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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 MOTORSPORT

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, 7th March 2018
followed by a PRESS RELEASE ON THE INTERNATIONAL WOMEN DAY  
8th 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  
8–10th 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

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LOCATIONS

8
ASN PARTNERS HOSTING THE URBAN SLALOM EVENTS

Belgium
Finland
Germany
Netherlands
Poland
Portugal
Slovakia
Sweden

1
ACADEMIC PARTNER CONDUCTING THE SOCIOLOGICAL SURVEY

★ 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

- MICHELE 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 Born to be Different.

- TATIANA CALDERON
  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 LEHMONEN
COMMUNICATION CAMPAIGN

STRONG LOCAL & GLOBAL COMMUNICATION STRATEGY FOCUSED ON SOCIAL MEDIA

#TheGirlsOnTrack

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

#TheGirlsOnTrack

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Meaningful support from key partners

Thank you to:

The Girls On Track
Karting Challenge

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