



CADILLAC RACING

CADILLAC PERFORMANCE

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2430	416	10.0
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56	423	33.6



THE CADILLAC HIGH-PERFORMANCE SIMULATION PROJECT: V-SERIES PARTNERSHIP

ADVANCED DRIVER DEVELOPMENT PLATFORM





Who we are

Toronto Racing Simulators is an experiential marketing partner specialized in high-impact automotive activations.

We design full-scale racing engagement platforms that:

- Stop traffic
- Increase dwell time
- Create premium brand interaction
- Turn excitement into measurable opportunity



We have the best simulators
We build engagement



THE ASSET

We're a commercial engagement platform designed to

| Elevate showroom presence | Attract organic traffic |

| High impact media & social coverage |

| Connect performance emotion with your brand |



This is not just a display piece



WHY IT MATTERS

In today's BUSINESS environment, attention is currency.

This activation:

- Attracts organic traffic
- Promotes longer engagement periods
- Creates emotional brand connection
- Encourages social sharing
- Turns curiosity into qualified conversations

We're not Just adding entertainment to your showroom.
We're installing a commercial attraction that drives real engagement.

