

F1 -FORMULA 1

E -FORMULA E

1.5 BILLION VIEWERSHIP IN 2015 SEASON FOR FORMULA 1

61.5 MILLION IN FORMULA E'S DEBUT SEASON

FORMULA 1 HAD 390 MILLION VIEWERS IN 2016

FORMULA 1'S VIEWING RATINGS HAVE DROPPED BY 40% FROM 2008-2017

FORMULA E ESTIMATE AUDIENCE HAS REACHED 192 MILLION RECENTLY

COUNTRIES

21 E.G MONACO, MONZA

10 E.G ZURICH, HONG KONG

TEAMS

10 E.G FERRARI, FORCE INDIA

10 E.G D.S VIRGIN, TECHEETAH

SPEEDS

231.5MPH (372.6KM/H)

140MPH (225KM/H)



SOCIAL MEDIA INCREASE IN 2017

FORMULA 1-55%

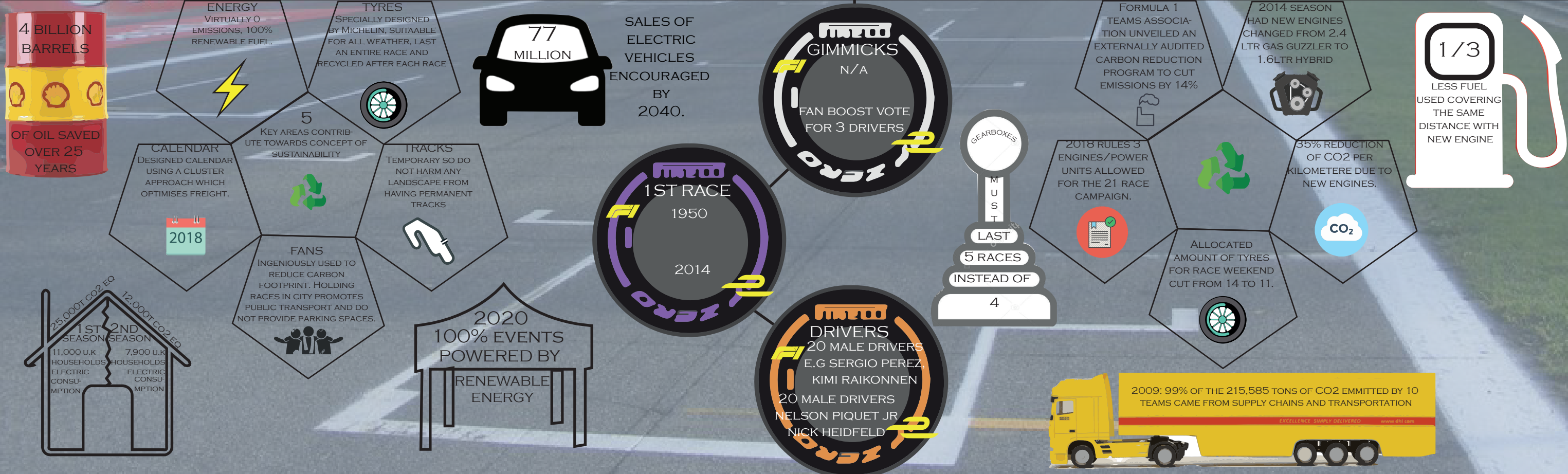
FORMULA E-43%

"IN FOUR OR FIVE YEARS YOU'LL FIND FORMULA E OVERTAKING FORMULA 1 IN TERMS OF NUMBER OF PEOPLE [WHO SUPPORT IT]"

RICHARD BRANSON

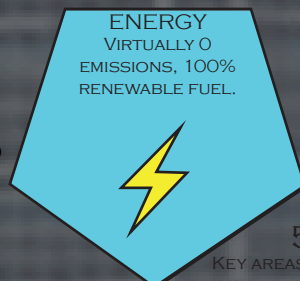


VS

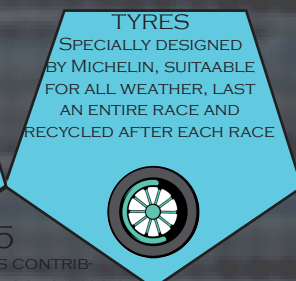




SALES OF
ELECTRIC
VEHICLES
ENCOURAGED
BY
2040.



ENERGY
VIRTUALLY 0
EMISSIONS, 100%
RENEWABLE FUEL.



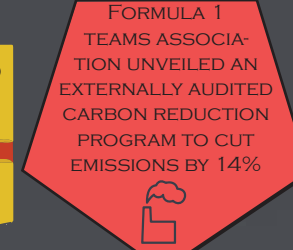
TYRES
SPECIALLY DESIGNED
BY MICHELIN, SUITAABLE
FOR ALL WEATHER, LAST
AN ENTIRE RACE AND
RECYCLED AFTER EACH RACE



4 BILLION
BARRELS
OF OIL SAVED
OVER 25
YEARS



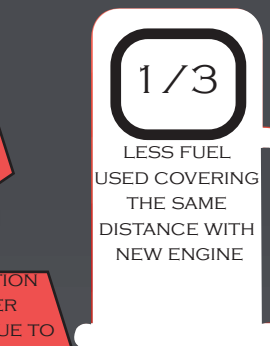
2009: 99% OF THE 215,585 TONS OF CO2 EMITTED BY 10
TEAMS CAME FROM SUPPLY CHAINS AND TRANSPORTATION



FORMULA 1
TEAMS ASSOCIA-
TION UNVEILED AN
EXTERNALLY AUDITED
CARBON REDUCTION
PROGRAM TO CUT
EMISSIONS BY 14%



2014 SEASON
HAD NEW ENGINES
CHANGED FROM 2.4
LTR GAS GUZZLER TO
1.6LTR HYBRID



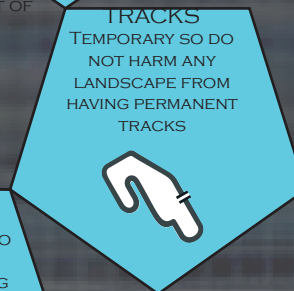
1/3

LESS FUEL
USED COVERING
THE SAME
DISTANCE WITH
NEW ENGINE



CALENDAR
DESIGNED CALENDAR
USING A CLUSTER
APPROACH WHICH
OPTIMISES FREIGHT.

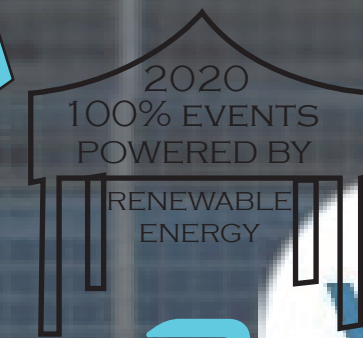
5
KEY AREAS CONTRI-
BUTE TOWARDS CONCEPT OF
SUSTAINABILITY



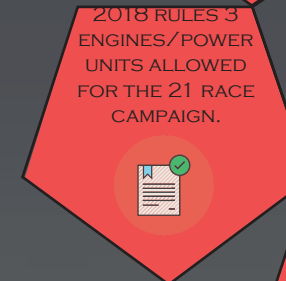
TRACKS
TEMPORARY SO DO
NOT HARM ANY
LANDSCAPE FROM
HAVING PERMANENT
TRACKS



FANS
INGENUOUSLY USED TO
REDUCE CARBON
FOOTPRINT. HOLDING
RACES IN CITY PROMOTES
PUBLIC TRANSPORT AND DO
NOT PROVIDE PARKING SPACES.



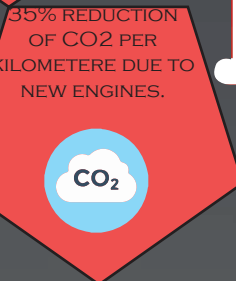
2020
100% EVENTS
POWERED BY
RENEWABLE
ENERGY



2018 RULES 3
ENGINES/POWER
UNITS ALLOWED
FOR THE 21 RACE
CAMPAIGN.



ALLOCATED
AMOUNT OF TYRES
FOR RACE WEEKEND
CUT FROM 14 TO 11.



35% REDUCTION
OF CO2 PER
KILOMETER DUE TO
NEW ENGINES.



GEARBOXES

M
U
S
T

LAST

5 RACES

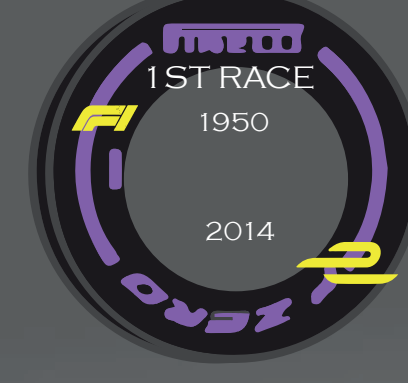
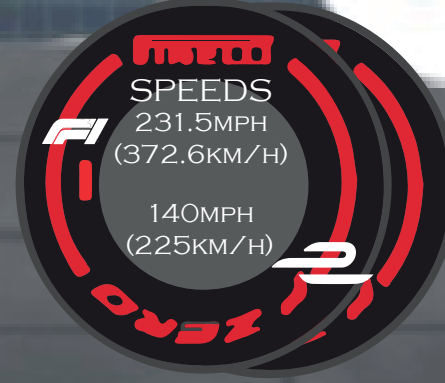
INSTEAD OF

4

Formula E

VS

Formula 1



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