activations, and real-time data intelligence into a first-of-its-kind ecosystem.

This initiative leverages AI, IoT, Augmented Intelligence, and advanced analytics to deliver seamless interactions between fans, teams, and sponsors—enhancing engagement, optimizing race strategy, and maximizing sponsorship value.

“Spark Compass and RLL are pioneering the future of motorsports with an AI-powered, 5G-connected ecosystem that revolutionizes fan engagement, race strategy, and sponsorship integration through real-time data intelligence and immersive digital experiences. Now, with the launch of RLL Racing App, fans can take their passion to the next level—earning exclusive access, rewards, and unprecedented behind-the-scenes insights into the world of auto racing.”



# INTRODUCING RLL RACING MOBILE APP

Inspired by the IndyCar Push to Pass technology, which gives drivers a limited-use power boost to overtake competitors, RLL Racing takes the concept into the fan experience. With this innovative rewards and loyalty program, fans can engage with interactive challenges, trivia, and AI-powered content through the RLL Racing App to earn real-world rewards—including race tickets, VIP hospitality access, and even pit lane experiences.

The program provides deeper engagement through:

Real-time race-day interactivity, allowing fans to engage in exclusive content and live strategy discussions.

A gamified experience, where fans earn points by completing challenges, making race predictions, and interacting with their favorite teams and drivers.

Access to exclusive RLL events, including behind-the-scenes experiences, team meet-and-greets, and pit lane tours.

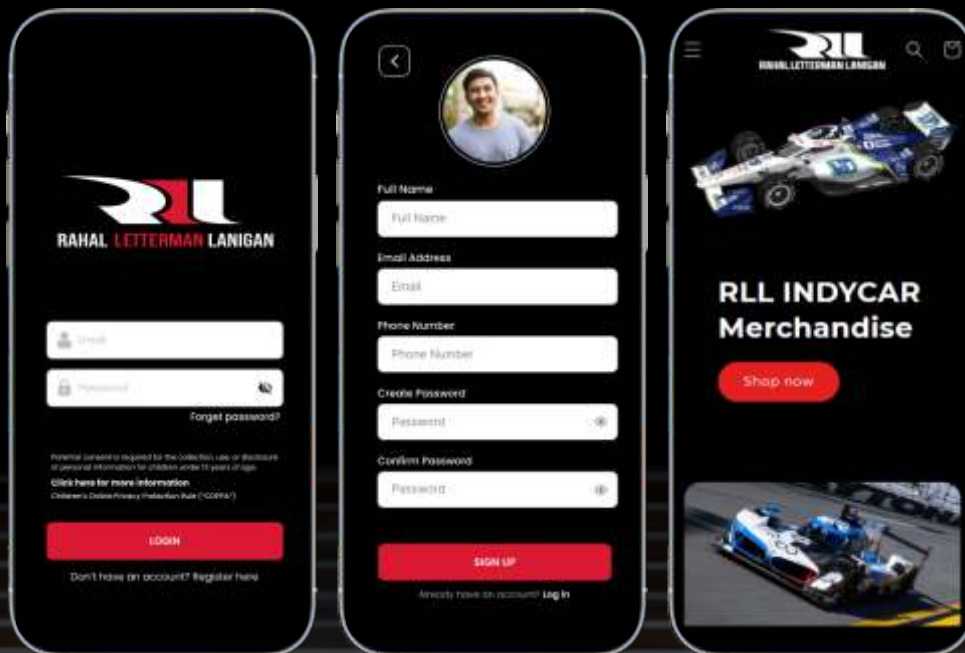
Integration with sponsor activations, allowing brands to connect directly with engaged motorsport fans through tailored promotions, digital collectibles, and special event experiences.

This fully integrated, AI-driven ecosystem connects every aspect of motorsports through a seamless digital platform, providing real-time telemetry insights, interactive fan experiences, and AI-enhanced decision-making capabilities that elevate the sport for teams and audiences alike.

# KEY INNOVATIONS & SOLUTIONS

## 1. AI-POWERED FAN ENGAGEMENT & RLL RACING REWARDS

At the core of this partnership is the RLL Fan Engagement Platform, powered by Spark Compass. Now integrated with RLL Racing App, this AI-driven system delivers hyper-personalized experiences to fans, sponsors, and stakeholders, including:



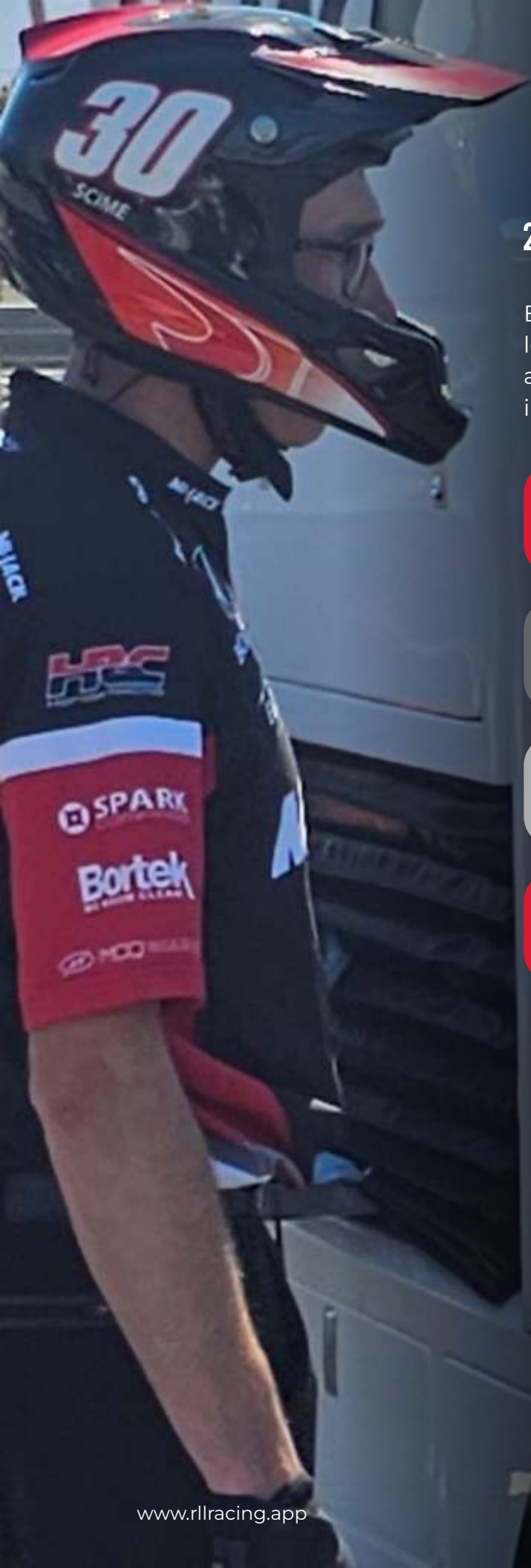
Interactive engagement challenges, where fans can press buttons, complete trivia, participate in predictions, and interact with real-time AI-powered race insights to earn rewards.

Exclusive access to behind-the-scenes content, including interviews, race strategy breakdowns, and telemetry-based projections.

AI-powered smart notifications, tailored to fan preferences and race-day activities, delivering insights, exclusive content, and reward opportunities.

Sponsor integration & ROI tracking, allowing brands to offer digital collectibles, premium experiences, and direct engagement with fans through an intelligent, gamified loyalty system.

Augmented Reality (AR) experiences, where fans can view race simulations, explore team garages in 3D, and immerse themselves in a virtual race day.



## 2. PRIVATE 5G & IOT-CONNECTED MOTORSPORT

By leveraging GXC Private 5G, Spark Compass ensures low-latency, high-speed, real-time data transmission across race circuits, team operations, and fan interactions. RLL Racing App users benefit from:

Real-time access to driver and race performance insights through seamless data streaming.

Venue-wide connectivity, enabling interactive activations, smart displays, and real-time leaderboard updates.

Exclusive digital content delivery, ensuring a fast, immersive experience wherever fans are—at the track or online.

Enhanced digital activations, with AI-driven content personalized for fans based on location, historical engagement, and team preference.





### 3. BEHIND THE SCENES: POSTS FROM THE PIT WALL



A core component of RLL Racing App is the new episodic series Behind the Scenes: Posts from the Pit Wall, an exclusive motorsports program featuring RLL Reserve Driver & Spark Compass Brand Ambassador, R&D Test Driver Toby Sowery. A talented and driven Englishman, Toby will take fans on an intimate journey as he trains, supports, and promotes the team, striving to earn a permanent driver seat. The series will offer:

Filmed in portrait mode for mobile-first viewing, each short-form episode (1-3 minutes) provides a raw and immersive perspective of his journey.

Exclusive content inside the RLL Racing App, offering fans behind-the-scenes access to Toby's race weekends, training, and life on the road.

Real-time engagement, where fans can vote on challenges, interact with Toby's updates, and unlock rewards based on their participation.

Detailed insights into driver training and the competitive process, providing an unprecedented look into what it takes to secure a full-time seat in professional motorsports.



## 4. RLL RACE CIRCUIT ACTIVATIONS & SMART VENUE TECHNOLOGY

Spark Compass is deploying AI-driven, interactive fan engagement activations at race circuits across IndyCar and BMW M-Sports IMSA events, turning each venue into a fully connected "smart" experience zone.

These activations now integrate RLL Racing App, featuring:

AI-powered fan zones, where fans can earn points, unlock exclusive rewards, and engage with real-time race data.

Augmented & Virtual Reality (AR/VR) experiences, immersing fans in digital race simulations and behind-the-scenes content.

Live digital leaderboards & 5G-powered digital signage, providing real-time race updates, fan polls, and exclusive sponsor activations.

Meet & interact with Toby Sowery, who will provide:

- AI-enhanced race previews & insights
- Real-time telemetry explanations

Fan-driven engagement opportunities, including voting on his training challenges and upcoming race decisions





## 5. AI-DRIVEN RACE STRATEGY & PERFORMANCE OPTIMIZATION

With the integration of IBM Watsonx AI, Spark Compass Augmented Intelligence is set to revolutionize real-time race strategy. This cutting-edge system provides:

AI-powered predictive modeling, helping teams analyze real-time telemetry to dynamically optimize race strategy.

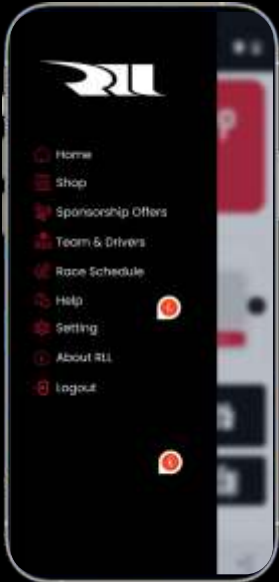
AI-enhanced driver coaching, offering personalized performance insights based on historical race data and real-time conditions.

Instant AI-driven strategic insights, delivered via private 5G for real-time decision-making by RLL engineers.

### Strategic Partnerships & Brand Alignment

Through RLL Racing, Spark Compass is further solidifying its role as the Official AI, CRM & Engagement Partner for RLL, with a highly visible presence that includes:

- Branded engagement inside the RLL Racing App
- Prominent branding on RLL's No. 30 car, trackside assets, and digital platforms
- Collaborations with IBM Watsonx AI & GXC Private 5G, driving cutting-edge advancements in motorsports technology







# THE FUTURE OF AI-POWERED MOTORSPORT ENGAGEMENT

Are you ready for RLL Racing App?



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