

Introducing motorsport's electric future!



FIA Formula E Championship

April 2013



The future is electric



OUR ASPIRATION

*Formula E is a new FIA championship featuring racing cars **powered exclusively by electric energy.***

*It represents a vision for the future of the motor industry over the coming decades, intending to serve as a **framework for R&D around the electric vehicle, accelerate general interest in EVs for personal use and promote sustainability.***

*The automotive industry is experiencing a huge transformation towards a **more efficient and sustainable use of cars.** As a result of this trend, the electro-mobility technologies are the most likely to be adopted as a standard to address the next levels of change.*

Main features



THE THREE "E" PARADIGM

Driving the change towards an electric future...

- *Fostering technology innovation*
- *Increasing environmental awareness*
- *Encouraging sustainable behaviors*

...through an electrically - powered car racing championship

- *Development of Formula E Championship staged in the heart of major world cities.*



Energy



...that powers these vehicle.

Environmental



...issues at the heart of modern mobility and consumption promoting sustainability.

Entertainment



...great show and excitement on and off track

The partnership



Fédération Internationale de l'Automobile

The FIA is the governing body for motorsport worldwide and the federation of the world's leading motoring organisations.

Manages and administers the rules and regulations for all international fourwheel motorsports championships like:



Alejandro Agag, Jean Todt and Enrique Bañuelos signing the agreement.

“

This new competition at the heart of major cities is certain to attract a new audience. We are pleased with this agreement with FEH as they bring a very strong experience in motorsport. This spectacular series will offer both entertainment and a new opportunity to share FIA's values for clean energy, mobility and sustainability. The FIA is definitely looking to the future!”

Jean Todt, President of the FIA

The future is electric



CREATE BELIEF



- ▶ *Through motorsport , the showcase for automotive technology accelerating know-how, R&D and early adoption of the EV for urban mobility.*
- ▶ *Through a unique and exciting event that celebrates the alternative.*
- ▶ *Through increasing social awareness among cities, citizens, partners and sponsors.*
- ▶ *In the need for EV technology and a more sustainable lifestyle.*



Global opportunity



SUSTAINABILITY VALUES AND AWARENESS

- ▶ *Alternative methods of mobility...*
- ▶ *The venues are taking responsibility for their cities and working to deliver a more sustainable environment.*
- ▶ *The companies that develop these technologies and take them to market will be the consumer brands of the future in the areas of mobility and transportation.*



Main features



THE CHAMPIONSHIP

► *Initiation of the championship*

Starting in 2014

► *Multi event*

10 different cities around the world in season 1

► *Urban track*

City centre premium location. Increases awareness and allows flexibility to adapt tracks to electric cars.

► *Teams*

10 teams, 2 drivers each in 2014.

► *Pit stops*

2 pit stops, the drivers will run a short distance to get into the second car.

► *Multi-car manufacturers*

An open FIA championship, teams can be constructors, develop and race their own cars.



Main features



THE TEAMS

- ▶ 10 teams will compete in the first season.
- ▶ FEH's strategy is to have a grid comprising 3 different types of teams:
 - Traditional motorsport teams from F1, INDY, NASCAR, GP2 or others.
 - Teams from specialised electric car companies.
 - Brands that share the values of the Championship, such as Apple, Google, etc.
- ▶ Being part of Formula E displays a commitment to clean energy, sustainability and the environment on a global platform.
- ▶ The Championship has been created with a mindset of cost control.
- ▶ Teams will be free to design and build their own cars.

THE DRIVERS

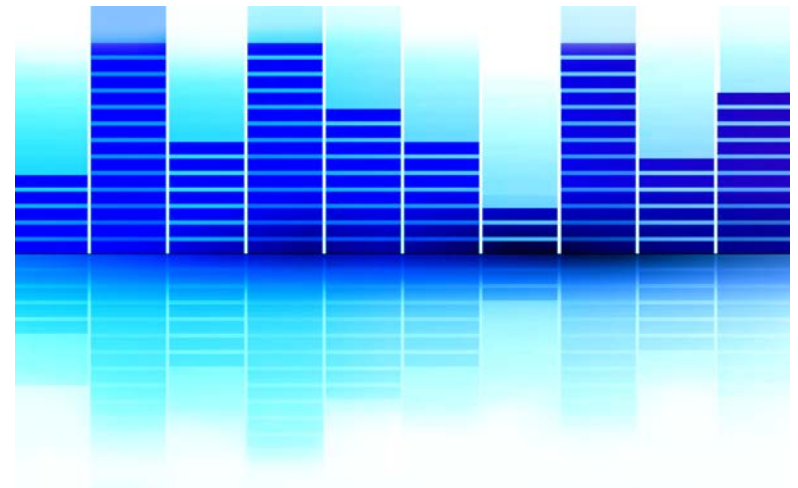
- ▶ Interest from very prominent drivers from top competitions.
- ▶ Drivers from other competitions perceive Formula E not as a step back, but as a new alternative for the continuation of their careers.
- ▶ The presence of a 'star' driver can significantly increase a team's sponsorship revenues.

Main features



THE SOUND

- ▶ *The new and futuristic sound of the electric car will be one of Formula E's key differentiators and most valuable assets.*
- ▶ *The 'electric' sound is a high energy exciting fusion of the tyres on the track, aero and the electric drivetrain itself.*
- ▶ *The modern, futuristic sound produced by the 20 cars, combined with the energy and excitement of the crowd .*
- ▶ *Excessive noise pollution is reduced.*
- ▶ *The sound of Formula E will be the sound of the future*





Main features

DISTINCTIVE AND ENTERTAINING RACES



Top cities, unique race scenarios
(e.g. Rome)



Participation of prestigious drivers
(e.g., ex-F1)



Participation of local heroes

Participation of premium sponsors and teams

Teams



Participation of premium manufactures and partners



Differentiating race features:

- Shorter races
- Unique pit stops, requiring changing cars
- High interactivity with fans



FE will promote fan interactivity and engagement through votes for "Push to Pass" and own-streaming



Push-to-Pass

- Through an smartphone app fans would buy points.
- When a pilot reaches xx tweets, a "Push-to-Pass" button is activated on his/her wheel.
- Some extra horsepower is provided to the pilots to overtake their rivals..





Global Media Broadcast

WIDE, MULTIPLATFORM GLOBAL REACH



Traditional TV

- FEH will negotiate exclusivity rights with prime broadcasters to ensure reach and appeal for sponsors.
- Broadcasting rights will be defined in a way that does not limit the online streaming opportunity and that avoids exclusivity rights conflicts with other global broadcasting contracts.
- Conversations are already in place with major broadcasters.



Make your own-streaming

- Live streaming through the smartphone app.
- Users can choose between all available cameras: inboard, pitlane, corner, ...
- In app interactivity: dialogues, team radios, chat, user participation, ...

Online streaming

- Global contracts with major online broadcasters on a national and international level.
- Online broadcasting agreements would include blackouts in those countries where contracts with traditional broadcasters require it.
- Content delivery should combine on-demand and streaming options as a solution for audiences located in different time zones
- Media networks that acquire FE rights will have the chance to complete their offering with online coverage
- Partnerships with online platforms (i.e. Youtube) will allow for live and on-demand media consumption in addition to traditional TV streaming





Global Media Broadcast

WHO CAN ENGAGE WITH FE?

I need this for my city

My company needs a platform to showcase our CSR

I worry about my children's future. We can't go on as we are.

I learnt about what we are doing to the planet at school. What can I do to help?

I like to hang-out in my own space; online. I want a place to interact and be heard.

I hate filling my car up and getting dirty and conned looking after it.

I love supercars but they'll only ever be a dream. I want 'high-octane' exciting racing.



Mayor



Partner



Parent

Child



Teen (Gen D)



City M (30s)



City F (30s)



Motorsport fan

POLITICAL/COMMERCIAL REASONS

ENVIRONMENTAL CONCERNS

SOCIAL/
INCLUSIVE
REASONS

- ENTERTAINMENT INTEREST
- LIMITED CAR FAN
- SEE A CAR AS A NECESSITY
- PROUD CITY DWELLER

- PETROL (ELECTRIC)-HEAD
- ANYTHING ON 4 WHEELS

The venues



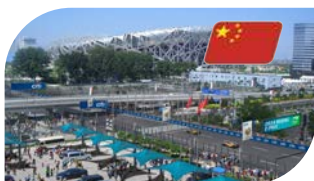
FIA Formula E preliminary calendar



Rio de Janeiro



Rome

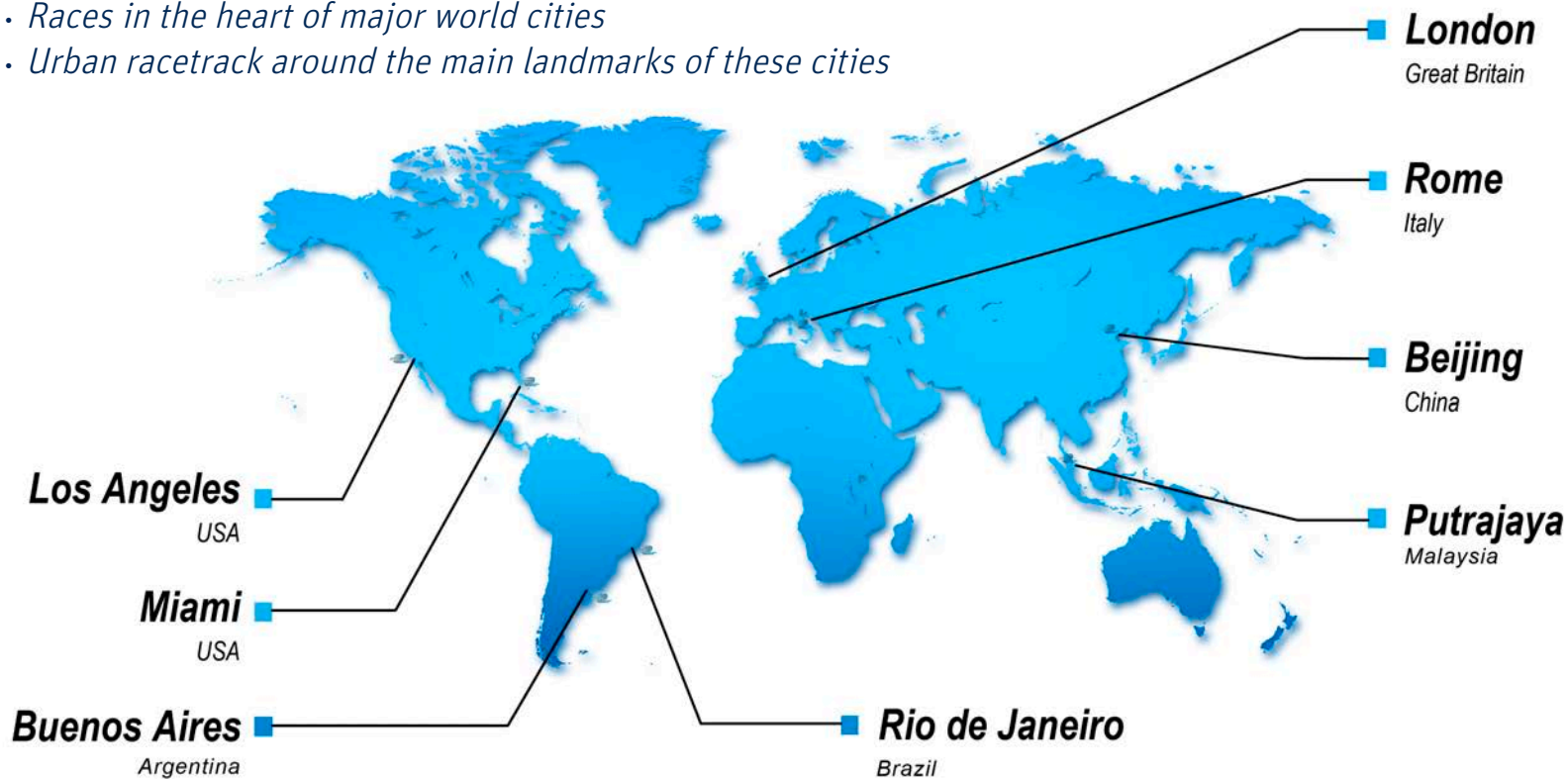


Beijing



Los Angeles

- 8 selected cities + 2 more tba
- Races in the heart of major world cities
- Urban racetrack around the main landmarks of these cities



Main features



CREATING A GREAT 360° CITY-WIDE EVENT



Interaction

- Audience accessibility and interaction, both actual and virtual
- Interaction via smartphones.
- Interactive screens showing levels of charge/time remaining etc.



Innovation

- Each driver runs an equal distance from the first car to the second, providing an opportunity to surround the pit lane with spectators.



Cars

- Interactive track advertising - hoardings pixelate and change as lead car goes past.



Music

- Full-day event, including a night electronic music live concert.

- Once the race is over, the event will increase the energy levels with an electronic music concert featuring world renowned DJs (i.e., David Guetta).

- Public assisting to the race will have direct access to the concert venue, as an added value offering, while additional seats will be available for interested audience in exchange of an entrance fee (managed by local promoter)

- Integrate DJs to create a soundtrack to the race.

Main features



A VISION OF THE FUTURE...

- ▶ *Unique platform to make a reality of our vision for the future of motorsport.*
- ▶ *A fusion of engineering, technology, sport, science, design, music and sustainability. Cutting edge technologies enable interaction between man and machine like never before.*
- ▶ *A team of the leading lights from every area of innovation combine to showcase a sustainable future world - today.*
- ▶ *Audience participation reaches new levels, sharing every detail in real time through the latest platforms and mobile devices.*

...the vision brought to life!



The future is electric



SUMMING UP

- ▶ *Formula E is a new FIA championship featuring **race cars powered exclusively by electric energy**.*
- ▶ *It represents a vision for the **future of the motor industry** over the coming decades.*
- ▶ *The races will be held in the **heart of the world's leading cities**, around their main landmarks.*
- ▶ *Demonstrations of the first cars will commence in 2013, followed by the **first official electric car race in 2014**.*
- ▶ *A grid of **10 teams** with **2 drivers** each.*
- ▶ *The FIA expressed its delight with the sport's **shared values of clean energy and sustainability**.*
- ▶ *Formula E hopes to **promote general awareness around sustainability**.*
- ▶ *It also intends to serve as a **framework for R&D** around the electric vehicle and **accelerate general interest in EVs** for personal use.*

The future is electric



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"THE WORLD'S MOST REVOLUTIONARY CHAMPIONSHIP"

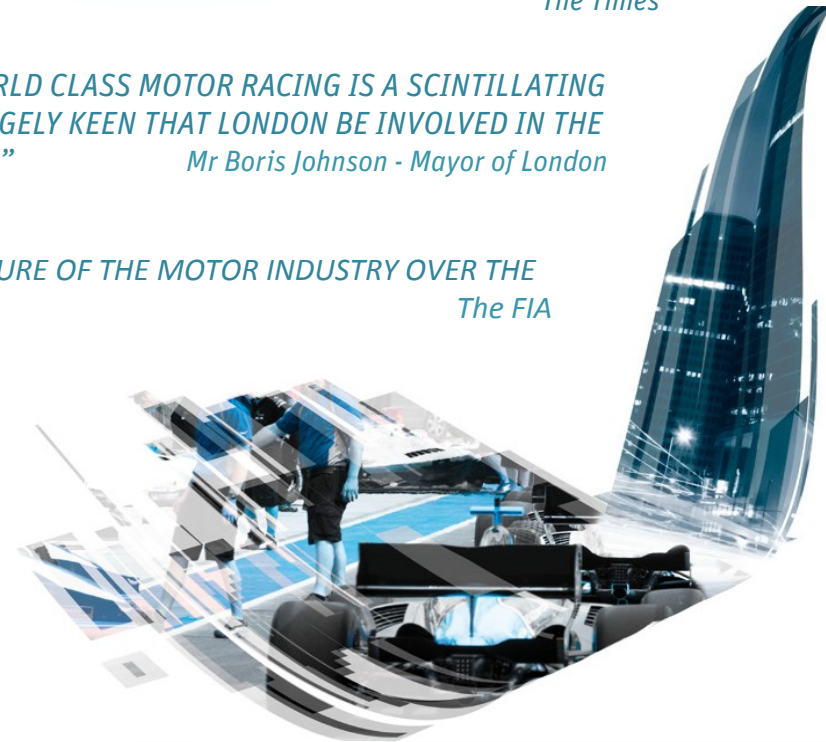
The Times

"ZERO EMISSION WORLD CLASS MOTOR RACING IS A SCINTILLATING CONCEPT AND I'M HUGELY KEEN THAT LONDON BE INVOLVED IN THE BIRTH OF FORMULA E"

Mr Boris Johnson - Mayor of London

"A VISION FOR THE FUTURE OF THE MOTOR INDUSTRY OVER THE COMING DECADES"

The FIA



**At this stage all the cities, teams and drivers names are candidates subject to negotiations and final confirmation from the FIA and FEH.*