

SAUDI MOTORSPORT:

PARTNERSHIP OVERVIEW



الاتحاد السعودي للسيارات والدراجات النارية
Saudi Automobile & Motorcycle Federation







HISTORY WILL BE MADE THIS DECEMBER ON THE STREETS OF JEDDAH AS SAUDI ARABIA HOSTS ITS LARGEST EVER SPORTING EVENT AND BECOMES THE FIRST MIDDLE EASTERN STREET CIRCUIT TO STAGE A FORMULA 1™ RACE.

In 2021, the world of Formula 1™ arrives in Saudi Arabia for the very first time at the brand-new Jeddah Corniche Circuit, the world's fastest street circuit. The action starts on Friday December 3rd and culminates, under the lights, in the inaugural Saudi Arabian Grand Prix on Sunday December 5th.

The Jeddah Corniche Circuit is located on the Corniche – a 30km coastal resort area of the ancient Saudi Arabian city of Jeddah. Average speeds around the Jeddah Street Circuit are set to be 252km/h – quicker than those at Silverstone, and second on the 2021 calendar only to Monza. In fact, Turn 13 of the circuit has a very similar feel to the Monza's infamous “Parabolica”. It will, quite simply, be the fastest street circuit ever seen in Formula 1™ – while the track will also feature the most corners on the 2021 calendar with 27, many of them quick, sinuous bends as the drivers wend their way along the Jeddah waterfront.

The Saudi Arabian Grand Prix promises to be a sun-soaked festival of Formula 1™, located on an idyllic stretch of the Kingdom's coastline. The on-track action should be stunning, as the drivers get to grips with this rapid street track, while Jeddah itself will come alive with a full weekend of live motorsport, entertainment and culture as the city prepares to host F1™ for the very first time.

BUT F1™ IS JUST THE BEGINNING FOR THE VISION OF SAUDI MOTORSPORT...





SAUDI ARABIA FACTS: Al Rahma Mosque is one of the most popular landmarks in the Saudi coastal city of Jeddah. Overlooking the Red Sea, the mosque appears to be floating when the water level is high.

JEDDAH - WHERE ANCIENT AND MODERN MEET

Over the years, no Saudi city has been more open to outside influences such as traders, international artists and Makkah-bound pilgrims than the ancient port of Jeddah. Indeed, the city's unofficial motto is "Jeddah ghair," or "Jeddah's different." Today, Jeddah is Saudi Arabia's buzzing cosmopolitan hub, home to gleaming hotels and big-ticket events like the Red Sea International Film Festival, which takes place in late winter. The city's heart is still intact in Al Balad, the magical historical quarter that has undergone a renaissance in recent years. And the Red Sea is still central to it all — for trade, for diving among pristine reefs, and for fishing for Jeddah's legendary seafood. The city where Eve was laid to rest (according to local lore) is a beguiling mix of old and new, and one that remains gloriously different.

AL BALAD

Jeddah's UNESCO-listed historical centre is one of the kingdom's most evocative quarters, with narrow alleyways between ancient coral-stone merchants' houses leading to spice-scented souqs and glowing traditional bakeries. Many buildings have been sensitively restored in recent years and empty spaces have become quirky cafés or art galleries and mangour woodwork workshops, as a district built in the seventh century looks to the future.

JEDDAH'S CORNICHE

Jeddah's 4.2-kilometre corniche has been transformed into a place of piers, swimming bays, restaurants and lushly landscaped walking and cycle paths. Jeddah's winters are mild and dry, with temperatures ranging from 20 to 32 C, making it comfortable to stroll past iconic sculptures. For many, coming here is about watching the sun set over the Red Sea then seeing the launch of the 300-meter King Fahd's Fountain, the world's tallest, with its great jet of water lit up until midnight and visible across the city year-round.

TAYEBAT CITY

Jeddah has a rich 2,500-year history of fishing tribes, early Arabian trade and, later, pilgrims. The Tayebat City Museum tells this story and that of the wider Arabian peninsula. Built in traditional Hijazi style, with roshan window screens and ornate minarets, the vast complex sprawls over four floors and 18 wings, with more than 60,000 items on display. Explore ancient coins and manuscripts, traditional Saudi costumes and a re-creation of the Kaaba, the sacred black cube at the center of Makkah's Grand Mosque.





SAUDI ARABIA FACTS: The kingdom's Ghawar oil field has enough reserves to fill 4,770,897 Olympic swimming pools. This is equivalent to around 75 billion barrels of oil, enough to supply the world for over two years.

JEDDAH CORNICHE CIRCUIT: A CIRCUIT LIKE NO OTHER

In November 2020, HRH Prince Abdulaziz Bin Turki Al Faisal (Minister of Sport), HRH Prince Khalid Bin Sultan Al Abdullah Al Faisal (Chairman of the Saudi Automobile & Motorcycle Federation) and Formula 1™, announced that Saudi Arabia would be staging its inaugural Formula 1™ Grand Prix in 2021 and that Jeddah would be the venue.

Part of the ethos behind constructing the circuit is to deliver on core components of The Crown Prince HRH Mohammed Bin Salman's 2030 Vision for the Kingdom of Saudi Arabia. To many around the world Saudi has been shrouded in a veil of secrecy but The Crown Prince HRH Mohammed Bin Salman's vision is to remove this veil and expose the new Saudi to the world. Sporting events such as Formula 1™ will speed up the process and demonstrate that Saudi Arabia is very much open for business, international sport and tourism. The changing values of the young throughout the country are testament to this objective and the vision is no more evident than on the streets of Jeddah.

The task ahead of the Ministry of Sport and the Saudi Automobile & Motorcycle Federation (SAMF) in building the circuit is enormous and requires the circuit to be built in record time – under twelve months. Speaking at the November launch, HRH Prince Khalid Bin Sultan Al Abdullah Al Faisal said: ***"This is a massive challenge for us, one of the biggest in the Kingdom's history. The new circuit will put us firmly on the global motorsport map with the objective of becoming one of the major destinations for motorsport fans around the world. The first Formula 1™ race in Saudi Arabia is an event full of national pride where we can demonstrate to the world what Saudi Arabia has to offer – our vibrant culture, our hospitality and our vision for the future."***

Renowned F1 circuit designers Tilke were engaged to start work on the design of the world's fastest street circuit – the Jeddah Corniche Circuit. The team produced a design for an anti-clockwise track with 27 sweeping and extremely fast corners (more than on any current F1™ track), making it not only the longest street circuit but also the fastest street circuit on the calendar with an average speed of 252.8 kph (only Monza is faster) and the second longest circuit in the championship at 6.175 km.

A key element of the circuit's design has been the legacy that it will leave behind for the community of Jeddah. The Jeddah Corniche is a feature of city life and this will now be extended to encompass the additional Promenade area with its fine dining restaurants and leisure facilities. In addition, organisers want the circuit to be a focal point for a young generation of Saudis who love sport. Part of the strategy is to ensure that the circuit provides a platform for Saudi nationals to be involved in the organisation; engendering not only a sense of national pride in the first Formula 1™ circuit in the Kingdom but also to develop a sense of ownership for an event that will form a lasting legacy for the people of Jeddah and the Kingdom of Saudi Arabia.

NOTE: Adapted from an article published in *BusinessF1*





In recent years, and under the careful watch and direction of its President, Prince Khalid bin Sultan Al-Abdullah Al-Faisal, Saudi Automobile and Motorcycle Federation (SAMF) has strategically set targets to create and grow a “World Class” Motorsport Portfolio that places KSA on a National and International stage.



SAUDI MOTORSPORT:

PARTNERSHIP OVERVIEW

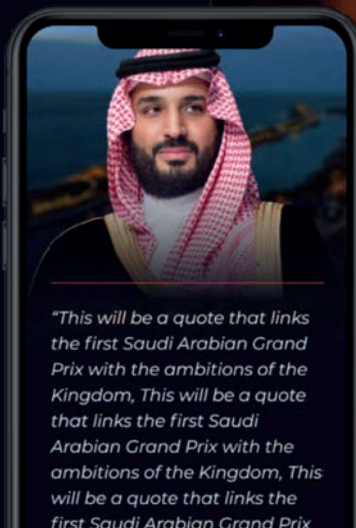


A diagram showing a path from 'Southern grandstream' to 'General admission A' and 'Proffessors'.



Keep scrolling to learn more...

When tyres wear over the course of a grand prix, rubber is thrown off the cars and accumulates on the track. These chunks are known as 'marbles', and drivers are warned to avoid them during the race because they can cause a loss of grip while making a corner. But because they are so small, they are often



SAUDI ARABIA FACTS: As of January 2021, there are 27.8 million social media users in the Kingdom. That equates to 79.3% of the total population and an 8% increase on the numbers just one year before.

SAUDI ARABIAN GRAND PRIX DIGITAL EXPERIENCE: A BEST IN CLASS PLATFORM

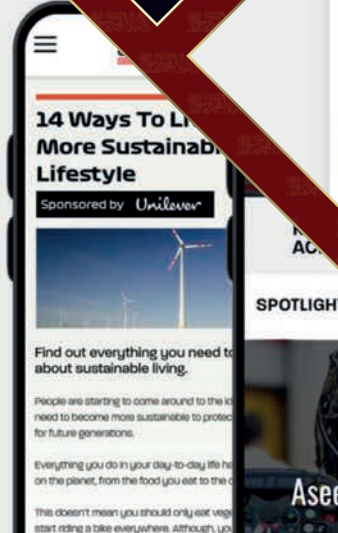
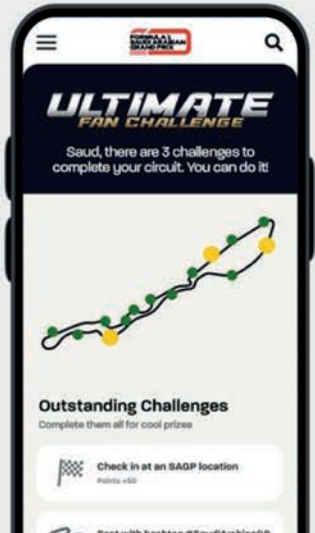
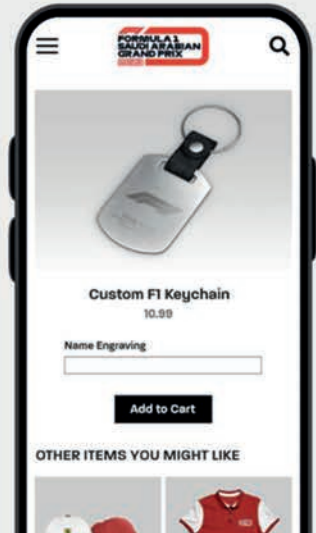
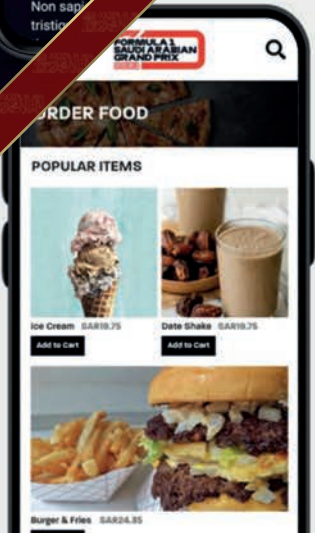
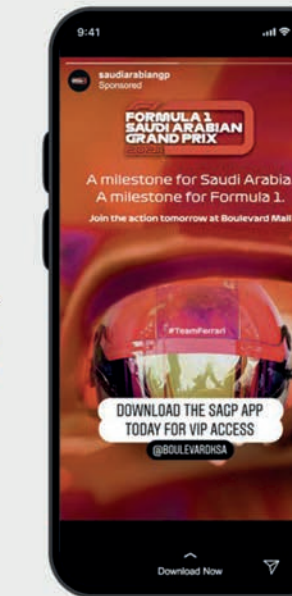
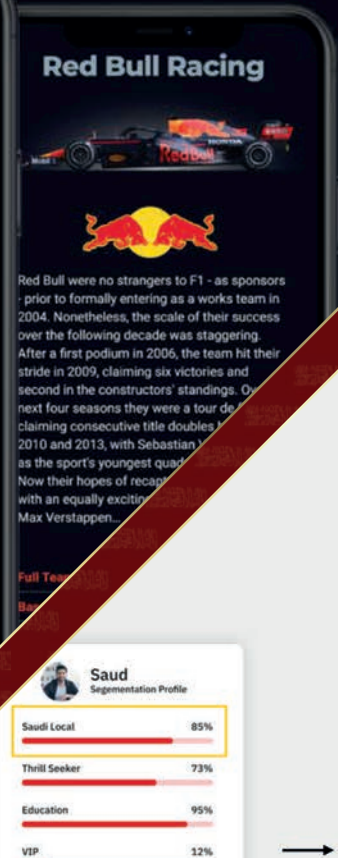
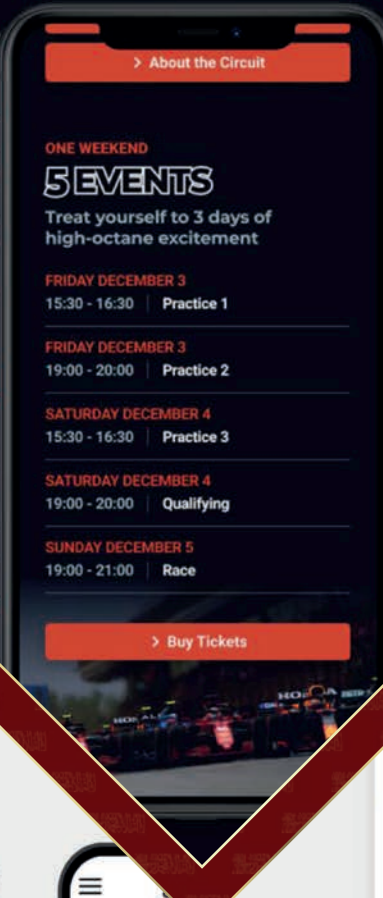
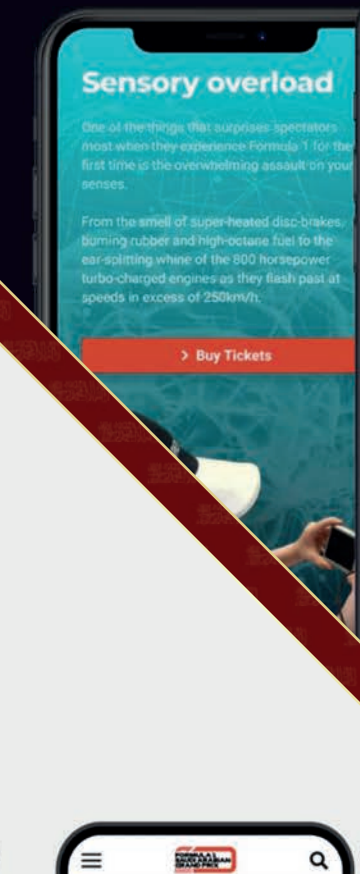
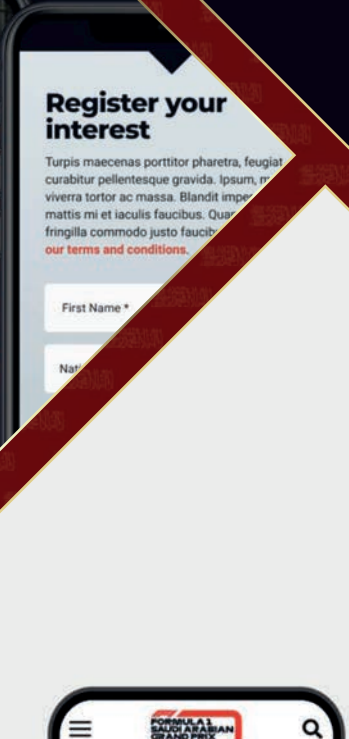
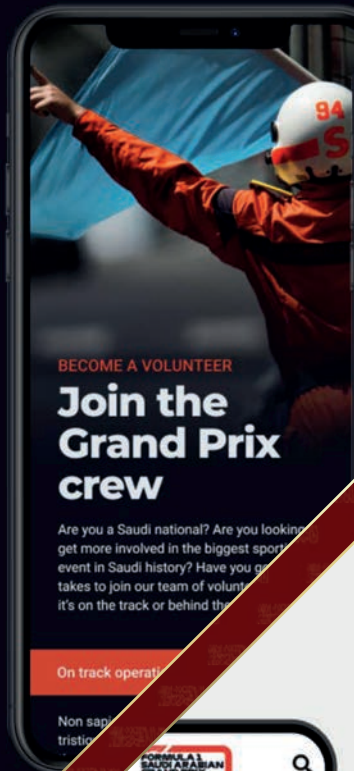
The Saudi Arabian Grand Prix (SAGP) has developed a cutting-edge digital platform to deliver an ultimate fan experience in creating customer engagement, data collection and monetization opportunities for SAGP and its partners.

There are four key objectives which the platform will aim to deliver on:

- 1 CULTURE BUILDING:**
Delivering on Vision 2030 with exclusive content to build a motorsport culture and fan base among Saudi youth
- 2 ENGAGEMENT:**
Year-round digital engagement strategy includes gamification, influencers and local celebrities and motor clubs to encourage fan and youth participation
- 3 REVENUES:**
Multiple online revenue channels including ticket sales, sponsorship, merchandising, food and beverage and parking/transportation
- 4 CULTURE BUILDING:**
Delivering on Vision 2030 with exclusive content to build a motor sport culture and fan base among Saudi youth

SAGP will develop a Digital Brand Experience that is built on the foundations of the official website and mobile app. This experience will reflect the Kingdom and its values by being modern yet steeped in tradition and it will provide a portal to educate, engage with and entertain fans; one that will be valuable to both the fans and SAGP and its partners.





SAUDI ARABIA FACTS: Although home to the largest sand desert in the world, rainfall varies considerably ranging from none at all for up to 10 years in the Rub Al-Khali, to 20 inches a year in the mountains of Asir Province.

SAUDI ARABIAN GRAND PRIX DIGITAL EXPERIENCE: A BEST IN CLASS PLATFORM

In use, the platform will provide end-users with a number of key benefits:

- **INFORMATION CENTRAL:** The app will be a first port of call for all fans on the move who want to get the latest news and updates as well as background information, statistics and powerful stories from the world of F1™
- **EDUCATION THROUGH INTERACTION:** The world of Formula 1™ will be completely new to most in the Kingdom so the app and website will provide information on all aspects of the sport from the sporting regulations to the technical regulations and from historical facts to onboard laps, all using powerful and engaging imagery and video to provide an immersive look into the world of Formula 1™.
- **TICKETS IN LESS THAN A MINUTE:** The app includes a swift, easy to understand purchasing route as well so that fans can get their tickets with the fewest possible barriers which seems only fitting for an event which focuses on speed and performance.
- **CROWD MOBILIZATION:** For those fans who are interested in experiencing an already unique event from a truly special perspective, the app includes a mechanism for interested fans to register their interest in volunteering for a more “behind-the-scenes” experience!

BEYOND DECEMBER: THE DIGITAL ROADMAP

Although the first priority for the digital platform is to provide valuable assets to fans, SAGP and partners in the lead up to the Formula 1™ Grand Prix weekend, once that has passed the app will continue to provide a year-round experience which fuels the fan journey.

There will be continuing e-commerce, gamification and educational aspect to the app after the Grand Prix weekend as well as personalized advertising and marketing grounded by data. The platform will also embrace the latest developments in both virtual and augmented reality to open new pathways to engage with fans in the physical, virtual and hybrid worlds that they routinely inhabit.

Finally, the platform will feature sustainable messaging and Calls to Action as a part of the overall experience, leveraging the passion and power of sport to create a meaningful, purpose-driven outcome. This will be backed by initiatives and programs which will promote healthy and active lifestyles built upon physical participation.





SUPERCAR CLUB: AN UNPRECEDENTED OPPORTUNITY

With the creation of the Supercar Club, the Saudi Arabian Grand Prix becomes the first ever Grand Prix to host a "track day" during a race weekend. In doing so they have created a unique opportunity for a select group of Saudi nationals to drive around the circuit in front of a huge crowd. The exclusive Supercar club package includes:

Track time during the Grand Prix weekend (3 x 30m sessions) | Three days of track-side premium hospitality
Exclusive reserved parking next to the hospitality area | A unique SAGP race suit and helmet | Exclusive images from the event | Laps broadcast locally and internationally | Guest drivers leading groups on the track

Participation will be limited to just 30 participants making this a highly exclusive and in-demand opportunity. Entry into the event includes:

Entry for one Supercar Club driver plus one guest to the Supercar lounge | Bell helmet and OMP race suit exclusively prepared for the Saudi Arabian Grand Prix Supercar Club | Exclusive Supercar Club parking at the lounge and close to the track | Commemorative photographs of track participation | Discount on additional lounge access passes | First year's club membership for on-going events | Unique inaugural membership for year 1 only

For Supercar Club members, the benefits don't stop once the Grand Prix race weekend is over. Members also enjoy the following benefits:

Packages to other Formula One Races | Exclusive track days at circuits around the GCC | Unique motorsport tourism opportunities to iconic motorsport events such as the Goodwood Festival of Speed, Indy 500, Le Mans etc. | Discount on exclusive race wear with Bell & OMP | Unique events with celebrity drivers throughout the year | Annual Members' Event

Finally, Supercar Club members will also have the opportunity to enjoy exclusive prizes courtesy of the Saudi Arabian Grand Prix including paddock passes, garage tours, starting grid access and much more as well as exclusive, limited edition products created for the inaugural participants – watch, bespoke luggage/helmet bag, car cover etc.





SAUDI ARABIA FACTS: Saudi Arabia is erecting the world's tallest building, which will be 1 kilometre tall — taller than 492 LeBron Jameses standing on top of one another. It's expected to reach 3,280 feet, or 1 kilometre.

SAUDI MOTORSPORT INDUSTRY STRUCTURE AND PARTNER OPPORTUNITIES

The Saudi Ministry of Sport (MOS) sits at the top of the motorsport industry in the Kingdom and presides over all aspects of the industry. Beneath that is the Saudi Automobile and Motorcycle Federation (SAMF) which functions as the ASN for the Kingdom, setting out regulations, guidelines and governance. Parallel to SAMF is the newly created Saudi Motorsport, an organisation dedicated to the creation and licensing of events and intellectual property to develop the motorsport industry in the Kingdom. This will be a combination of existing events and series brought to the Kingdom and newly created, Saudi owned properties. One specific entity that falls under the remit of Saudi Motorsport (and through the separate Saudi Arabia Grand Prix - SAGP - entity) is the Jeddah Corniche Circuit.

Other than enabling the Kingdom's first Formula 1™ race, the Jeddah Corniche Circuit will play host to a growing number of national, international and global race series over the coming years. It is anticipated that the Jeddah Corniche Circuit will remain in place and in regular use for a minimum of 3 years and, most likely, longer.

However, the Jeddah Corniche Circuit, is just one part of a wider set of opportunities currently being developed under the **Vision Partner Portfolio** banner. This is a strategy that brings together a unique set of like-minded Business Partners to work very closely with Saudi Motorsport and its vision to bring the entire spectrum of global motorsport platforms to the Kingdom and make KSA a "first choice" destination for motorsport and motorsport-related entertainment, thereby creating a legitimate global business platform to benefit its partners throughout the Kingdom.

This **Vision Partner Portfolio** is currently planned to include the following motorsport/entertainment properties:

Formula E | Extreme E | Dakar Rally | Goodwood Festival of Speed | MotoGP | World Superbikes | Historic F1
USA Motorsport Festival – Nascar and Indycar | GT Festival | Australian V8 Supercars | Ferrari Challenge | FIA New
EV GT Series | KSA newly developed own motorsport properties/Motorsport festival

In addition to the sports events, the overall vision includes programs and initiatives focused around:

Education | Sustainability and Diversity Programs | Engineering Programs | Development of New Technologies
Bringing World-Class Motorsport Manufacturing and Race Teams to the Kingdom

With our **Vision Partners** we will develop ground-breaking, unique opportunities that currently simply do not exist, growing KSA motorsport into a recognised global business platform that will truly inspire our future KSA generations.

Today we lay the foundations for tomorrow's generation's future.





SAUDI ARABIA FACTS: The kingdom's population is 47% under 24 and 5% over 60. Saudi Arabia's young demographic really stands out against the backdrop of major economies with aging populations such as Japan.

AN EXAMPLE PARTNERSHIP ASSETS PACKAGE

NAMING RIGHTS	INCLUDED
Option for Naming Rights to the Jeddah Corniche Circuit non F1™ races and events at the Circuit (at additional cost and subject to separate negotiations)	■
STATUS AND DESIGNATION	INCLUDED
Status and designation as "Official Partner" (with associated category exclusivity where applicable) to Saudi Motorsport	■
"Official Partner" Composite Logo	■
BRANDING	INCLUDED
Branding on all Saudi Motorsport VIP / Team vehicles	■
Branding on all Saudi Motorsport Team uniform	■
Branding on all <i>Supercar Club</i> drivers suits	■
Branding within Saudi Motorsport/SAGP Premium Hospitality Suites	■
Branding on 2022 SAGP F1™ Show Car Program	■
Branding within SAGP Welcome Centre	■
Branding at the Jeddah Corniche Circuit for 11 months of the year for all other motorsport events	■
Dedicated information desk within Premium Hospitality Suite	■
Jointly-branded Merchandise	■
HOSPITALITY AND TICKETING	INCLUDED
SAGP Premium Hospitality tickets for Formula 1™ Saudi Arabian Grand Prix in a fully branded suite (number to be negotiated)	■
Formula 1™ pit lane visits on Friday/Saturday/Sunday (T.B.C. and subject to COVID regulations)	■
Permanent Hospitality Suite at Jeddah Corniche Circuit for 11 months to attend all other motorsport events for minimum of 50 VIPs (Catering to be provided at cost)	■





FORMULA 1
SAUDI ARABIAN
GRAND PRIX

3-5 DECEMBER, 2021

218 DAYS 14 HRS 47 MINS 29 SECS

OVERTAKE
السباق
THE FUTURE
الاستقبال

BUY TICKETS

SAUDI ARABIA FACTS: Saudi Arabia is six times the size of Germany — but almost all of it is desert. In fact, a total of around 95% of the country is considered to be desert or semi-desert. Only 1.45% of the land is arable.

AN EXAMPLE PARTNERSHIP ASSETS PACKAGE

MARKETING & PROMOTIONS	INCLUDED
Pre-launch PR announcement	■
Joint social media campaign and integration into SAGP/Saudi Motorsport Digital Platform	■
Dedicated position on SAGP website	■
Full range of joint non F1™ activation opportunities (full range and scope T.B.C.)	■
Wide range of “off camera”/behind the camera opportunities at SAGP and other events	■
BUSINESS TO BUSINESS (B2B) & BUSINESS DEVELOPMENT ASSETS	INCLUDED
Two partner workshop days per year, bringing all of SAGP/Saudi Motorsport partners together to discuss real B2B opportunities	■
EVENTS	INCLUDED
Create an exclusive Track Day as a reward for your key clients/“big spenders”, as a reward for key staff members, or for any purpose that you choose.	■
THE FUTURE	INCLUDED
Option to enter into discussions to become a long term “Vision Partner”	■

PLEASE NOTE: The above table represents a fictitious example of a package of assets and benefits that could be created for a partnership and as such does not represent an offer of an asset package to any specific partner/partnership. Every partnership that Saudi Motorsport enters into will have a unique, bespoke and curated package of assets that is tailored to meet brand goals and objectives. Through an initial collaborative exploration process we will determine the best combination of assets, opportunities and benefits that we can offer to each partner to not only meet brand marketing and development goals but also to offer unique experiences to special guests/clients.





SAUDI ARABIA FACTS: Saudi Arabia is the largest country in the world without a river. Most of the fresh water here comes from desalination plants (of which Saudi Arabia has the world's largest) or underground reservoirs.

OFFICIAL PARTNERSHIP OPPORTUNITIES SUMMARY

A wide range of people throughout the Kingdom speak passionately about the “Good Old Days” and there is a general feeling that the Saudi of 2021, the one which wants to connect with the world, to embrace change, is very much an echo of these previous, well-thought-of times. This gives us both a unique opportunity and a unique incentive to establish and then develop and build the Saudi motorsport landscape. It should also be noted that we are not just talking about motorsport as an entertainment medium, but as a complete industry with technical, manufacturing, R&D and design aspects as well as the competitive ones.

In what is an unprecedented and unique opportunity, we have before us a brand new white, clean canvas on which to paint our own picture or write our own script and establish core values that represent our vision to develop a creative and solid business partnership through Saudi Motorsport and its motorsport entertainment properties here within the Kingdom.

In order to move towards this goal, we invite potential partners to join us to discuss the details of what a partnership might look like and to consider what partnership assets and opportunities might be included. During these discussions we will seek to gain a deep understanding of goals and aspirations in the Kingdom (and beyond) and from that we can look to collect a portfolio of assets that perfectly align with the issues we have uncovered in our initial conversations with you. We will also explore the expectations from both parties, discuss the management of such partnership, its commercial exploitation, and any other aspects that we need to understand in order to deliver a maximum value of return on investment.

Our ultimate aim is to make sure that the details of a partnership are curated in such a way as to provide the maximum financial and experiential value to you and your valued clients/guests and, ultimately, to pave the way for a long-term mutually beneficial partnership between you and the wider world of Saudi Motorsport.



APPENDIX

SAUDI ARABIA MOTORSPORT: DEMOGRAPHIC OVERVIEW

The following pages will give a brief overview of many of the world's most well-known and loved motorsport series in terms of their television coverage, their social media footprint, their live event attendance, and their fan profiles. Not all series will have the same information but it is provided to give an indication of the nature and scale of the footprint that a partnership can offer.

Following these individual pages, we will have a summary which aggregates this information to give an indication of what the reach of a general "Saudi Motorsport" partnership might be. We have done this as we plan to offer our "Vision Partners" access to, and involvement in, all of the motorsport properties which we bring to the Kingdom. Please note that not all sports listed in this Appendix will necessarily be coming to the Kingdom. They have been included to give a diverse overview of

By including a variety of motorsport in the following pages (single seaters, motorbikes, GT cars, "touring" cars, off road, on road, electric, internal combustion etc.) it should offer a good "average" that can be used to determine expected values for the future of the partnership as more and more properties get brought to the Kingdom as part of the wider Saudi Motorsport Vision Partner program.

We anticipate the numbers enclosed to grow significantly as the Kingdom grows its portfolio of motorsport and motorsport-related properties.

FORMULA 1™

Formula 1™ is widely regarded as the pinnacle of motorsport worldwide, and for good reason. The championship recently celebrated both its 70th anniversary (its inaugural race was in 1950) and its 1000th event. This is a huge amount of history for a racing series and gives the championship an immense pedigree. Of course, the championship has evolved massively in that time and is now made up of events all around the world and the cars themselves use the latest, cutting-edge technology to deliver the highest performance racing of any competitive motorsport anywhere in the world.

FORMULA 1™ IN NUMBERS

- **23** races scheduled for the 2021 season (subject to change owing to COVID restrictions) across four continents.
- **1.9 billion** cumulative television viewers across the full season (2019) - Up 9% on previous year
- **94 million** average television viewers per race
- **23.9 million** viewers of Netflix "Drive to Survive" series - 42% from the USA and 38% aged 18-34
- **4.2 million** event attendees across the full season (2019) - Up 2% on previous year
- Huge social media footprint with the official F1™ social media profiles having the following stats:
 - **Facebook:** 10+ million likes
 - **Twitter:** 5.9 million followers
 - **Instagram:** 13.8 million followers
 - **YouTube:** 3.1 billion video views
- Fan demographics include the following:
 - **Gender:** 63% male / 37% female
 - **Age:** 40% of fans under 35
 - **Occupation:** 38% of fans have "decision-making" roles
 - **Income:** 42% of fans occupy the top two income bands
 - **Digitally Savvy:** 52% of fans regularly use their mobile devices for sports news, 66% use the internet generally for sports news and 45% use social media for sports news
 - **Sponsor Perceptions:** F1™ fans are 52% more likely than general sports fans to choose a sponsor brand over a competitor and 87% more likely to inform themselves about sponsor brands, while 68% regularly inform friends or family about new products and 57% consider themselves to be "brand conscious"



MOTOGP

While motorcycle racing has been around virtually as long as motorcycles have existed, there has been a motorcycle World Championship since 1949 and, after moving through various incarnations, the FIM MotoGP championship has existed since 2002. Unlike Formula 1™, MotoGP bikes do largely resemble high-performance road bikes, although they are purpose built racing machines using cutting-edge technologies. However, like Formula 1™, the technologies used will often filter down into road-going, consumer vehicles over time.

MOTOGPIN NUMBERS

- **20** races scheduled for the 2021 season (subject to change owing to COVID restrictions) across four continents.
 - Television broadcast to more than **200 countries** and **432 million homes (2020)**
 - **22,208** broadcast hours total (2020)
 - **2.9 million** event attendees across the full season (2019)
 - Fan demographics include the following:
 - **Gender:** 80% male / 20% female
 - **Age:** 62% 18-34 years old, 28% 35-54 years old
 - **Sponsor Perceptions:** 75% of those that viewed a MotoGP race on television said they would choose a brand because they associate it with the sport.
 - Huge social media footprint with the official MotoGP social media profiles having the following stats:
 - **Facebook:** 16.7 million likes
 - **Twitter:** 2.8 million followers
 - **Instagram:** 11.1 million followers
 - **YouTube:** 1.4 billion video views
 - **Totals:** 12.2 billion impressions, 3 billion video views, 400 million engagement, 2.5 billion minutes viewed.
 - The online fan profile is slightly different to the live event and television audience profile with the following key points: 62% 18-34 years old, 28% 35-54 years old, 84% male and 16% female.
-

FORMULA E

At the time of its debut in 2014, Formula e was the first (and only) fully electric, global motorsport championship. It had started out as a concept in 2011 which means that the entire championship, from logistics to technology, took just three short years to put together, a remarkable feat. Since then, the cars have developed to a second version with higher performance and better battery life, paralleling the similarly impressive developments on road car technology. It has also grown a huge fan following and substantially increased its manufacturer support, proof more than anything else that Formula e is the future of motorsport.

FORMULA E IN NUMBERS

- **15 rounds** scheduled for the 2021 season in eight countries
- **12 competing teams** backed by some of the most recognisable automotive brands including Audi, BMW, DS, Jaguar, Mercedes, Nissan and Porsche, who all use the sport as a crucial R&D platform.
- **411 million** cumulative television viewers across the full season (2018/19) and growing at a faster rate than any other motorsport (24% year on year)
- Huge social media footprint with the official WEC social media profiles having the following stats:
 - **Facebook:** 1.5 million likes
 - **Twitter:** 255k followers
 - **Instagram:** 859k followers
 - **YouTube:** 136 million video views
- Fan demographics include the following:
 - **Gender:** 52% male / 48% female
 - **Age:** 73% of fans under 35
 - **Household Income:** £43,000 per annum (UK), €51,000 (EU) and \$81,000 (US)
 - **Occupation:** 20% of fans have Senior Management or professional positions
 - **Education:** 41% are college/university graduates
 - **Technologically Minded:** Fans are 53% more likely to be "early adopters" than the general population and 122% more likely to be "innovators"
 - **Sponsor Perceptions:** Over 50% of fans are more likely to consider purchasing from companies involved in the WEC and around 70% think more favourably of companies that sponsor motorsport.



WORLD ENDURANCE CHAMPIONSHIP

The World Endurance Championship itself is a relative newcomer to the global motorsport stage, having had its inaugural season in 2012. However, it builds on a long-standing tradition of multi-class endurance racing made famous by the legendary 24 Heures du Mans which dates back to 1923. It is a gruelling race which pushes the limits of both the cars and the drivers and which has seen some of the most legendary battles between both drivers and manufacturers. It includes multiple classes of cars (from the top LMP/Hypercar class which are prototype one-offs designed purely for the championship) to the lower GT class cars which, while not unique, is certainly uncommon.

WORLD ENDURANCE CHAMPIONSHIP IN NUMBERS

- **6** races scheduled for the 2021 season including one 1000 mile race, four 6 Hour races and the legendary Le Mans 24 Hour race
 - **214 million** cumulative television viewers across the full season (2018/19)
 - This is made up of broadcasts on **125 networks across 196 countries**
 - When viewing television broadcasts, **over 50% of fans** watch the full race
 - Impressive social media footprint with the official WEC social media profiles having the following stats:
 - **Facebook:** 337k likes
 - **Twitter:** 328k followers
 - **Instagram:** 427k followers
 - **YouTube:** 25 million video views
 - Fan demographics include the following:
 - **Gender:** 63% male / 37% female
 - **Age:** 43% of fans under 35
 - **Location:** 66.3% of fans live in Europe, 20.7% in the Americas, 9.0% in Asia Pacific and 3.9% in the rest of the world
 - **Occupation:** 20% of fans have Senior Management or professional positions
 - **Income:** Average annual income of fan survey participants is \$68.5k per annum
 - **Technologically Minded:** Around 50% of fans have a strong interest in technology
 - **Sponsor Perceptions:** Over 50% of fans are more likely to consider purchasing from companies involved in the WEC and around 70% think more favourably of companies that sponsor motorsport.
-

DAKAR RALLY

The Dakar Rally (originally the Paris-Dakar Rally) dates back to 1978 when the first event was held. At a length of over 6,000 miles, this was an unprecedented challenge but, perhaps surprisingly, 74 of the 182 entries made it to the finish line. Since then the event has grown in stature and many entries now use custom designed machines built specifically to handle the rigours of events such as these. Since 2020, the annual event has been held in Saudi Arabia. Unusually for a motorsport event, it is open to both professional and amateur drivers, with amateurs making up around 80% of the participants.

DAKAR RALLY IN NUMBERS

- **9000km** total race distance (2021)
- **548 competitors** across **six categories** of vehicles
- **2,271 broadcast hours** on **70 networks** across **190 countries**
- **63.8 million** total broadcast hours watched globally
- Impressive social media footprint with the official Dakar website and social media profiles having the following stats:
 - **Facebook:** 2.3 million likes
 - **Twitter:** 482k followers
 - **Instagram:** 1.2 million followers
 - **YouTube:** 357k subscribers
 - **Official Website:** 11 million visits
 - **Total Video Views:** 59.8 million across all social media platforms



DTM (DEUTSCHE TOURENWAGEN MASTERS)

The DTM dates back as far as 1984 in its original incarnation (as *Deutsche Tourenwagen Meisterschaft*) but the current format began in 2000. The series is based on the Grand Touring Car format (similarly used in Japan's Super GT Championship) which uses vehicles largely based on road-going cars, albeit high-performance supercars. The series has a strong German focus, both in its event locations and its competing manufacturers. With that said, there is a limited international presence with (in 2021) teams entering cars based on Ferrari, Lamborghini and McLaren as well as Audi, BMW and Mercedes and events held in Italy, Belgium, Austria and Netherlands as well as Germany.

DTM IN NUMBERS

- **7** rounds / **14** races scheduled for the 2021 season (subject to change owing to COVID restrictions) but ordinarily a **9** round / **18** race calendar
 - **11.4 million** German television viewers across the full season (2020) - a market share increase from 5.9% to 6.8% compared to the previous year.
 - Syndicated to 30 countries for a total global television reach of over **211 million homes**
 - Impressive social media and online footprint with the official BTCC social media profiles and website having the following stats:
 - **Facebook:** 655k followers
 - **Twitter:** 77k followers
 - **Instagram:** 294k followers
 - **YouTube:** 46.9 million video views
 - **OTT Platform:** 830,000 video views with over 10,000 hours of global viewing per race weekend.
-

SUMMARY

One of the many great benefits of a “Vision Partnership” with Saudi Motorsport is that there will be a diverse portfolio of events and categories that you will be associated with. This completely overcomes any sense of “tribal” favouritism that can occur when sponsoring a particular team/athlete, or even when sponsoring a particular category. By adopting an industry-wide partnership position, motorsport fans of all types will grow to recognise the brand and will have the positive brand-sentiments associated with such partnerships. While it is impossible to provide truly accurate numbers as to what this combined audience might be, based on the range of categories showcased on the previous pages, we can draw the following conclusions:

- Extensive television coverage on 200+ television networks in 200+ countries worldwide creating access to over half a billion homes and potential viewers
- Tens of thousands of hours of global broadcasts, giving rise to substantial and sustained branding and brand messaging opportunities
- A combined social media reach of tens of millions across all major social media networks combined with official championship websites and, in many cases, purpose built mobile apps. This will be combined with the currently in development Saudi Motorsport digital platform.
- Fan Demographic
 - While motorsport still remains a male-dominated sporting category, newer championships such as Formula e have a more balanced gender spread and even well-established championships such as Formula 1™ are seeing an increased interest from female fans largely driven by an increase in the number of younger drivers who are more active on social media themselves.
- Combined, the various championships would have an age profile of being majority under 35 with the more traditional championships being on the slightly older end and the newer championships favouring the younger fan. Overall, though, the fan profile will include all ages from 18-80.
- Motorsport fans also tend to be well-educated, generally more affluent, and certainly more technologically-minded.
- There is strong evidence across all types of motorsport of the power of brand recognition and positive brand influence on purchasing decisions.





CONTACT INFORMATION

Telephone: +966 56 344 3163 / +44 (0) 7979 380044

Email: pjordan@saudimotorsport.com



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