

# PRESENTATION BROCHURE

THE GIRLS  
ON TRACK  
KARTING CHALLENGE



supported by



#TheGirlsOnTrack



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# WHAT IS THE GIRLS ON TRACK KARTING CHALLENGE?

**The Girls On Track – Karting Challenge is a 2-year programme (2018/2019) aiming to promote motorsport among young women between 13 and 18 years old.**

This project is supported by the European Union Erasmus + programme in its aspiration to break stereotypes and address the low participation of women in the sport.

A sociological study will be conducted along the project to provide an evaluation of the programme and recommendations for sport stakeholders on how to increase the participation of young women in sports.



# KEY OBJECTIVES



PROMOTING  
& ATTRACTING  
YOUNG WOMEN TO  
MOTORSPORT



RAISING  
AWARENESS OF  
YOUNG GENERATIONS  
ON ROAD SAFETY AND  
KEY CHALLENGES IN  
MOTOR SPORT



UNDERSTANDING  
THROUGH A SURVEY  
HOW YOUNG  
WOMEN APPREHEND  
MOTORSPORT

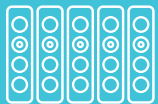


SHARING  
THE METHODOLOGY  
AND RESULTS TO OTHER  
SPORT ORGANISATIONS  
AND THE REST OF THE  
WORLD

OUR FINAL OBJECTIVE IS TO REACH  
MORE THAN 3,000 YOUNG WOMEN  
&  
DETECT THE NEW TALENTS OF  
TOMORROW



# KEY EVENTS



## LAUNCHING PRESS CONFERENCE

Geneva Motorshow,  
7<sup>th</sup> march 2018

*followed by a*

**PRESS RELEASE ON THE  
INTERNATIONAL WOMEN DAY**

8<sup>th</sup> march 2018



## NATIONAL SELECTIONS: URBAN SLALOM EVENTS

March – October 2018

*including the*

**SELECTION OF THE 3 BEST YOUNG  
WOMEN IN EACH COUNTRY**

*TO ATTEND THE EUROPEAN FINAL*



## EUROPEAN FINAL AT LE MANS

8 – 10<sup>th</sup> March 2019

*selection of the*

**6 BEST DRIVERS  
AMONGST THE 24 NATIONAL  
FINALISTS**



## 2 DRIVERS' TRAINING CAMPS

May & August 2019

*including a*

**PHYSICAL, MEDIA, SAFETY &  
ANTI-DOPING TRAINING**

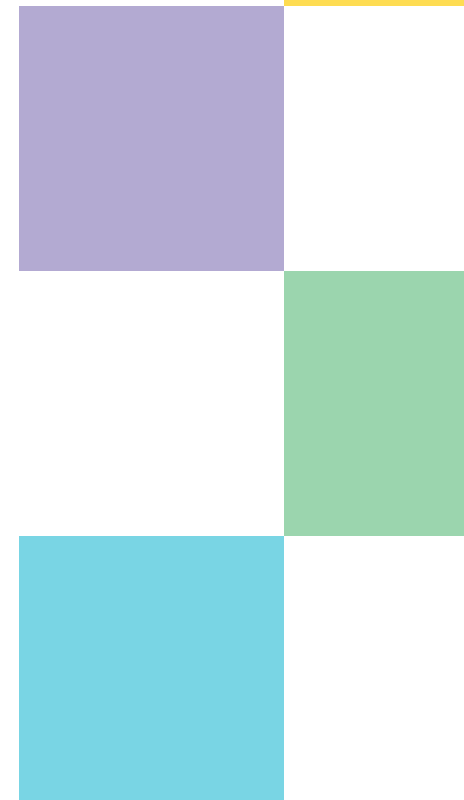


## CLOSING EVENT IN BRUSSELS

October – November 2019

*including*

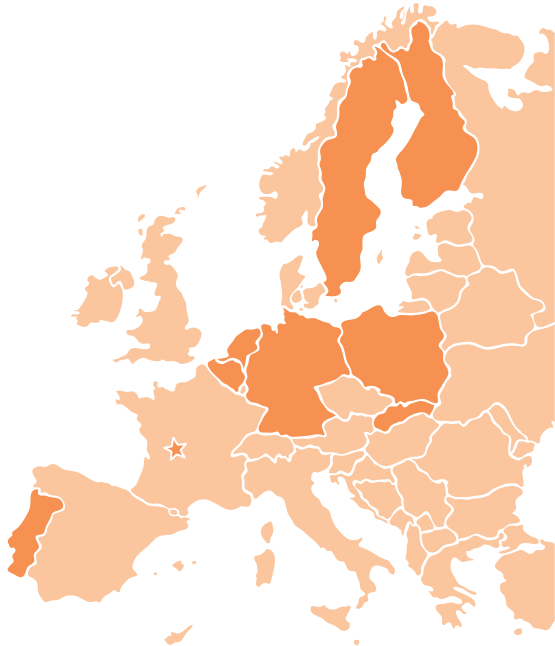
**KARTING DEMONSTRATION &  
PRESS CONFERENCE**



# LOCATIONS

**8**  
ASN PARTNERS HOSTING  
THE URBAN SLALOM  
EVENTS

**1**  
ACADEMIC PARTNER  
CONDUCTING THE  
SOCIOLOGICAL SURVEY



**BELGIUM  
FINLAND  
GERMANY  
NETHERLANDS  
POLAND  
PORTUGAL  
SLOVAKIA  
SWEDEN**

☆ **& CDES  
PROGESPORT**  
(Limoges - France)



# PROGRAMME STRENGTHS



**STRONG ROLE MODELS & AMBASSADORS**

**TAILORED SPORT FORMAT**

**THOROUGH SOCIOLOGICAL STUDY**

**POWERFUL MARKETING PACKAGE**

**ATTRACTIVE COMMUNICATION CAMPAIGN**

**MEANINGFUL SUPPORT FROM KEY PARTNERS**

# OUR AMBASSADORS



**MICHÈLE  
MOUTON**

President of the Women In  
Motorsport Commission.  
Rally Vice World Champion.



**TOM  
KRISTENSEN**

24 Hours of Le Mans Champion.  
President of the FIA Driver's  
Commission.



**SUSIE  
WOLFF**

DTM Driver.  
F1 Williams Test Driver.  
Founder of Dare to be  
Different.



**TATIANA  
CALDERÓN**

GP3 Driver.  
Sauber F1 Team  
Development Driver.

# NATIONAL SELECTIONS: URBAN SLALOM EVENTS

**THE SPORT FORMAT OF THE NATIONAL SELECTION EVENTS WILL BE KARTING SLALOM.**

## **WHAT IS KARTING SLALOM?**

KARTING SLALOM IS A POPULAR SPORT VARIANT OF KARTING WHERE PARTICIPANTS COMPLETE OBSTACLE CHALLENGES BUILT OF CONES IN A SMALL TARMAC AREA. THE SLALOM CAN BE SUCCESSFULLY COMPLETED BY BEGINNERS AND FOCUSES ON THE DRIVER'S DEXTERITY AND ABILITY TO REACT.

## **THE NATIONAL SELECTION EVENTS WILL INCLUDE THREE PHASES:**

PHASE 1 – ONE PRACTICE RUN

PHASE 2 – TWO TIMED RUNS

PHASE 3 – A MOTIVATION INTERVIEW

## **TO ENSURE FAIRNESS AND IMPARTIALITY, SPORT COORDINATORS WILL BE PRESENT ON SITE**

OUR THREE DESIGNATED SPORT COORDINATORS ARE NICOLAS KLINGER, JUTTA KLEINSCHMIDT AND TIINA LEHMÖNEN





# COMMUNICATION CAMPAIGN

STRONG LOCAL & GLOBAL COMMUNICATION STRATEGY FOCUSED ON SOCIAL MEDIA



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ATTRACTIVE VISUAL IDENTITY ADAPTED TO THE TARGETED PUBLIC AND TO MOTORSPORT UNIVERSE



# SOCIOLOGICAL STUDY

THE GENERAL PURPOSE OF THE STUDY IS TO DESIGN A METHODOLOGY AIMED AT EVALUATING THE PROGRAMME AND DRAWING RECOMMENDATIONS FOR MOTORSPORT STAKEHOLDERS IN PARTICULAR.

The study will involve:

- The conduction of a survey during the national events
- The analysis of data and comparison between the eight countries covered
- The sharing of the results with public institutions and sport stakeholders during the Closing Event in Brussels (Fall 2019)





## MEANINGFUL SUPPORT FROM KEY PARTNERS

THANKS TO:



**THE GIRLS  
ON TRACK**  
KARTING CHALLENGE



Supported by **YOKOHAMA**

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# THE GIRLS ON TRACK



## KARTING CHALLENGE

 **FIA WOMEN**  
IN MOTORSPORT  **FIA** / **EUROPEAN YOUNG**  
**WOMEN PROGRAMME**  **Co-funded by the**  
**Erasmus+ Programme**  
**of the European Union**

Supported by  **YOKOHAMA**

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