



FEDERATION INTERNATIONALE DE L'AUTOMOBILE

FIA FORMULA E CHAMPIONSHIP

CALL FOR EXPRESSIONS OF INTEREST AND SELECTION PROCESS

The Fédération Internationale de l'Automobile is the governing body for world motor sport and the federation of the world's leading motoring organisations. It is a non-profit making association and brings together 228 national motoring and sporting organisations from 132 countries on five continents. Its member clubs represent millions of motorists and their families.

In the context of an increasing environmental pressure on human activities, motorsport occupies a particular position of responsibility and has a long tradition of pioneering technological progress. The FIA holds a unique position to offer a perfect showcase for the development and the promotion of innovative solutions to ensure that mobility remains environmentally friendly.

One of the federation's main objectives is to work on the creation of a new high profile championship, designed to be the flagship of the FIA's sustainable strategy: **the FIA Formula E Championship** ("Championship").

The FIA has set itself the target to launch this Championship in 2013. As such the federation calls for expressions of interest to identify a candidate interested in acting as the official and exclusive agent of the FIA for the organisation and promotion of the Championship under the Key Parameters defined in Appendix A, with a view to concluding a three year contract (2013, 2014 and 2015).

The selection process is open to all candidates capable of conducting such a role for the organisation and the promotion of this Championship.

It will consist of three stages:

Stage 1:

Interested candidates are invited to register a formal expression of interest with the FIA Secretariat **before 5 pm CET on Friday 14 October 2011** as set out below.

Interested parties may send their formal request of interest to the FIA Secretariat (legal@fia.com), together with their full contact details and a letter introducing their candidacy.

The letter of candidacy shall include information on:

- The technical ability and resources of the candidate (including the conditions associated with the financing of the Championship)
- The ability of the candidate to raise and maintain sufficient funding to conduct the organisation and promotion of the Championship
- The candidate's experience and human resources
- The candidate's experience in the organisation and the promotion of events
- The candidate's experience and vision with regards to new energies
- The vision of the candidate with regard to the organisation and promotion of the Championship and, more precisely, to its marketing positioning, its promotional and commercial strategy, and ultimately its business model. The candidate is invited to propose a multi-year business plan for the Championship, including the assessment of the investment required from the various stakeholder groups and respective Return On Investment (ROI) opportunities:
 - Manufacturers / competitors
 - Established global car manufacturers
 - New entrants in the automotive market or significant regional players
 - Electric Vehicle (EV) technology Original Equipment Manufacturer (OEM) companies
 - Teams running the cars
 - FIA approved single-supplied rolling chassis and EV drivetrain (if applicable)
 - Sponsors
 - Captive: the key players of the electricity/energy industry
 - Non-captive:
 - . International companies with strong Corporate Social Responsibility (CSR) agendas
 - . Technology partners
 - . Brands with a particular focus on young audiences
 - Investors
 - Public sector
 - Private sector
 - Venues (circuits, cities, countries)
 - Contribution in kind (support for the organisation of the events)
 - Contribution in cash as communication investment (with a particular focus on cities/countries strongly engaged in the promotion of electric mobility)

- Media
 - Identification of international media partners for the Championship
- Public
 - Ways to engage with the fans, with a particular focus on the primary target of future electrical mobility (young, urban)
 - Definition of the potential of ancillary revenues (ticketing, licensing, gaming, etc.)
- Any other element, which, according to the candidate, could work to enhance the appeal of the Championship.

Stage 2:

The FIA will contact every entity that has sent a formal request of interest within the deadline stated in Stage 1, and a discussion phase will start with the candidates which will last **until mid-November 2011**.

According to the results of the various exchanges and discussions with the candidates, the FIA shall select the candidate which, in the FIA's sole opinion, best serves the interests of the Championship and the interests of motor sport in general.

The FIA will not be required to give reasons for the acceptance or refusal of any particular proposal.

The selected candidate shall be informed of his selection no later than **15 December 2011**.

Stage 3:

The selection by the FIA of a candidate shall initiate a one month period of exclusive negotiation between the FIA and the selected candidate with a view to concluding a promoter contract.

For the avoidance of doubt, the selection by the FIA of a candidate does not impose any obligations on the FIA, or entitle the selected candidate to any promoter contract.

Miscellaneous

The FIA reserves the right, at its sole discretion, to interrupt or make changes to this selection process at any time.

Nothing in this selection process or any communication made by the FIA or its representatives or employees shall constitute a contract between the FIA and any prospective candidate. The FIA shall be under no obligation to accept any expression of

interest submitted. Furthermore, if, at the sole discretion of the FIA, the FIA considers that no candidate meets with the FIA's criteria for the appointment as the promoter of the Championship, the FIA may, inter alia, elect not to appoint a promoter of the Championship.

Paris, 29 July 2011



FEDERATION INTERNATIONALE DE L'AUTOMOBILE

APPENDIX A

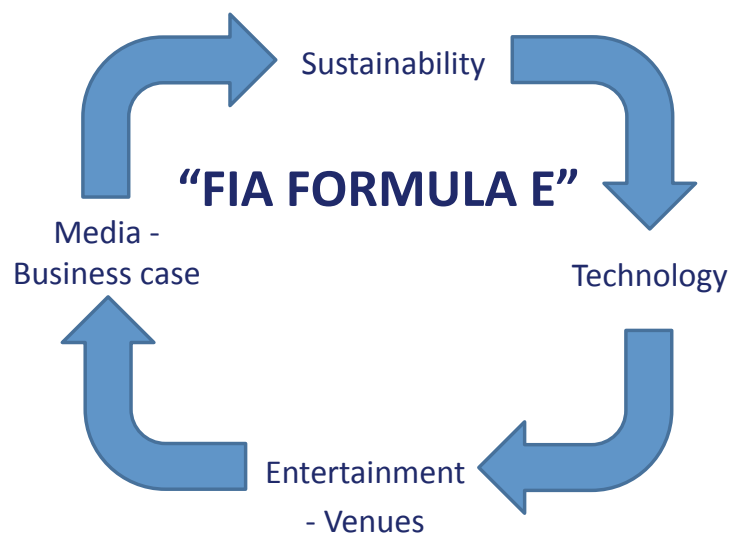
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KEY PARAMETERS

This note is designed to provide the Key Parameters for the FIA Formula E Championship, that should guide the candidate in the submission of its proposals to the FIA.

THE BUILDING BLOCKS

The following diagram provides a first approach of the key elements envisaged as being the building blocks for the FIA Formula E Championship.



THE OBJECTIVES

In line with its positioning, the main objectives of the FIA Formula E Championship could be defined as follows:

- Serve the FIA as a credible flagship for its CSR agenda in terms of more sustainable mobility
- Provide a technological showcase for the main stakeholders involved, with a particular focus on established global car manufacturers, new entrants in the automotive market or significant regional players, and EV technology OEM companies
- Attract wide public interest, including from non-traditional motorsport targets, and with a particular focus on young urban audiences
- Be credible as a sporting and highly professional competition
- Be ultimately profitable as a business

THE FORMAT

The Championship should have the ambition to open a new area of motorsport in the way it is organised and promoted, and the initial view is therefore that it should not necessarily look like “traditional” motorsport. The venues, the format of the races, the relationship with the public and the other main parameters of events need to be considered with an open mindset in order to meet the objective of attracting a new audience. For example, the X Games could be used as more relevant benchmark for the Championship than traditional motorsport, making the competition cutting edge.

The preferred approach would be therefore to go for standalone events, with the main characteristics as described below. However, any other approach, involving for example FIA Formula E Championship races being organised as support races of other major events (being motorsport or other) will also be studied with great attention if it is proven that such alternative options could deliver better results in terms of the general appeal of the Championship.

The core elements of such an approach should notably involve following:

- *Use of city centres as potential venues for events*
The events would be held in an urban environment, possibly using the centre of major cities to build provisional on-purpose designed race-tracks (avoiding long straights).
In terms of its geographical spread, the target is to provide the FIA Formula E Championship a global reach as soon as possible. The ability of the candidate to identify potential suitable venues should form an important part of its submission, and could involve several regional partners that might have the required knowledge and network to guarantee local support and success.

- *Format of the races / events*

In line with the current state of such technologies, the preferred format is for short races of approx. 15 minutes in duration, on purpose designed city race-tracks without long straights. If this could be seen as inconvenient in traditional motorsport, this could be viewed as an opportunity to review the rhythm of the events, with a view to achieve an action packed day(s) of competition and entertainment (overall length of the events to be determined). One could also imagine establishing a series of specialised tests (best acceleration, best autonomy, best look, etc.) to compliment the overall classification and to provide a complete and entertaining challenge, ensuring strong sporting credibility at all times.

- *Entertainment activities*

The activities that are foreseen at this stage are as follows:

- Educational dimension

With a view to deliver “intelligent entertainment”, there should be a strong educational dimension attached to the project. The events should provide the opportunity to engage with the widest possible public on key messages about electrical mobility (how to buy, how to use, costs, how do I get involved, etc.). It could also offer the opportunity to promote key road safety messages.

- Support races / Various demonstrations

In between the competitive sections of the FIA Formula E Championship, one could imagine having support races (backed by specific car manufacturers) or demonstrations of different natures (as for example dragster type demonstrations to showcase the extraordinary acceleration capacities of electric vehicles).

- Musical dimension

A building block of traditional motorsport, the work on the “noise” environment of the events is seen as fundamental to their success. This could include some musical background but also some work on the noise that the cars might produce (aerodynamic, rolling noise, etc.). Concerts could also be associated with events.

Any other suggestions to enhance the entertainment dimension of those events will be studied with great attention.

- *Interaction/Interactivity with the public*

This should also be regarded as a key component of the project. Social media in particular have opened a new area in the way people, and especially young audiences, are interacting with each other. The FIA Formula E Championship and its events should be able to capture what has now become a mainstream trend. The possibility for the public to interact with the events could include driver blogs, live statistics on car performances, live gaming, autograph sessions, co-driving experiences etc. An international scholarship program could also be associated with the project, featuring an open selection process and an opportunity to win a seat in the competition.

More generally, the FIA Formula E Championship should fully exploit all the possibilities of the new media landscape and should be seen as a pioneer in that field.

THE ENVIRONMENTAL CREDIBILITY

It is crucial for the credibility of the project that it is not perceived as a “green-washing” exercise. The FIA Formula E Championship should strive to be credible and trend-setting in terms of sustainability, efficient use of resources, sustainable logistics, supply chain management, etc.

THE CARS (FOR INFORMATION)

The FIA is currently finalising the technical regulations for the FIA Formula E Championship and investigating the various options available for competitors to take part in such a Championship.

In general terms, the cars competing in the FIA Formula E Championship should correspond to the following characteristics:

- The drivetrain of the cars should be fully electric
- The cars should be single-seaters, innovative in their design and in their sound to define a distinct profile for the FIA Formula E Championship
- The cars should demonstrate technical leadership
- The cars should include some innovative road safety technology
- The design of the cars should be low weight and low drag to optimize performance, driving challenges and safety
- In their first evolution, the approximative autonomy of the cars is expected to be around 15 minutes, with performances comparable to those of Formula 3, with a minimum weight of 780 kgs with driver

To attract maximum manufacturer support and to appeal to a global market, the FIA Formula E Championship should envisage a combination of three race vehicle types to match the needs of the three key manufacturer groups:

- FIA approved rolling chassis and EV drivetrain developed and built by a single-supplier appointed by the FIA
- FIA approved rolling chassis developed and built individually by a single-supplier appointed by the FIA and proprietary EV drivetrain developed and built individually by a single-supplier appointed by the FIA
- Proprietary race car developed and built entirely by the manufacturer to the FIA Formula E Championship regulations

The final technical regulations applicable to the FIA Formula E Championship will depend on the market research currently conducted by the FIA amongst the industry, and should be finalised by mid-September 2011, for a presentation of the results and main conclusions at the FIA World Motor Sport Council in September.

Depending on those results and conclusions, the FIA may decide to launch a tendering procedure to appoint a single-supplier for FIA approved rolling chassis and EV drivetrain.