



FIA Formula E Championship

AN INTRODUCTION

September 2013



*Driving the change towards an
electric future...*



THE FUTURE IS ELECTRIC

*...through an electrically -
powered car racing
championship*



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.



THE THREE 'E' PARADIGM



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



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 four-wheel motorsports championships like:



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



FIA FORMULA CHAMPIONSHIP

“

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



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.



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 September 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.

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 mind-set of cost control.

Teams will be free to design and build their own cars.



INTRODUCING THE FIRST 3 TEAMS

“ It’s an honour for Andretti Autosport to have been selected as one of the 10 founding Formula E teams for the inaugural season. I look forward to further exploring the series and helping build the future of open-wheel racing across the world.

”

Michael Andretti
President, Chairman & CEO



“ We are very excited that the FIA is launching an electric car racing series and we are proud to be one of the first Formula E teams. I believe Formula E is a perfect platform for China Racing and our key partners to get involved in the future of motor sport. Our presence in the Championship will encourage millions of Chinese fans to follow the series.

”

Steven Lu
CEO, China Racing



“ We are hugely excited about the prospect of competing in the opening season of FIA Formula E. We aim to be one of the frontrunners from the start, leveraging the knowhow we’ve built up over the past two years working on electric drivetrains and developing our 200mph electric Le Mans prototype

”

Lord Paul Drayson
Team Principal





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 team's sponsorship revenues.



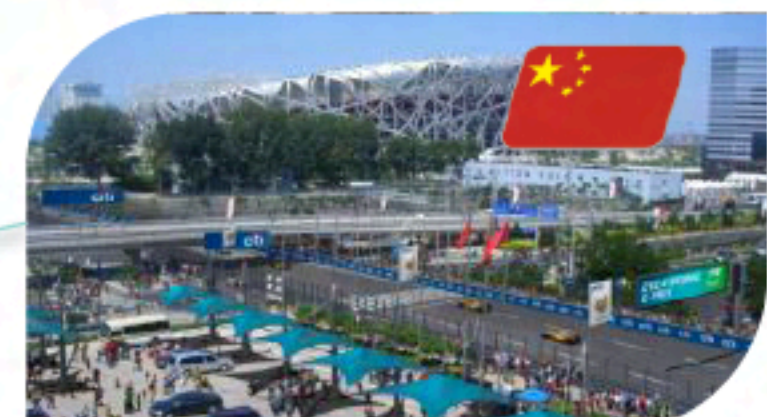
FIA FORMULA E PRELIMINARY CALENDAR

10 selected cities

Races in the heart of major world cities



Los Angeles



Beijing



Rio de Janeiro



Rome



ROUND	CITY	DATE
ROUND 1	BEIJING, CHINA*	20TH SEPTEMBER 2014
ROUND 2	PUTRAJAYA, MALAYSIA	18TH OCTOBER 2014
ROUND 3	HONG KONG, CHINA	8TH NOVEMBER 2014
ROUND 4	PUNTA DEL ESTE, URUGUAY	13TH DECEMBER 2014
ROUND 5	BUENOS AIRES, ARGENTINA	10TH JANUARY 2015
ROUND 6	LOS ANGELES, USA	14TH FEBRUARY 2015
ROUND 7	MIAMI, USA	18TH APRIL 2015
ROUND 8	MONTE CARLO, MONACO*	9TH MAY 2015
ROUND 9	BERLIN, GERMANY	30TH MAY 2015
ROUND 10	LONDON, UK	27TH JUNE 2015

Urban racetrack around the main landmarks of these cities



10

For the first season, 10 teams will compete with identical SRT_01^E cars

3

3 Teams announced

2

2 cars for each driver

0

Producing 0 carbon emissions



THE CAR



SPARK-Renault SRT_01^E



600KG without battery | 800KG with battery

1.80m (W)

5.00m (L)



Capable of reaching 0-100 KPH

In less than 3 seconds

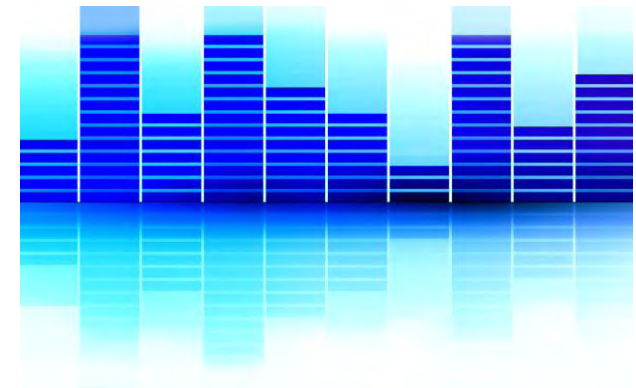


With a limited top speed of 220 KPH



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





THE SOUND OF THE FUTURE

As part of the championship global philosophy, the SOUND will be a very important R&D know-how to solve the lack of sound the EV have at low speeds in order to avoid running over pedestrians.

Cars will have a futuristic "tron" kind of sound below 50km/h when they are going through the pitlane to announce their presence that would stop once they leave the pitlane and exceed that speed.

Each team could have his own sound personalized that will allow anyone to identify by the sound team/driver.

This sound would be also available to be downloaded as a ring tone, etc.



Futuristic bike from the "Tron Legacy" movie



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

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..



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.



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



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, ...



FOX SPORTS - OFFICIAL BROADCASTER

As well as full US broadcast exclusivity across the FOX family of networks, including FOX Sports 1, America's new sports network set to launch on August 17th, FOX Sports also has exclusive and non-exclusive rights in more than 80 territories including Canada, Latin America/Caribbean, Netherlands, Italy, Hong Kong, Malaysia, Indonesia, Singapore, Taiwan, South Korea, Australia, key Asian territories and other areas of Asia, India and Africa.



“ This series makes racing very relevant well into the future. With a global approach to acquiring knowledge and fast-tracking technology through the world of international racing competition, the FIA Formula E Championship is much more than just another weekend at the track...it makes racing an integral part of solving one of the world's most daunting challenges and we are thrilled to be a part of that process. ”

Carlos Martinez, President Latin America
FOX International Channels



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

POLITICAL/COMMERCIAL REASONS



Partner



Parent

Child

ENVIRONMENTAL CONCERNS



Teen (Gen D)

SOCIAL/
INCLUSIVE
REASONS



City M (30s)

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



City F (30s)



Motorsport fan

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



CREATING A GREAT 360° CITY-WIDE EVENT

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.



Cars

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

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.



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!





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