



ERA CHAMPIONSHIP

TEAMS OVERVIEW

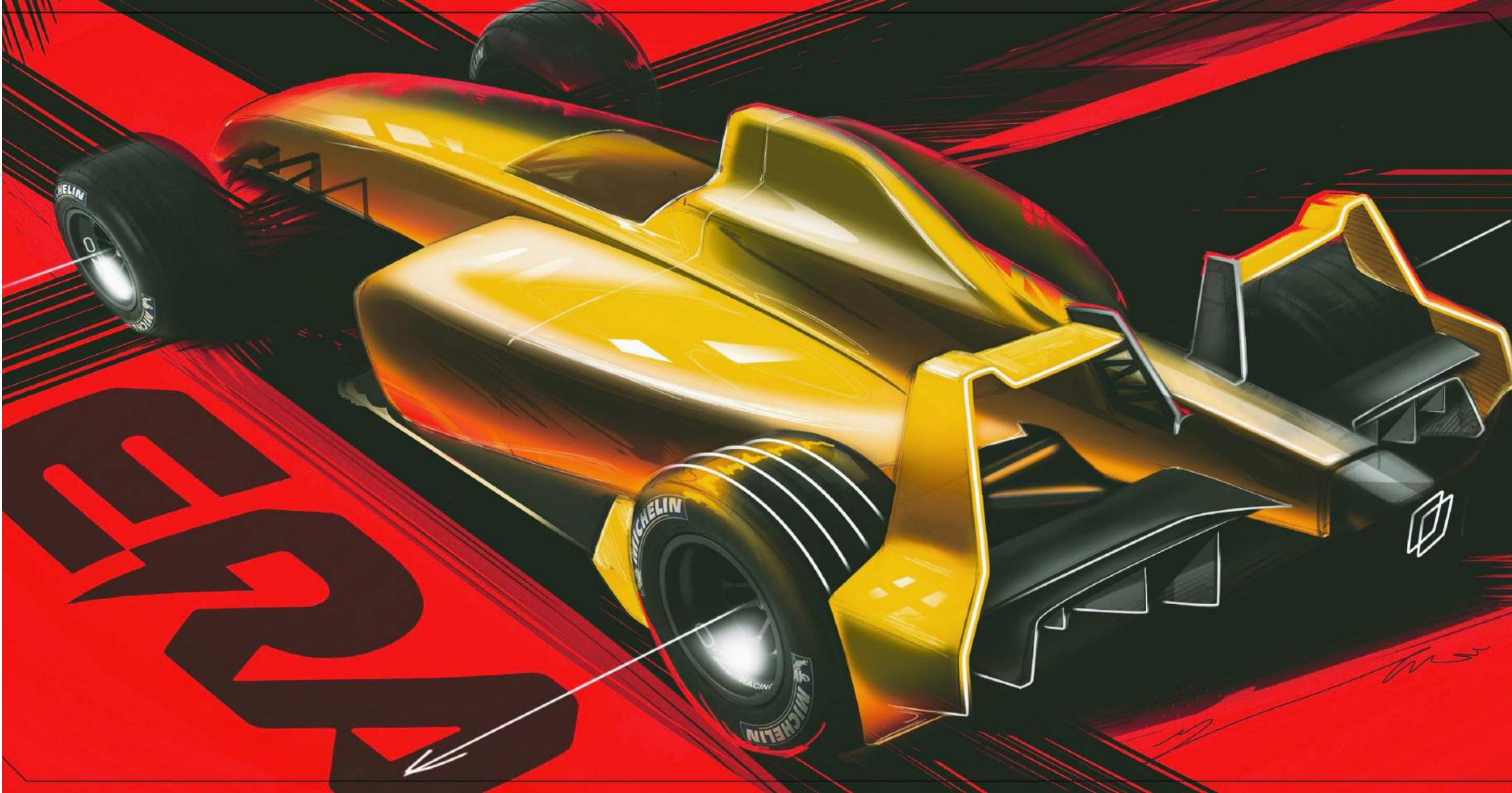
WHO ARE WE?

ERA Championship is part of The Driving Force, a Belgian Motorsports Group with over 25 years of motorsports experience, and a group turnover for 2018 of close to €10 million

The group includes Porsche and BMW factory-backed racing teams, and the Porsche Carrera Cup Benelux organisation

Our headquarters are in Zonhoven, Belgium





ERA CHAMPIONSHIP: AN ENTRY-LEVEL ELECTRIC FORMULA RACING SERIES WITH THE GOAL TO INNOVATE ON TRACK

OUR GOALS

ERA Championship was founded out of our combined visions of:

Launching an accessible entry-level electric formula racing series

Forming an electric career path for young driving talent

Innovating on track by allowing elements of vehicle to be self-developed in a competitive environment

Showcasing the latest technology to the world and demonstrating the power of an electric future

Engaging with universities and SMEs that did not have a platform to participate in electric motorsport before

SETTING AN EXAMPLE

Highlighting and starting conversations about global climate issues, whilst racing to achieve increasingly ambitious sustainability targets as an organisation

Promoting electric mobility via an exciting and unique platform

Inspiring the next generation of world-changers, as part of our STEM engagement programme



CHOOSE YOUR CHALLENGE

Dual classes showcase high-tech electric motorsport in a competitive environment that guarantees close racing and an unpredictable outcome



SPORTS CLASS

- Teams compete in the Standard ERA Championship racecar
- Strategy and set-up focused
- Ideal for privateers and up-and-coming drivers
- Team and Driver Championship titles to be won

INNOVATION CLASS

- Teams able to self-develop elements of the ERA Championship racecar
- Powertrain and energy storage system development as per regulations
- Ideal for industry-backed and university teams
- Team and Driver Championship titles to be won
- An ideal platform to showcase new technologies

ERA CHAMPIONSHIP RACECAR

The ERA Championship Racecar is a robust and lightweight electric single-seater, with entry-level, safe performance, and a bespoke automatic fire safety system

SPECS

Dome F4 Chassis

ERA Championship sub-chassis and electrical safety systems

Battery capacity of 24kWh

Power of 130kW (175hp)

Top speed of 190km/h



THE CHAMPIONSHIP

Season 1 begins in Summer 2020 at racing circuits in Belgium, Netherlands, and The UK

SEASON 1

2 Test Events

8 Races across 4 double-header weekends

FORMAT

Practice Session – Minimum 20 minutes

Qualification 1 – 15 minutes

NO charging permitted between Qualification sessions

Qualification 2 – 15 minutes

Race 1 – 23 minutes

Race 2 – 23 minutes



POINTS ALLOCATION

Points are allocated to the top 10 finishers in a race, with an additional 3 points allocated for gaining pole position during a qualification session



COMPETE

WHY COMPETE?

You are a Young, Up-And-Coming **DRIVER** or have a particular interest in electric racing

You are a **PRIVATEER** looking for an electric racing platform at an entry-level price point

You are a **UNIVERSITY TEAM**, looking to gain hands-on experience and to be able to put skills to work in a real racing environment

You are an **INDUSTRY TEAM**, aiming to showcase your products and profile yourselves in the electric vehicle industry

SPONSORSHIP, MARKETING, & PR

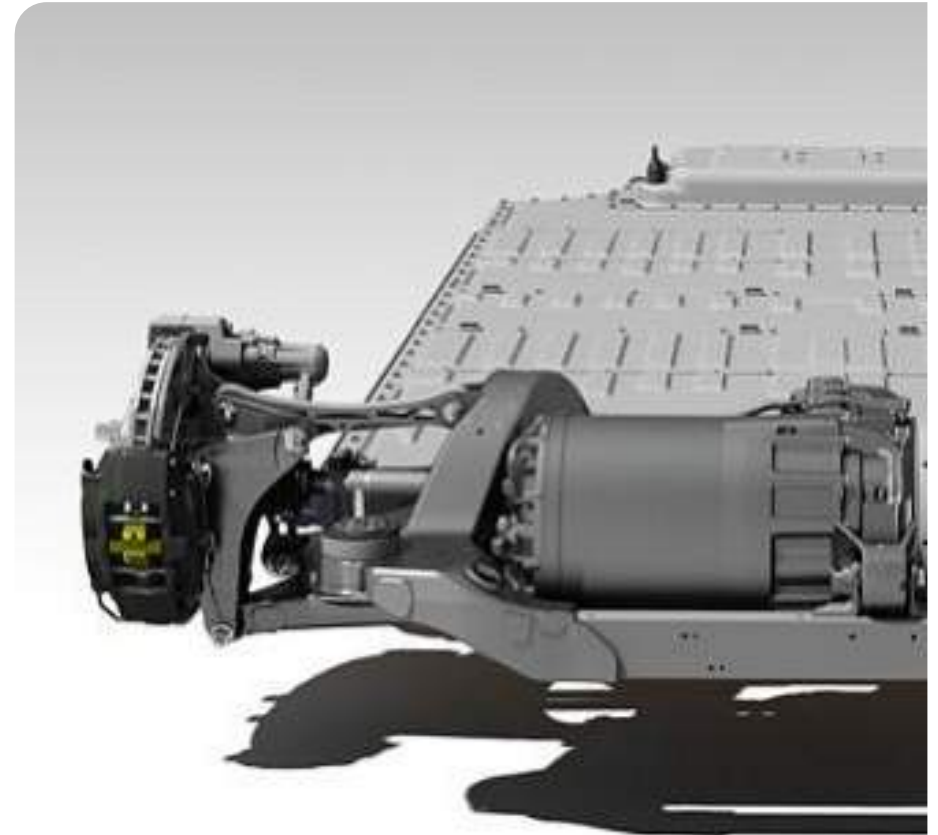
- ✓ You want to be able to create thrilling and powerful marketing content with the backdrop as participation in the inaugural season of a unique electric racing series
- ✓ You are interested in exploring a less motorsport-saturated angle of the industry to secure sponsorship as a team or driver
- ✓ You want your product to be put to use in a results-driven environment with tangible achievements you can cite in your communications
- ✓ You want to benefit from extensive media coverage and livestreaming of the series to elevate your name, brand, university, or product
- ✓ You want an eye-catching, distinctive, and memorable vehicle you can use off-season at exhibitions and events



GET ON THE GRID FOR SEASON 1

You've made the decision to join ERA Championship as a team. What happens next?

- 1** Register* your interest as a team on our website and choose your class of entry: **SPORTS** or **INNOVATION**
- 2** Pay the deposit to secure your team's place on the grid
- 3** Innovation Class teams submit their design propositions for approval
- 4** Final payments for all teams. Innovation Class teams may opt to switch to Sports Class, but Sports Class teams will not be able to switch to Innovation Class.
- 5** ERA Championship Season 1 begins!



*Please note: ERA Championship will register a maximum of 24 teams for Season 1. Once this limit has been reached, a waiting list will be put in place on a first-come first-served basis

PRICING INFORMATION

Season 1 Pricing, Summer 2020

SPORTS CLASS

Fully functional ERA Championship racecar,
including battery and motor

Full participation of team and driver in Season 1

- Testing Events
- Racing Weekends
- Press/Media Events

€100,000 *

INNOVATION CLASS

Rolling chassis:

- Monocoque
- Structural Sub-chassis
- Mounting plates for battery pack and motor

Full participation of team and driver in Season 1

- Testing Events
- Racing Weekends
- Press/Media Events

€70,000 *



*Please note: Prices are indicative and may be subject to change.
Pricing indication does not include VAT

TIMELINE OF ACTIVITIES

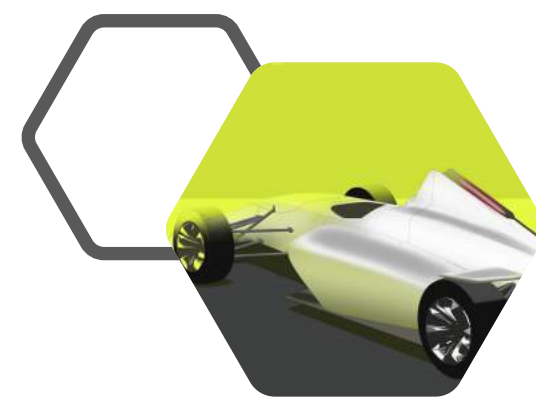
Stay up to date with all ERA Championship activities as we count down to our inaugural season

2019

June 7-9	ERA Championship Racecar Reveal & First Laps	Fully Charged Live Silverstone Circuit, UK
June 28	ERA Championship Racecar VIP & Press Viewing Event	Park H Hasselt, Belgium
	Regulations Q & A	
July	Regulations Release	-
October	Provisional Calendar Release	-
	Regulations Published	
November 30	Innovation Class Entry Deadline	-
	Innovation Class Design Approvals	
December	Innovation Class Car Deliveries	-

2020

Feb 29	Sports Class Entry Deadline	-
March	Season 1 Entry Grid Published	-
May	Sports Class Car Deliveries	-
June	Media Day	Location tbc
	First Testing Event of Season 1	
July	First Race Weekend of Season 1	Location tbc



LIGHTS OUT FOR SEASON 1

RACING FOR THE FUTURE

Can your organisation help us as we race towards increasingly ambitious sustainability goals?

We are passionate about highlighting and starting conversations about climate issues, as well as setting ourselves yearly goals to improve as an organisation.

We believe sharing our own goals and successes in an honest, transparent way is a great way to open up discussion within an industry and sport not known for its sustainability credentials.

If you think you can help us make an element of ERA Championship more sustainable, please contact us with your ideas. Whether your organisation provides cutting-edge sustainable tech, enables us to utilise recycled material in our vehicles, helps us employ 100% renewable energy at our events, or provides our audience with an alternative to single-use plastics in the paddock, we would love to hear from you.





CONTACT US

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