

# *FIA FORMULA E CHAMPIONSHIP VALUE CREATION & SUSTAINABILITY REPORT*

*by EY*



# Introduction



Formula E is a new FIA racing championship featuring single-seater cars powered exclusively by electricity. Beginning in September 2014, it will race in the heart of some of the world's leading cities.

Through entertainment, the championship aspires to drive the change towards the greater use of sustainable mobility, act as a catalyst between companies, leaders, experts, cities and policy-makers, and be a leading force in spreading the idea of the feasibility of an alternative electric future. From this, the long-term impact of the championship is to significantly accelerate the market penetration of electric vehicles (EVs).

In 2013, championship promoters Formula E Holdings commissioned a report, by leading global professional services firm EY, to assess the global value of Formula E to the EV market over the next 25 years (2015-2040) and its wider economic, environmental and social impact, in addition to delivering a sustainable legacy.

The outcome of the report explains the potential that the FIA Formula E Championship has to create significant positive externalities.

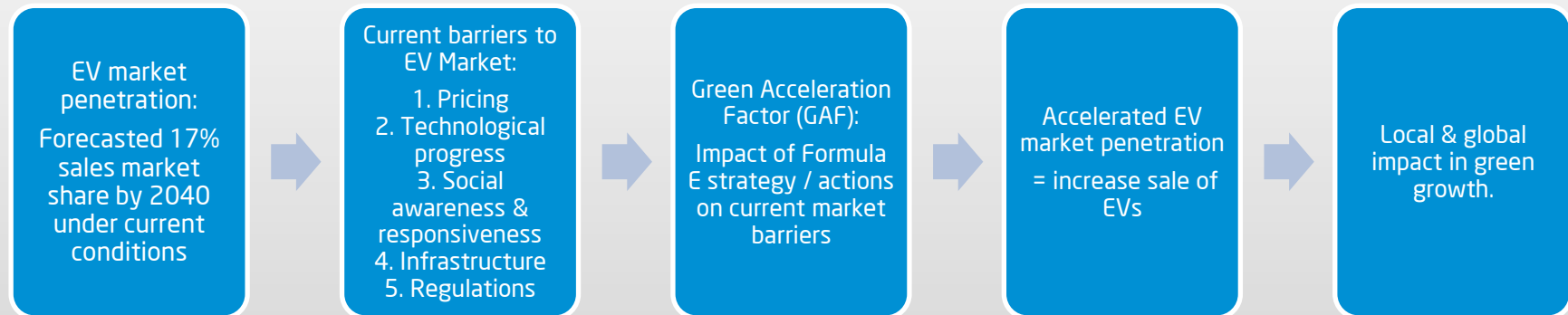
The following pages are a summary of that report.

***“The long-term impact of Formula E is to significantly accelerate the market penetration of electric vehicles.”***

# MAIN FINDINGS

EY measured the value of Formula E by evaluating how the championship will contribute to removing barriers to the EV market and were able to quantify that in terms of number of attributable EV sales. This increase in sales, as well as the presence of Formula E in host cities, will lead to tangible local and global economic, social and environmental benefits.

***“Formula E will help breakdown the current barriers preventing the expansion of the EV market contributing to the additional sale of up to 77 million electric vehicles worldwide by 2040.”***



# Formula E - The catalyst for change

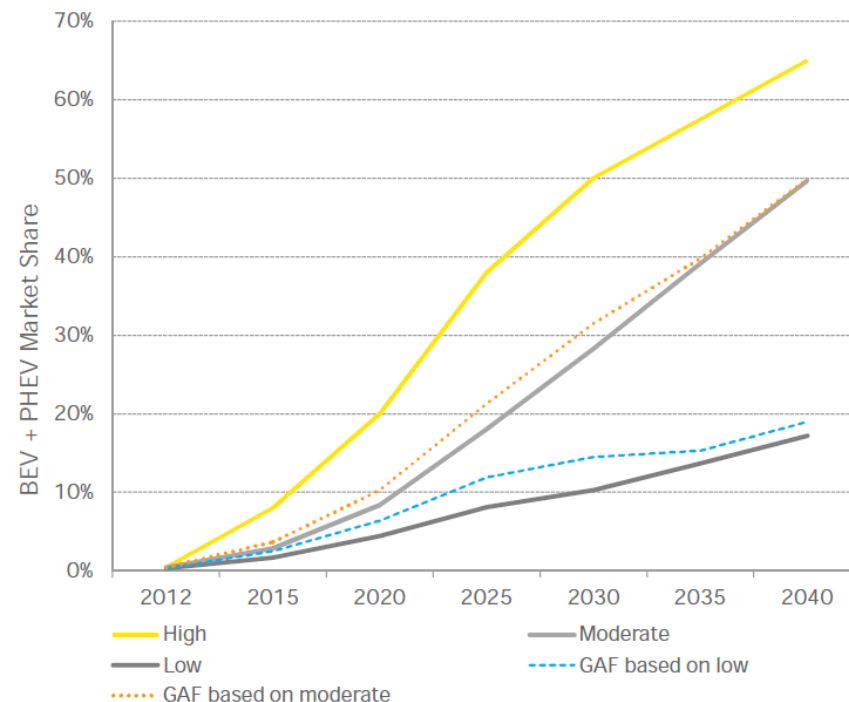
Formula E has an overall strategy to encourage technological innovations, social awareness and infrastructure development:

1. **Technological innovations** with R&D efforts related to battery performance and electronic management systems.
2. **An innovative communication agenda** to increase awareness and acceptance on the EV potential and on sustainability values.
3. **Initiating and facilitating alliances** between cities, people and the energy industry to accelerate the development of charging infrastructure.

Formula E will call on:

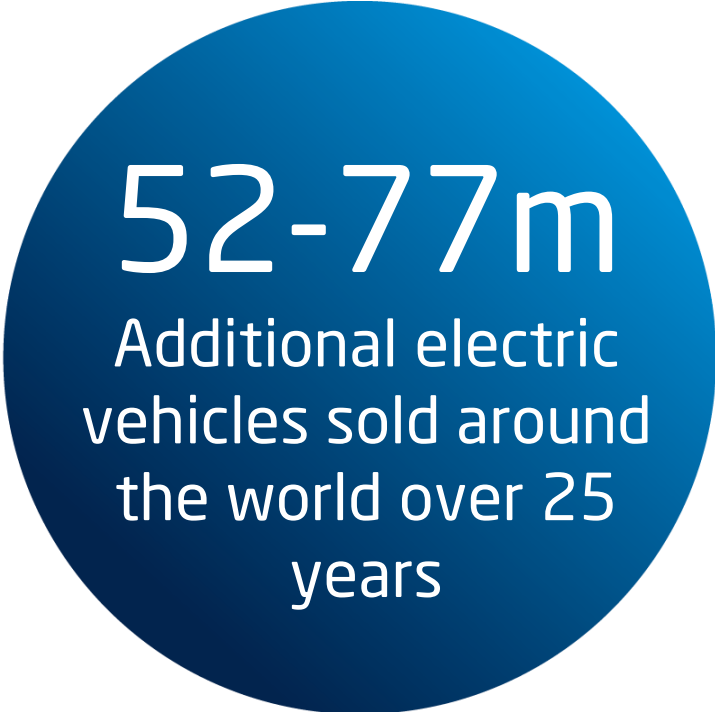
- All levels of Government
- Automotive and energy Industries
- Universities and Research institutions
- Private charities and NGOs

To achieve these results, Formula E wants to act as a catalyst for the cooperation between all the above stakeholders to jointly work on the removal of the barriers that block general EV adoption.



# Green Growth

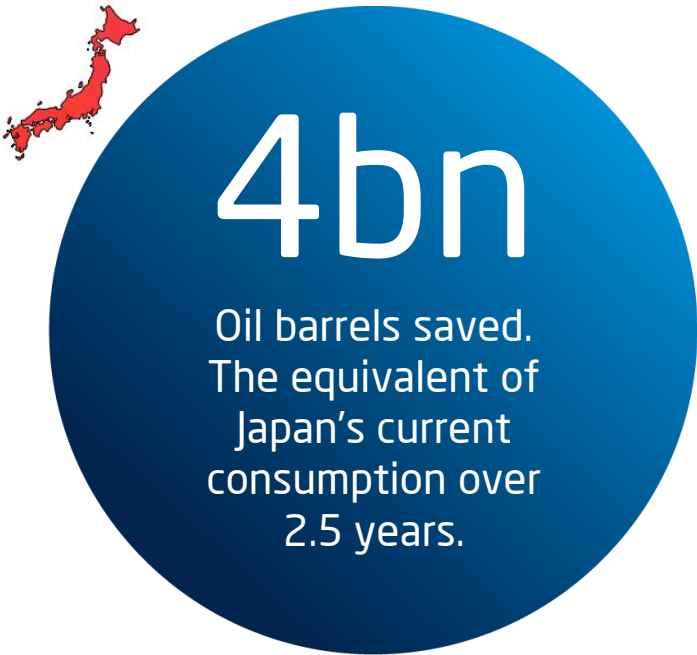
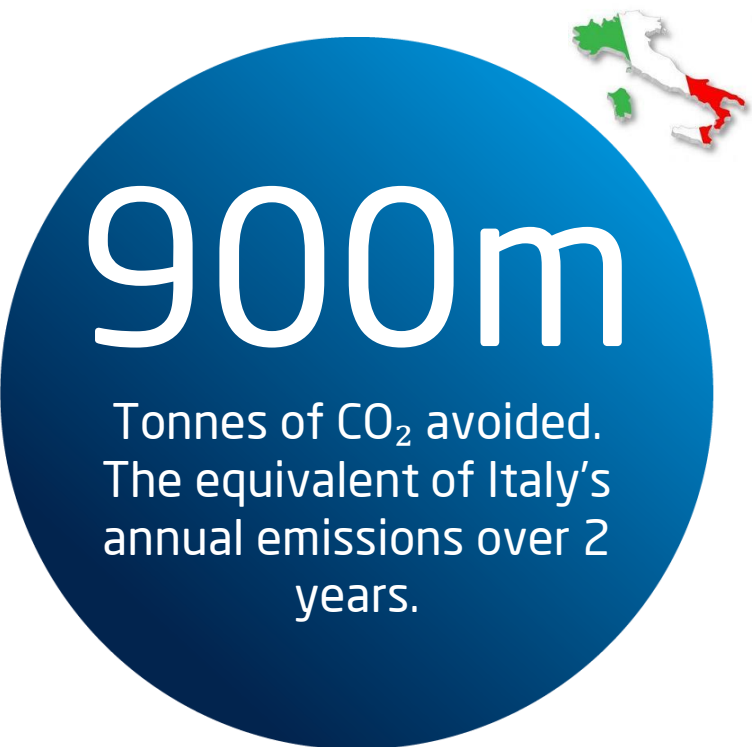
Over the next 25 years, the Formula E strategy and primary goals will significantly contribute to removing the aforementioned EV market barriers leading to the substantial increase in the number of EVs sold worldwide and the expansion of the EV market. As a result of the global cooperation of all these agents, the market could see...



\* Based on a career duration of 40 years

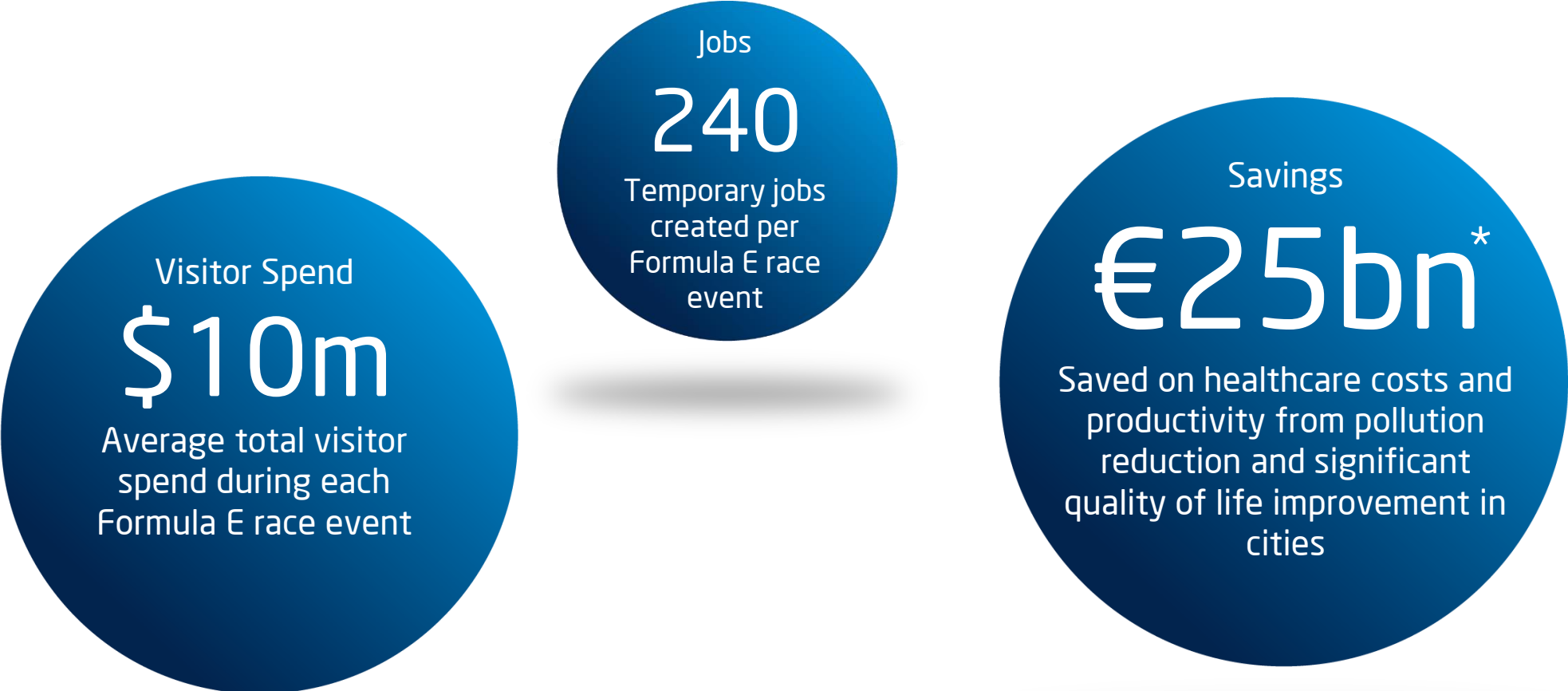
# Environmental Impact

As a result of the additional 77 million EVs sold worldwide (low scenario) through all stakeholders involved, the next 25 years aim to see....



# Social Improvement

Formula E's contribution to expanding the EV market will also see the social benefits of...



\* Based on additional 77 million EVs sold worldwide, in the low scenario

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