

DS AUTOMOBILES

FORMULA E TEAM

PENSKE

# PENSKE AUTOSPORT

AN ENVIRONMENTALLY RESPONSIBLE MARKETING  
PARTNERSHIP OPPORTUNITY

## TABLE OF CONTENTS

- **MEET YOUR PARTNERS: PENSKE AUTOSPORT & PMC: S3**
- **FORMULA E: THE FACTS: S10**
- **FORMULA E: GLOBAL MEDIA/CONTENT DISTRIBUTION: S18**
- **ACTIVATION, ASSETS & INTANGIBLES: S22**
- **CASE STUDIES: S33**
- **THE SEASON: S40**
- **CONTACT: S42**

## A NOTE FROM JAY

I am delighted to have the opportunity to present you with a unique business development and marketing platform that allows you to leverage the power of passion to directly engage with your customers in this exciting environment.

This platform is called PENSKE AUTOSPORT. It combines the strengths of the FIA Formula E championship, an innovative, all-electric, single seater racing series, with the Penske Media Corporation, one of the largest digital media companies in the world.

Formula E is the future of sport harnessing the latest technology to create a sustainable and environment friendly championship that is rapidly building the next generation of sport fans. After seven seasons in Formula E, we feel that we have established a powerful global platform to deliver true value for our partners within this ecosystem.

We enjoy, and are excited about creating unique, engaging and successful partnerships built on shared values and objectives. We look-forward to speaking to you in the near future to discuss this exciting opportunity.

Yours Sincerely,

Jay Penske

Owner & Team Principal



## THE TEAM

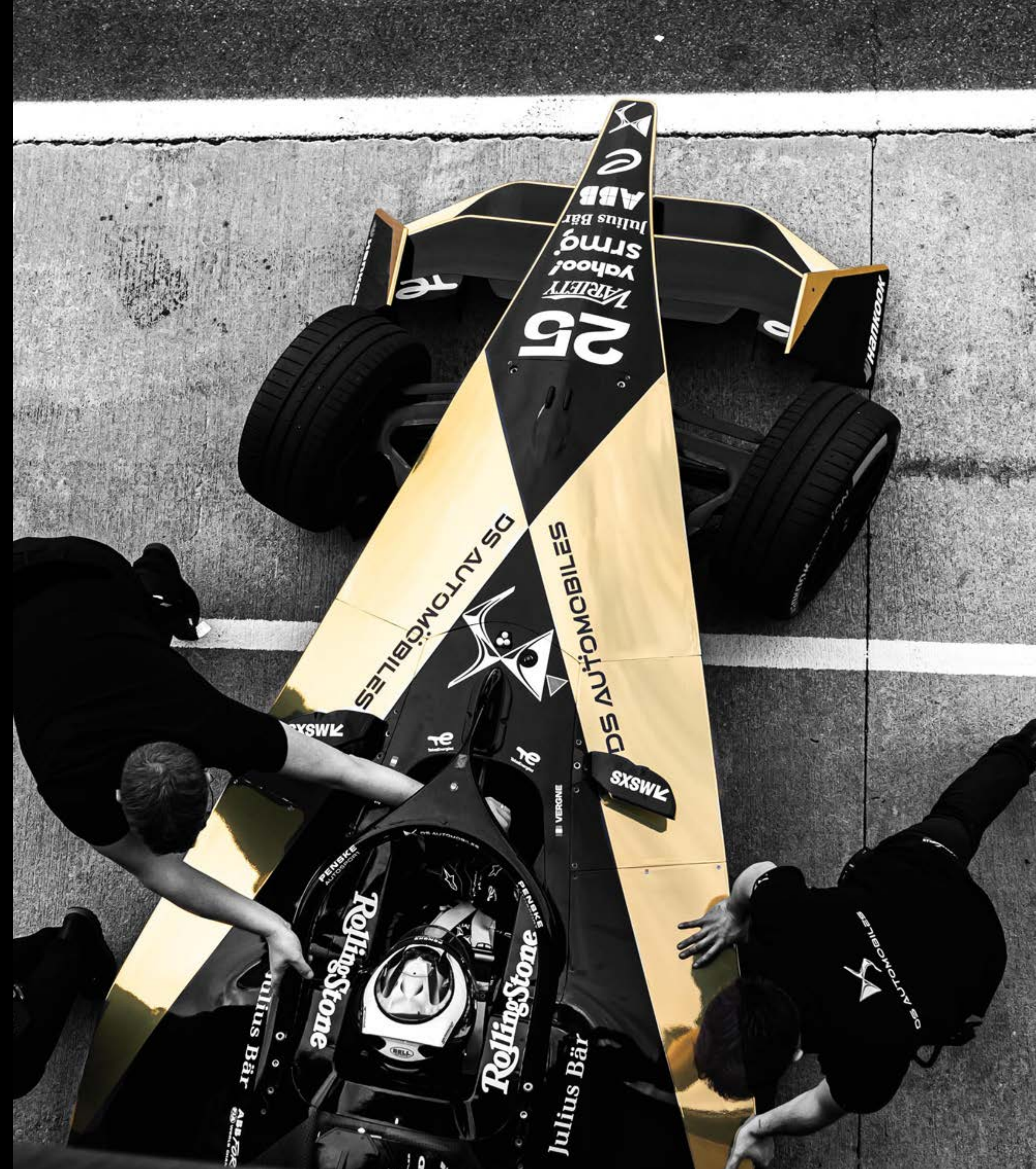
PENSKE AUTOSPORT has entered a 4-year strategic partnership with winning OEM, the French automotive brand DS Automobiles. The Team has been renamed DS PENSKE to reflect this collaboration starting in Season 9.

DS PENSKE opens a new chapter by racing the third-generation of Formula E racing Car, the DS E-TENSE FE23, which combines high performance, efficiency and sustainability.

For 2023 the Team will benefit from two past Formula E Champions driving its cars, the reigning World Champion Stoffel Vandoorne and the two-time Formula E Champion, Jean-Eric Vergne.

## PENSKE AUTOSPORT + DS PERFORMANCE:

- **194 RACES**
- **18 Wins**
- **56 Podiums**
- **4 Championship Titles**
- **22 Poles**



## DRIVERS

For 2023 Penske Autosport will benefit from two past Formula E Champions driving its cars. Penske Autosport is the only team fielding two past champions.



### STOFFEL VANDOORNE

 D.O.B: 26 MARCH 1992  
KORTIJK, BELGIUM

**1 CHAMPIONSHIP TITLE**

Season 8

**61 RACES ENTERED**

**3 WINS**

**15 PODIUMS**

**8 POLE POSTIONS**

**439 POINTS SCORED**

### JEAN-ÉRIC VERGNE

 D.O.B: 25 APRIL 1990  
PONTOISE, FRANCE

**2 CHAMPIONSHIP TITLES**

Season 4 & Season 5

**104 RACES ENTERED**

**11 WINS**

**32 PODIUMS**

**15 POLE POSTIONS**

**947 POINTS SCORED**



# PENSKE MEDIA CORPORATION

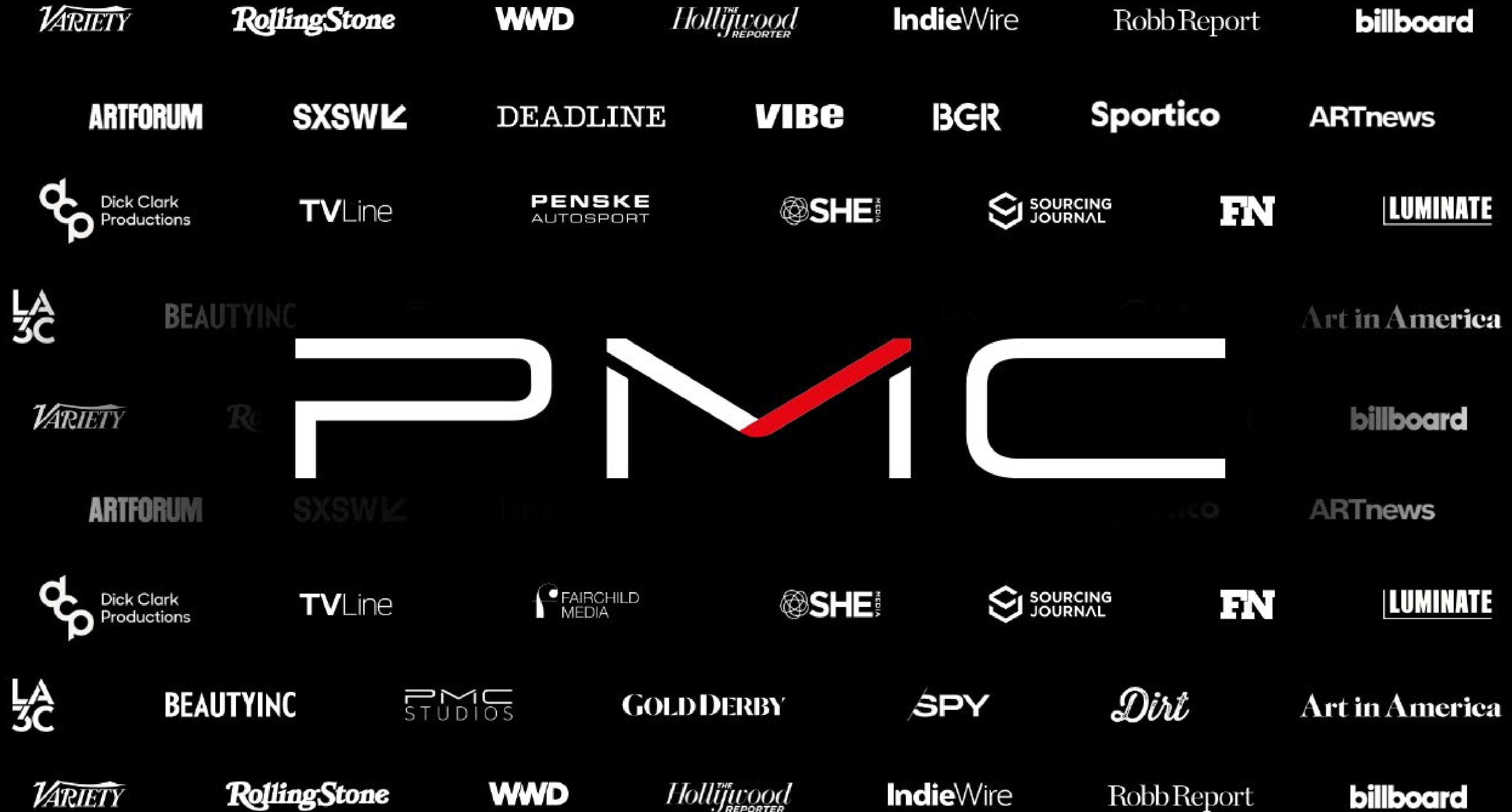
- Founded by Jay Penske in 2004
- Portfolio of 32 Core Media Brands (magazines, websites, news outlets)
- Focus: Music, Entertainment, Art, Tech, Fashion, Culture, News, Video and Information Services
- Global monthly reach of over 378 million active users
- Leader in Digital Media Convergence and Performance Marketing
- (2x) Winner Top 100 Private Companies in North America
- Headquarters: Los Angeles & NY, with additional global offices in London, Milan, Paris, Mumbai, Hong Kong, Tokyo, and Dubai

PMC Specializes in offering:

- Branded Content
- Premium Reporting
- Live Events
- B2B Data & Business Development
- International Partnerships & Licensing
- Editorial Data
- Global Content Distribution & Syndication
- Performance Marketing & Information Services
- PMC also owns Dick Clark Productions which is the world's largest producer and proprietor of live event entertainment programming including the Golden Globes



# PMC BRAND PORTFOLIO



PMC GLOBAL REACH

387M

387 MILLION MONTHLY ACTIVE USERS

23

23 LEGENDARY BRANDS



548M

548 MILLION VIDEO VIEWS

412M

412 MILLION SOCIAL FOLLOWERS





# ABB FIA FORMULA E WORLD CHAMPIONSHIP

---

## FACTS AND FANS

# ZERO

THE WORLD'S FIRST  
NET ZERO CARBON SPORT





# 187,000,000

187 MILLION  
GLOBAL FORMULA E FANS

84%

84% OF FORMULA E FANS  
PAY MORE FOR BRANDS COMMITTED TO  
ADDRESSING CLIMATE CHANGE



## TARGETING THE ELECTRIC GENERATION...

A DIVERSE GROUP OF SPORTS FANS THAT SHARE COMMON ATTITUDES

**Socially optimistic**



**High interest in technology and innovation**



**Committed to addressing climate change**

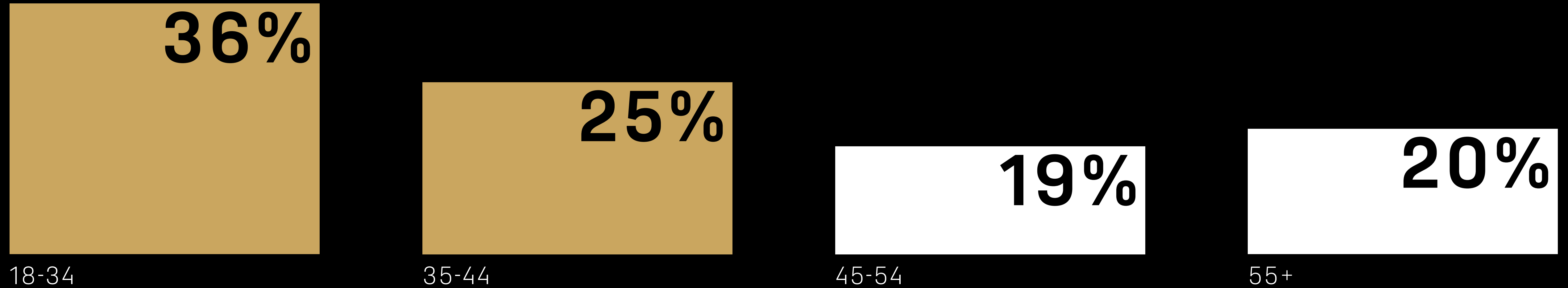


**Early adopters**



## FORMULA E FANS ARE YOUNGER THAN OTHER MOTORSPORTS

### AGE PROFILE



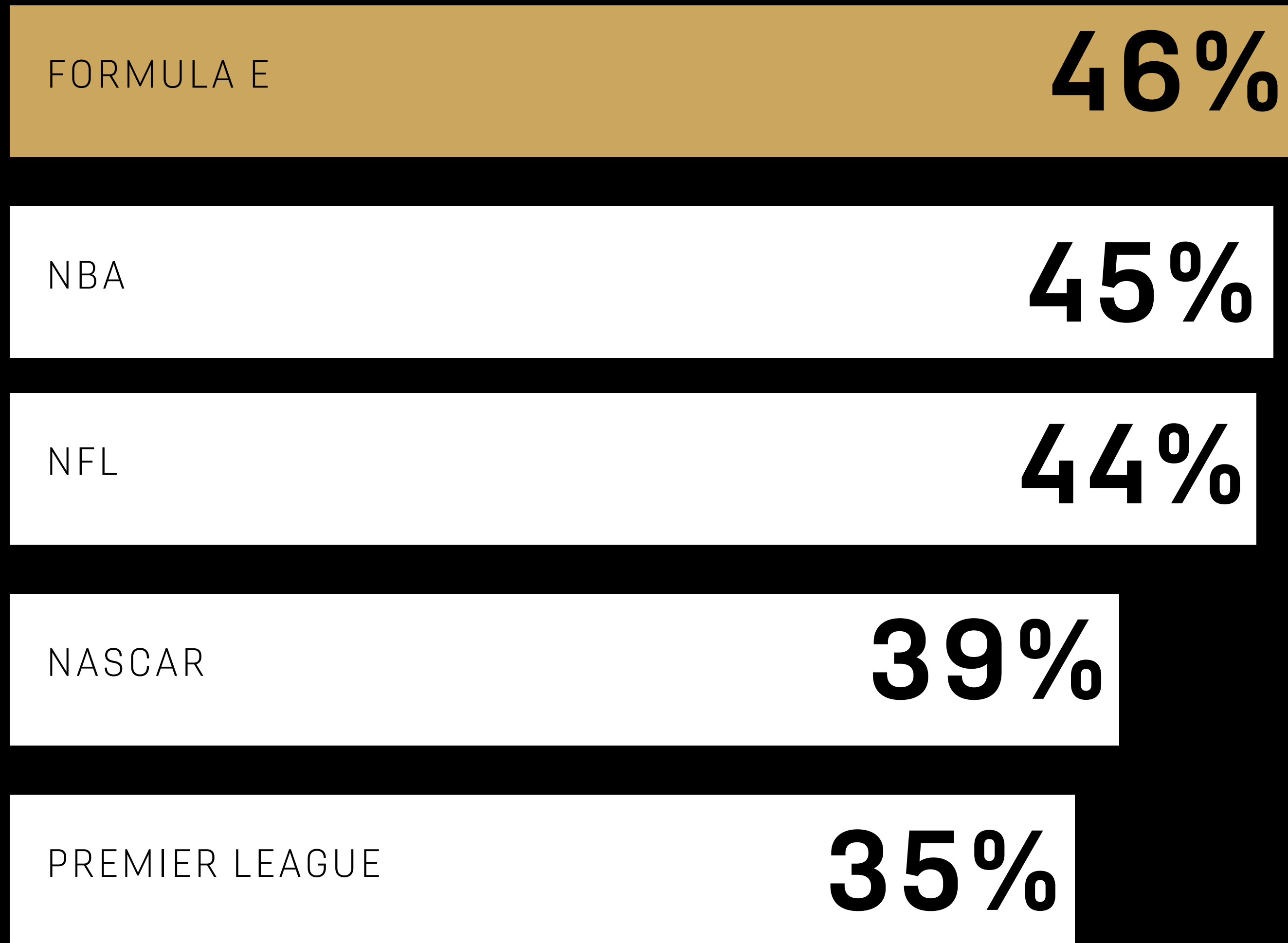
### AGE UNDER 45



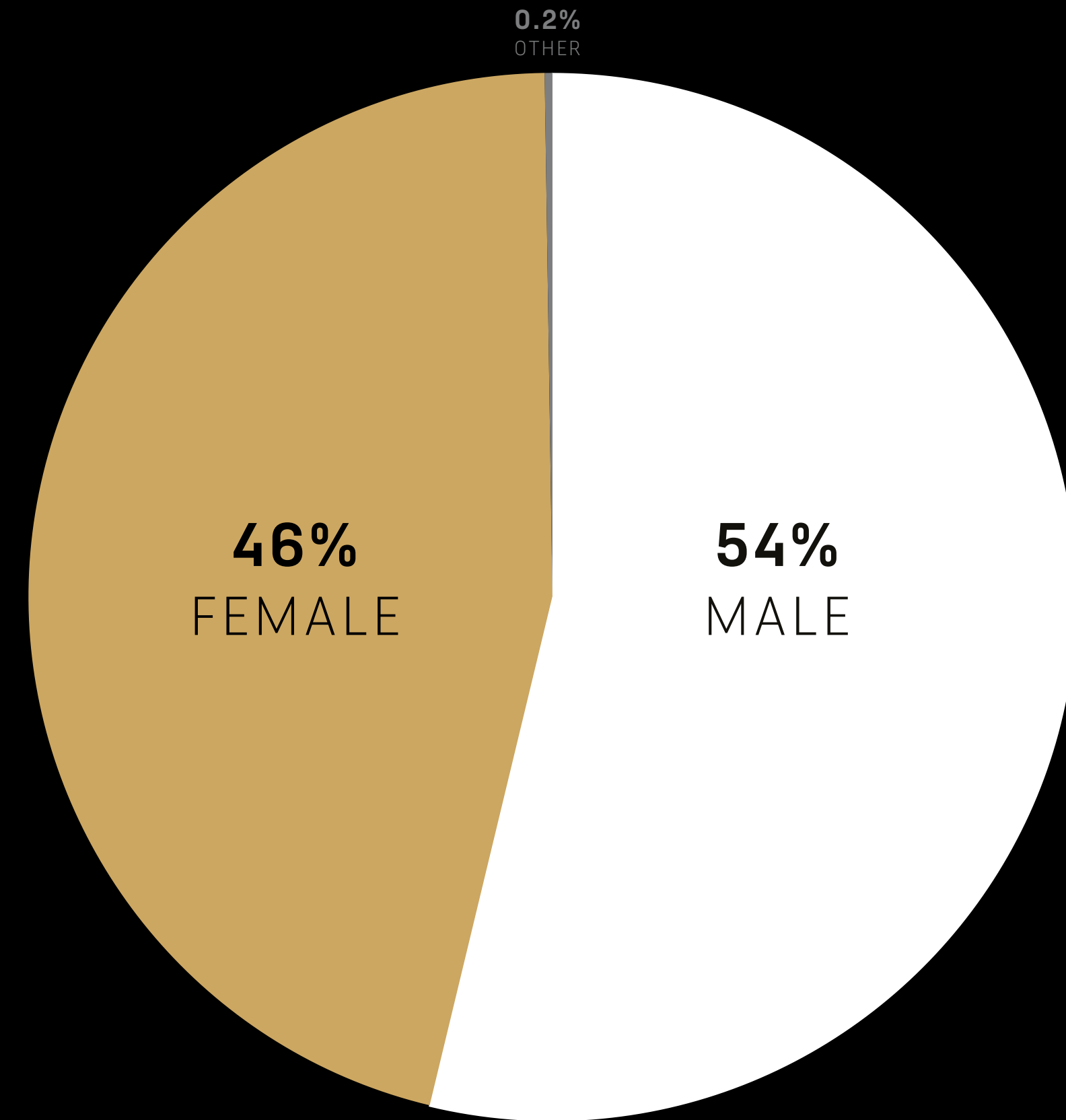
SOURCE: PULSE SURVEY CONDUCTED BY ALLIGATOR ON BEHALF OF FORMULA E - 16 MARKETS, 33K SAMPLE: JAN 2022

# FORMULA E IS THE #1 GLOBAL CHAMPIONSHIP FOR THE FEMALE AUDIENCE

PERCENTAGE FEMALE IN ENGAGED FANBASE:



GENDER PROFILE:



SOURCE: FORMULA E PULSE BRAND TRACKER STUDY, 2022

# DIVERSITY, EQUITY & INCLUSION

## FIA GIRLS ON TRACK

Since S5, Formula E been a global champion of FIA Girls on Track Program aiming to inspire young girls and women of a rightful and valuable place for them in the motorsports industry.

Initiatives include:

### AMBASSADORS

Inspirational women within motorsport including team principles, mechanics, presenters and engineers that attend school and network events and virtual engagements

### EVENTS

Girls aged 13-18 can participate in activities and workshops encouraging an interest in STEM subjects and industries amongst school girls, for instance electric karting







**ABB FIA FORMULA E WORLD CHAMPIONSHIP**  
GLOBAL MEDIA/CONTENT DISTRIBUTION

## FORMULA E – MEDIA PARTNERSHIPS

Formula E reach a growing global audience through strategic media partnerships

**40+**

Broadcast partners

**150+**

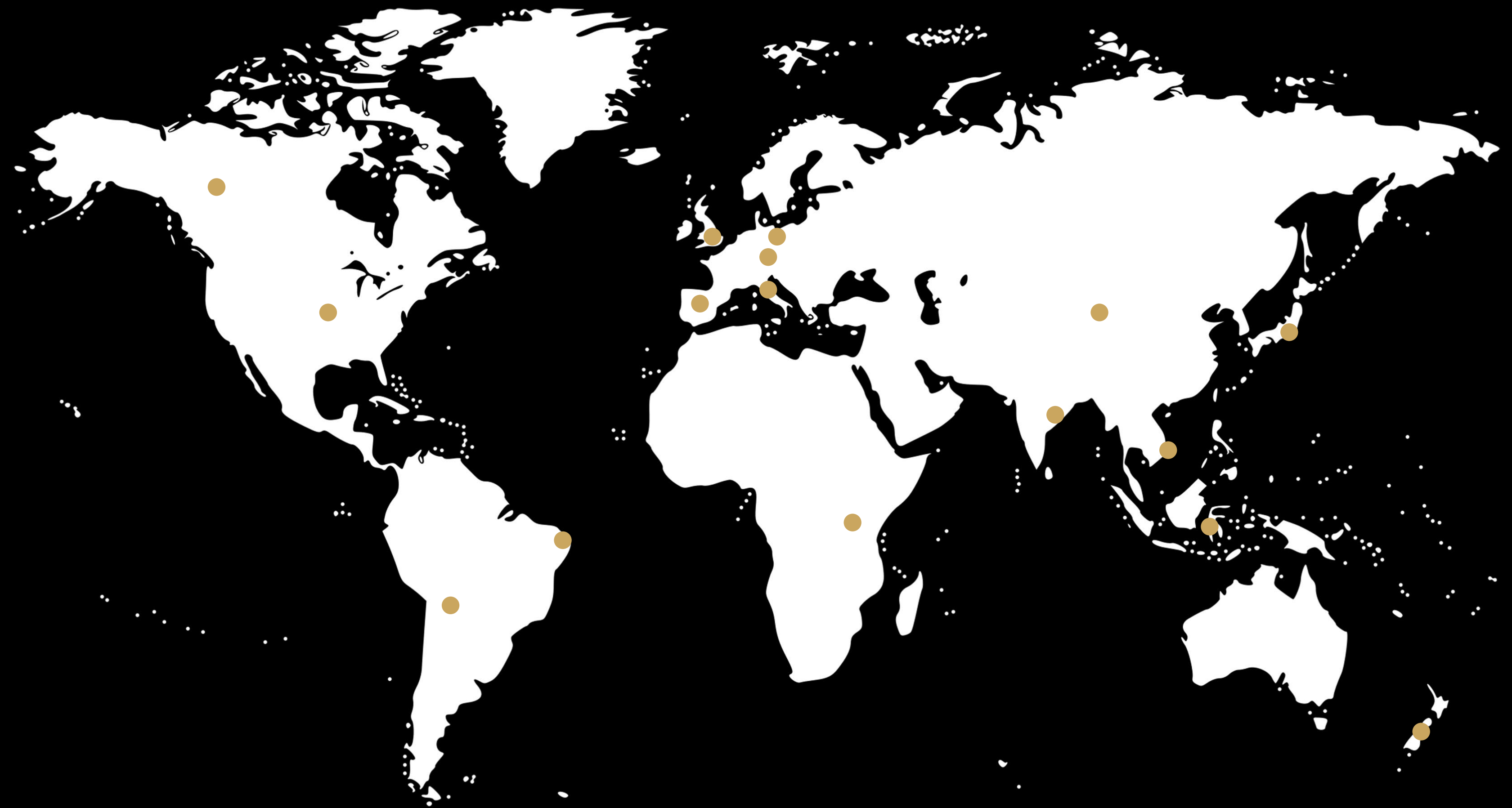
Broadcast territories

**30+**

Languages covered

**192**

Territories reached by broadcast & Formula E digital platforms



# 381,000,000

381 MILLION TV AUDIENCE



# ACCELERATING GROWTH ACROSS SOCIAL ECOSYSTEM

Social performance:

**+15%**

Social following growth in 2022 (vs. 2021)

**+49%**

More engagements in 2022 (vs. 2021)

**194M**

194 Million views in 2022

SOURCE: CONVIVA AND NATIVE SOCIAL PLATFORM. FOLLOWER GROWTH AND ENGAGEMENT RATE IS YEAR-TO-DATE INCREASE IN 2022 (UP TO 31/08/2022) VS. 2021 (UP TO 31/08/2021). VIDEO VIEWS IS SEASON 8 (UP TO 31/08/2022). \*DOES NOT INCLUDE LINKEDIN, WEIBO, AND DOUYIN

Social Following

	1.6m
	1.1m
	769k
	308k
	235k
	124k
	8k
	790k
	175k
	126k
	51k

**5.3M**  
TOTAL FOLLOWERS





# PENSKE AUTOSPORT: PARTNER ACTIVATIONS

2021 INTERNATIONAL MOTOR SHOW  
MUNICH, GERMANY: BOSCH



2019 WORLDWIDE LIVERY LAUNCH  
VENICE, ITALY: GEOX



# PENSKE AUTOSPORT: EXPERIENCES FOR GUESTS



EXCLUSIVE ON TRACK GARAGE TOUR



DRIVER MEET & GREET WITH Q&A AND PICTURES



THE FINEST AT-TRACK HOSPITALITY



ACCESS THE GRID BEFORE THE RACE STARTS



VISIT TEAM FACTORY IN VERSAILLES, FRANCE



TEST THE PENSKE AUTOSPORT SIMULATOR

# FORMULA E: CURATED VIP EXPERIENCES



GRID WALKS  
AND TEAM GARAGE TOURS



ELECTRIC LAPS



EXCLUSIVE VIEWING EXPERIENCES



## HOSPITALITY & TICKETING COMPLETE HOSTING & B2B PROGRAMME



EXTENDED EMOTION CLUB AREA  
TO HOST VIP GUESTS



EXCLUSIVE GRID WALK PASSES AND  
BEHIND THE SCENES EXPERIENCES  
FOR VIPS



B2B AND CONFERENCING OPPORTUNITIES  
FOR YOUR BRAND DURING RACE WEEK

## VIP HOSPITALITY

A VIP hospitality environment designed to generate business for partners.

# 93%

93% of Formula E guests are more likely to do business with the host's business in the future

# 44%

44% of Formula E hospitality guests and hosts are CEOs or business owners





# VIP HOSPITALITY

Hospitality that delivers access to influencers and decision makers

# 81%

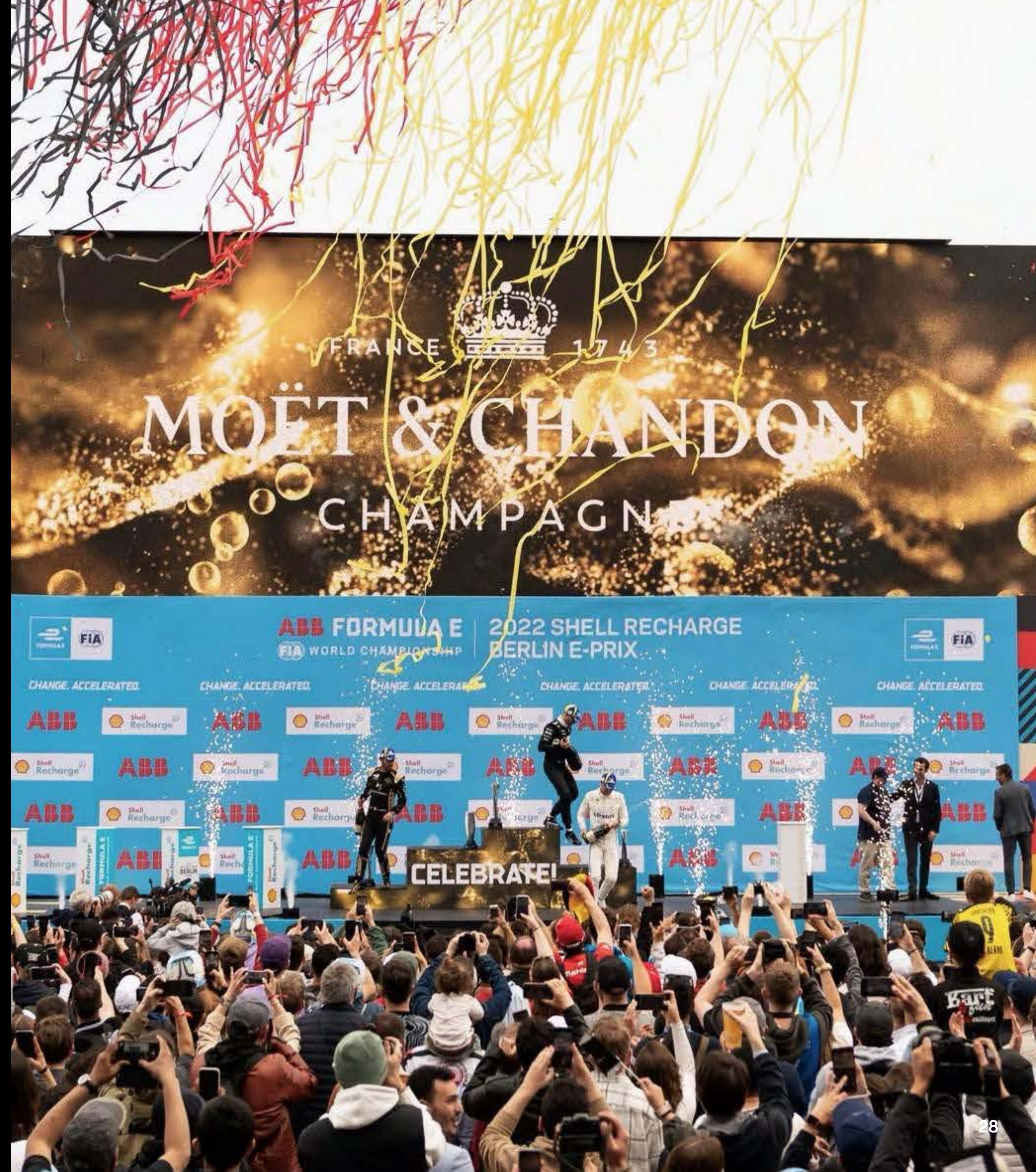
More likely to be in the highest income group vs. general population

# 1.9x

More likely to be executive management versus the general population

# FIRST

FORMULA E IS A  
“FIRST IN CLASS/BEST IN CLASS” SHOW





# MEMORY

EXCITEMENT THAT PROVIDES A LONG-LASTING  
MEMORABLE EXPERIENCE FOR YOUR GUESTS

# ELITE

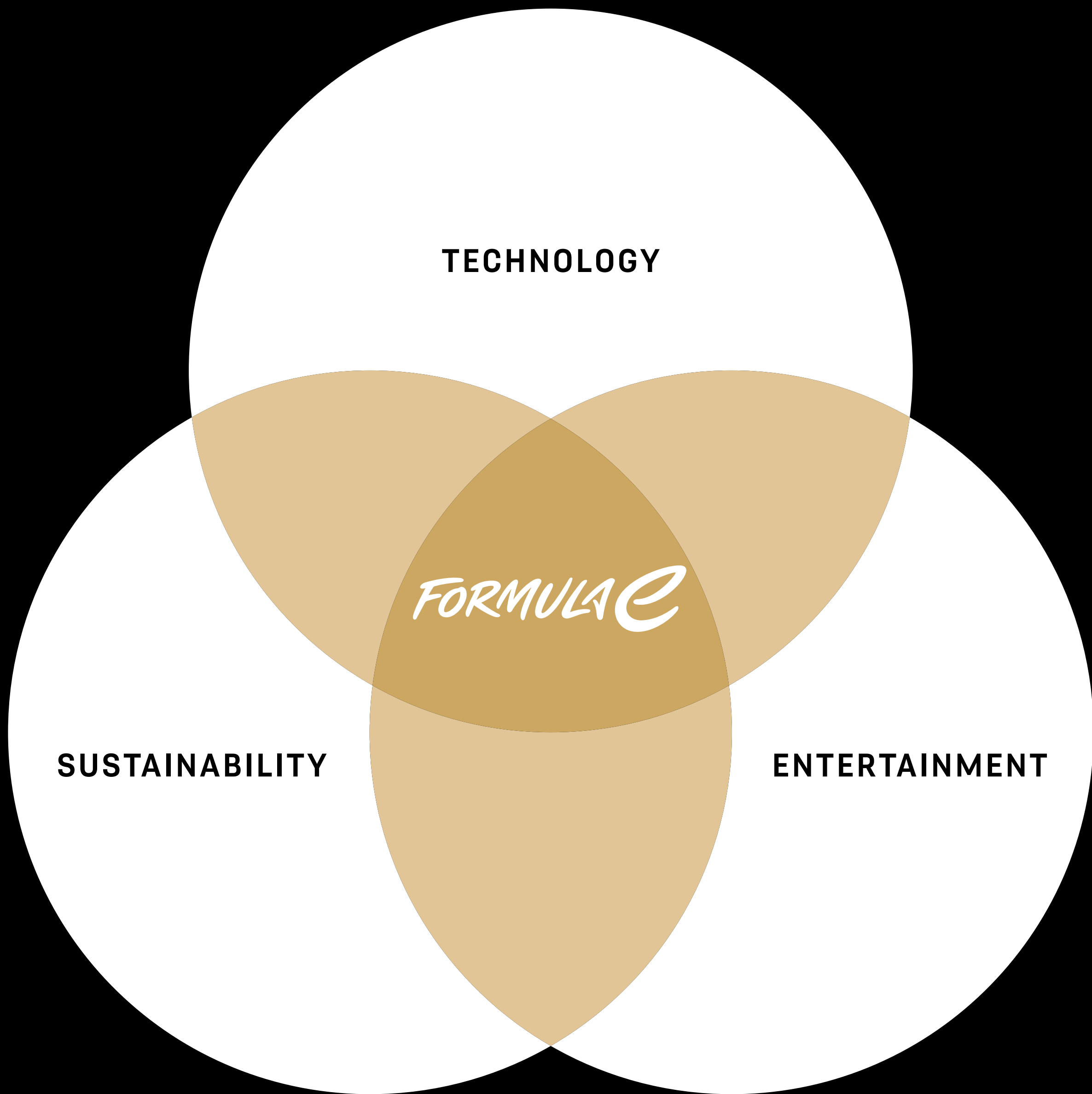
THE BRANDS THAT JOIN FORMULA E STEP INTO AN ELITE WORLD OF BUSINESS, TECHNOLOGY AND SUSTAINABLE SPORT AND ENJOY WORLDWIDE MARKETING OPPORTUNITIES AT THE HIGHEST POSSIBLE LEVEL.

## MANUFACTURERS



## PARTNERS





# STORY

---

IT ALL CONVERGES TO CREATE STORYTELLING  
IN A UNIQUE SPACE FOR PROGRESSIVE BRANDS



**ABB FIA FORMULA E WORLD CHAMPIONSHIP**  

---

**CASE STUDIES**



## DHL CASE STUDY

### GO GREEN GRANDSTAND, VALENCIA

As Race Title partner of the DHL Valencia E-Prix in 2021, Formula E and DHL launched the Go Green Grandstand, replacing fans with trees to showcase DHL's sustainability credentials and leave a genuine legacy in the city that will last for years to come.

#### OBJECTIVES:

- Communicate DHL's strong commitment to sustainability and innovation through impactful storytelling
- Appeal to DHL's target audience of 21-59 year-olds, with affinity with motorsport, sustainability and new technologies.

#### RESULTS:

Based on fan surveys in 2021, Formula E fans aware of the partnership are:

- 89% more likely to view DHL as sustainable compared to the general population
- 93% more likely to view DHL as innovative compared to the general population



# HEINEKEN CASE STUDY

## GREENER BAR, LONDON

As part of their Race Title partnership of the Heineken London EPrix 2021, Heineken launched a new zero-waste bar design, using new building methods, materials and technologies focused on improving how we upcycle, recycle and reuse materials.

### OBJECTIVE:

- Drive awareness and generate media buzz around the Heineken Greener Bar innovation, and by extension the Heineken London E-Prix 2021
- Showcase the brand's commitment to sustainability through a first-of-its-kind bar experience

### RESULTS:

- Around 150 media, influencers and VIPs attended the Greener Bar Preview Event, garnering coverage from top media outlets such as Forbes and Campaign
- Activation reached approx. 1,500 fans in the Allianz Fan Village in London
- Heineken Greener Bar to become a feature activation across Heineken's sports portfolio after launching with Formula E
- Formula E fans surveyed after the London E-Prix were at least 2x more likely to perceive Heineken as a sustainable and responsible brand compared to the general population\*



# JULIUS BAER CASE STUDY

## DELIVERING B2B RESULTS

As a Founding Partner, Julius Baer plays an authentic role in the narrative of the Championship. Through authentic networking opportunities like the Julius Baer Pole Position Lounge, and dedicated spaces and experiences in BOSS | EMOTION CLUB, Formula E continues to show how Julius Baer has become an integral part of our racing.

### OBJECTIVES:

- Build long term authentic role in the narrative of the championship through relevant activations and future-proofed partnership positioning
- Connect with Ultra and High Net-worth individuals through strengthening image as a pioneer and thought-leader

### RESULTS:

“Over the past six years, not only have we succeeded in increasing our brand visibility, but also in linking the values of Formula E and Julius Baer. We truly achieve an optimal value transfer in areas such as visionary thinking, pioneering spirit, sustainability and our forward-looking Next Generation investment philosophy”

- Marco Parroni, Managing Director / Head of Global Partnerships at Julius Baer



# SEASON 9 CALENDAR

R.01



**MEXICO**

MEXICO CITY  
01/14/23

R.02/03



**SAUDI ARABIA**

DIRIYAH  
01/27-28/23

R.04



**INDIA**

HYDERABAD  
02/11/23

R.05



**SOUTH AFRICA**

CAPE TOWN  
02/25/23

R.06



**BRAZIL**

BRAZIL  
03/25/23

R.7/08



**GERMANY**

BERLIN  
04/22-23/23

R.09



**MONACO**

MONTE CARLO  
05/06/23

R.10/11



**INDONESIA**

JAKARTA  
06/03-04/23

R.12



**USA**

PORTLAND  
06/24/23

R.13/14



**ITALY**

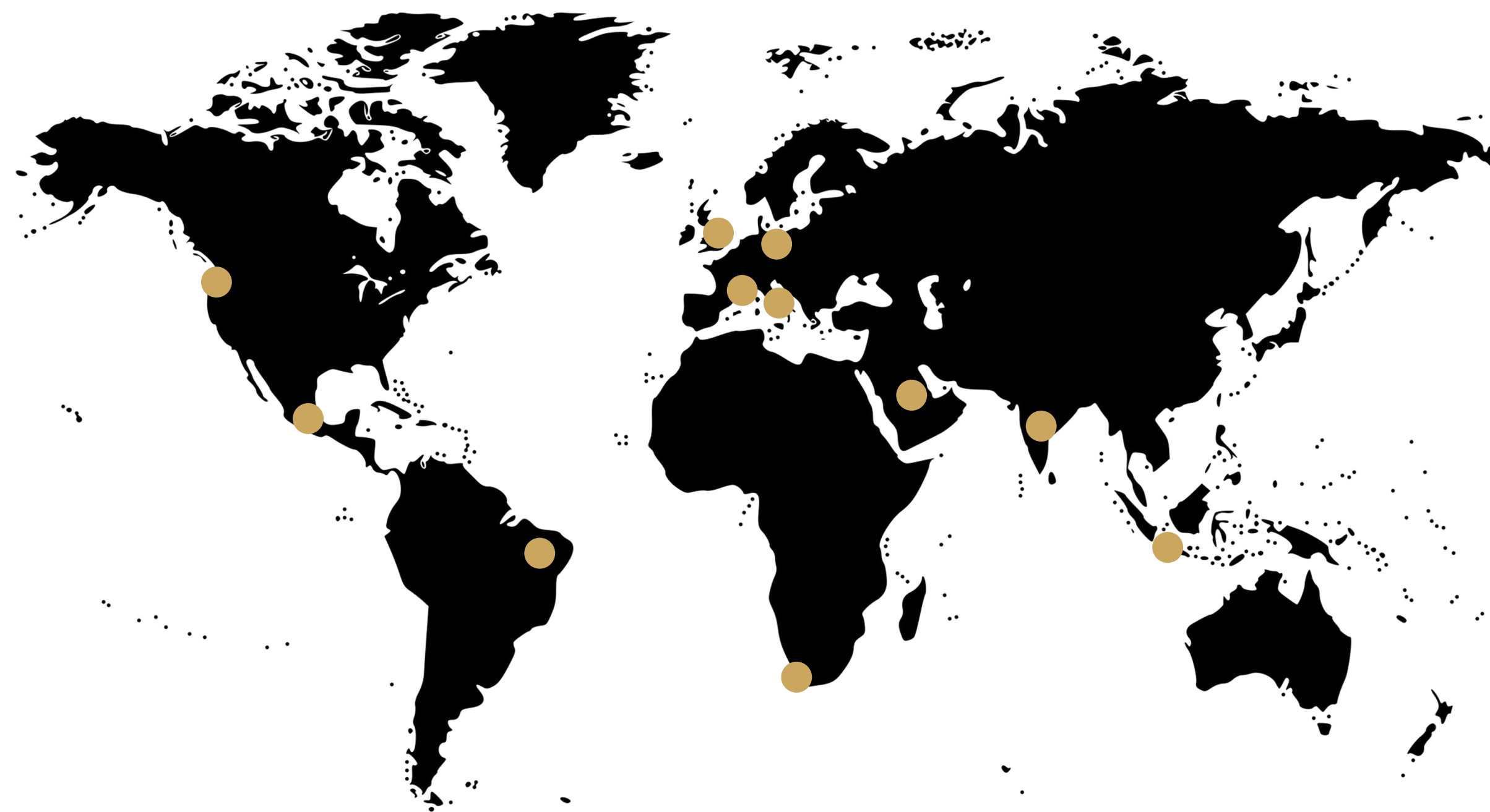
ROME  
07/15-16/23

R.15/16



**UK**

LONDON  
07/29-30/23





DS AUTOMOBILES  
FORMULA E TEAM  
**PENSKE**

# PENSKE AUTOSPORT

## Contact

Robert York, Commercial Director

[Robert.York@dspenske.com](mailto:Robert.York@dspenske.com)

+13108696190

[dspenske.com](http://dspenske.com)



@DS\_PENSKE\_FE

ALL PHOTOS COURTESY OF DPPI