



The Project Team



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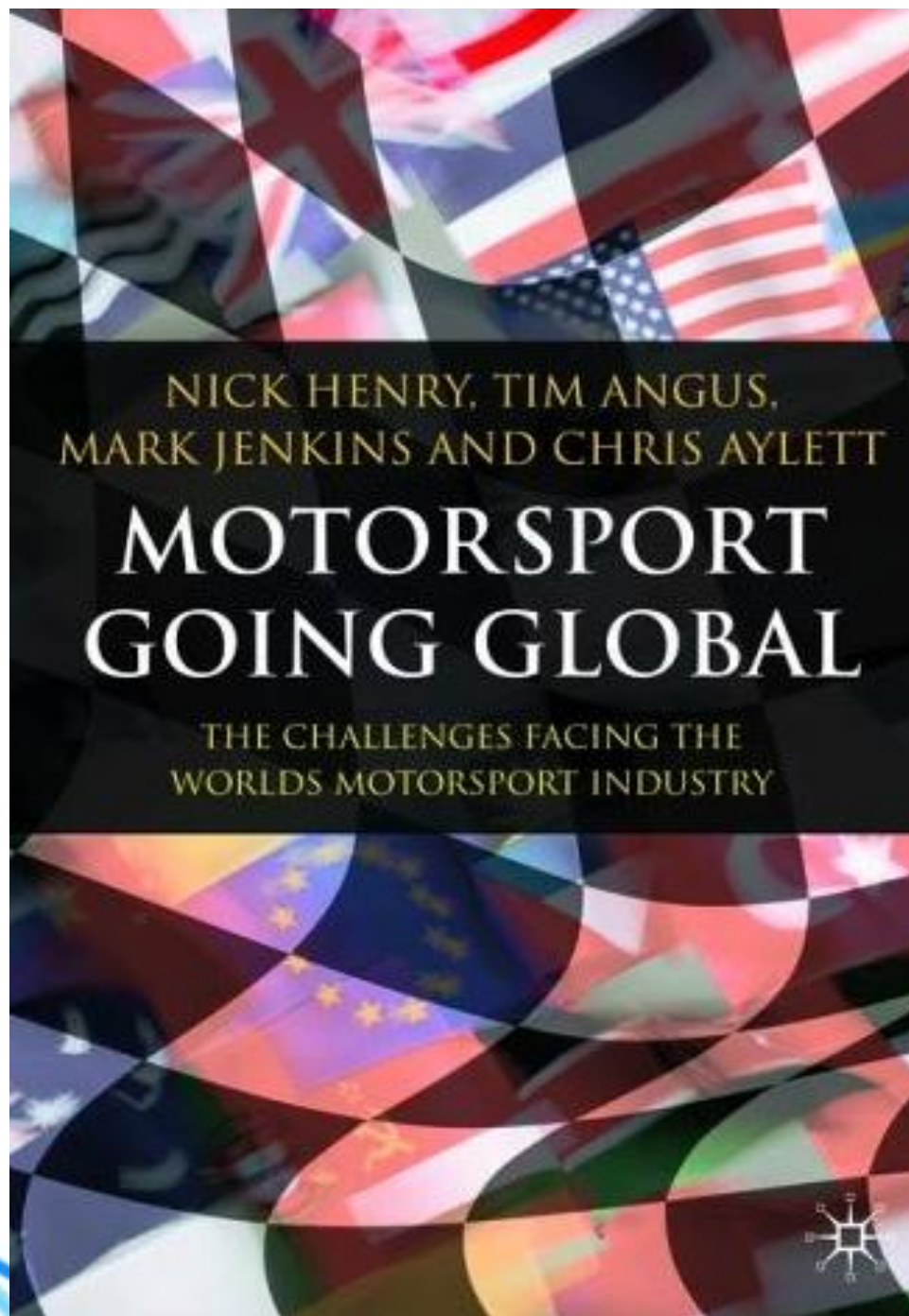


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MOTORSPORT RESEARCH
ASSOCIATES

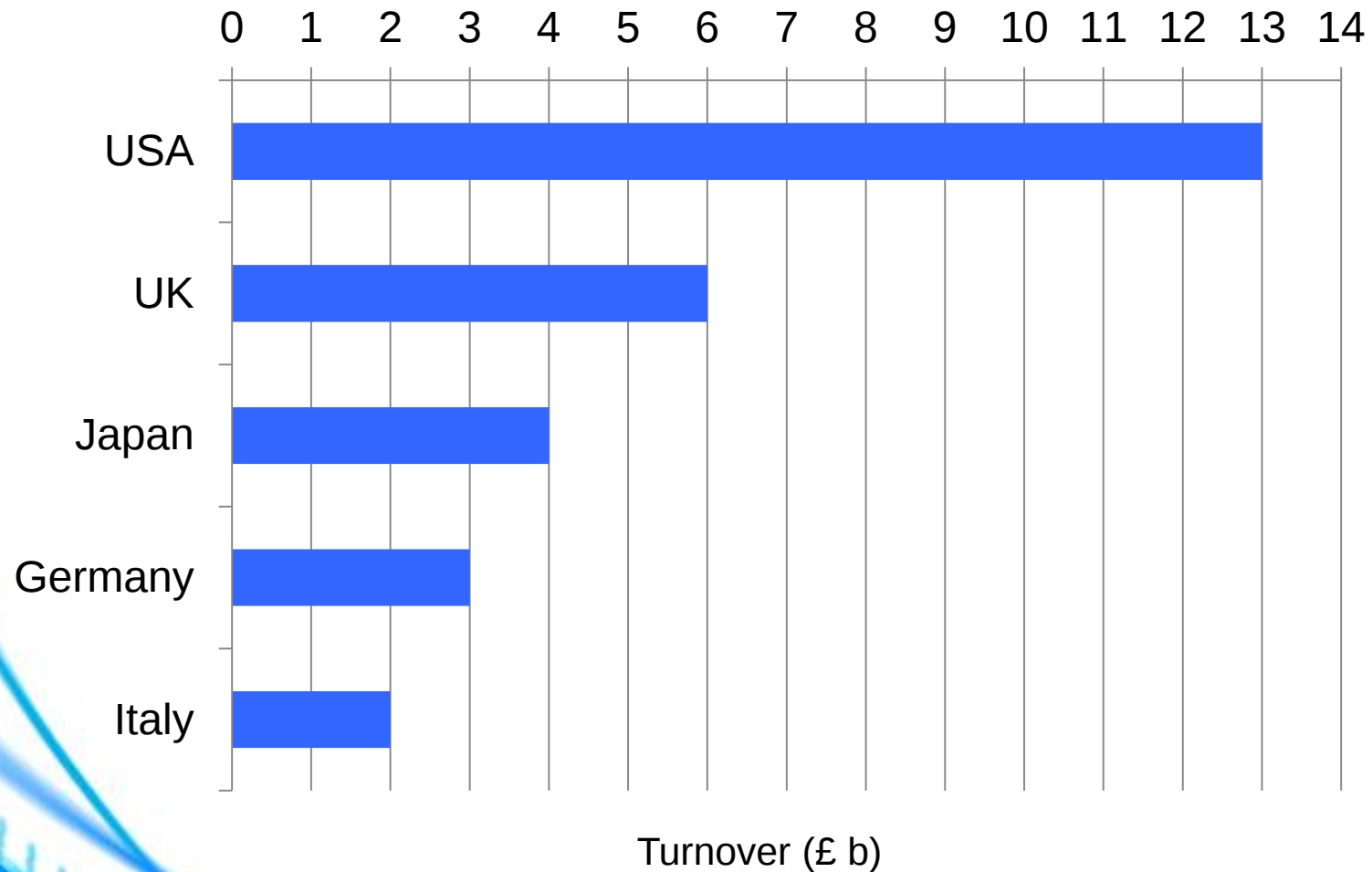


Motorsport Industry (2005)



- Turnover - £50 billion
- % of GDP – 0.23%
- Paved Circuits – 600
- Licence holders – 1,000,000

Motorsport turnover by country (2005)



Motorsport value chain

Regulation of sport

Regulatory environment for
business and fiscal environment

Supporting Service industry

Constructors

Participants

Events

Distribution

Consumption

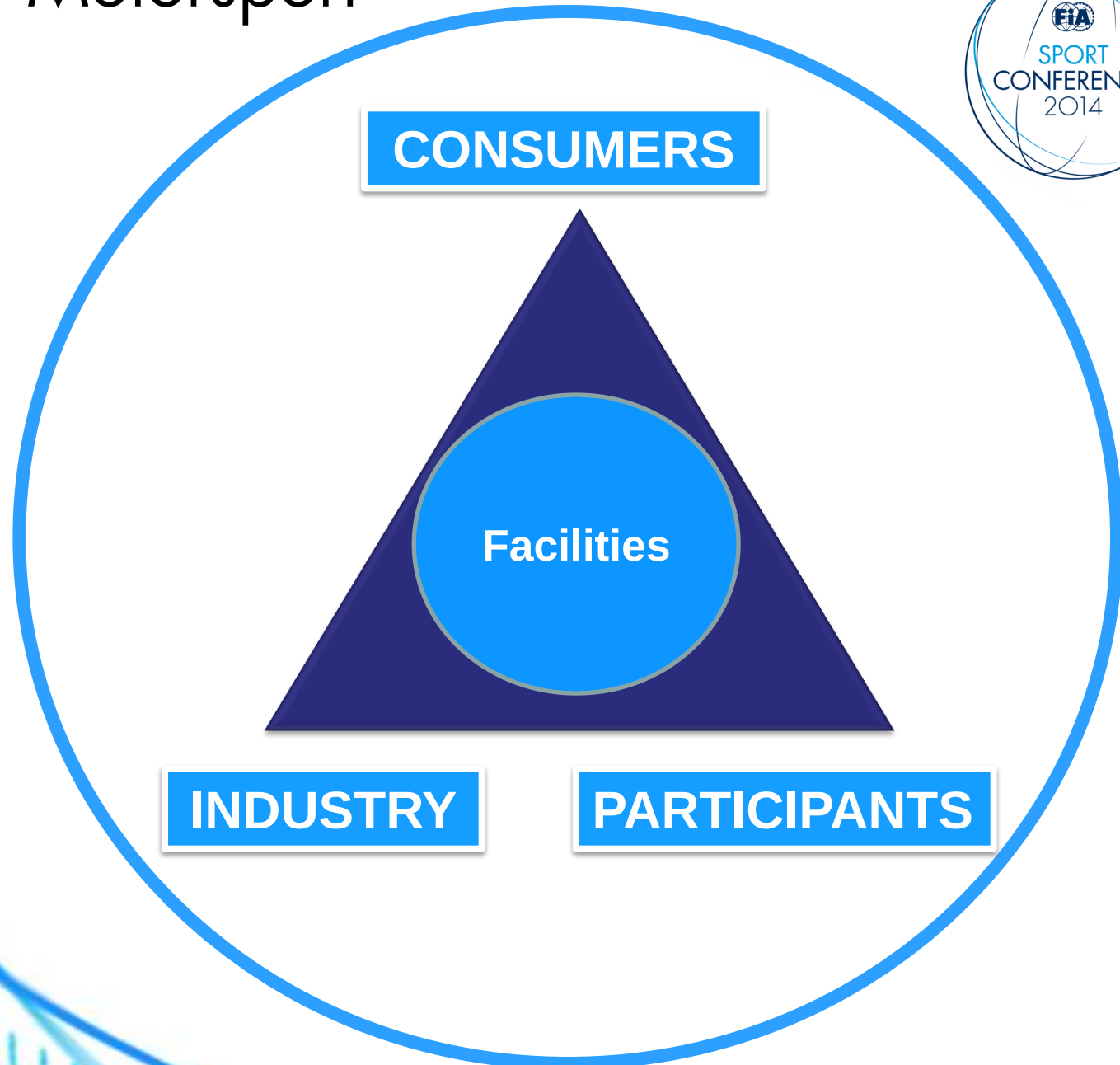


Constructor
suppliers



Event
suppliers

Global Motorsport



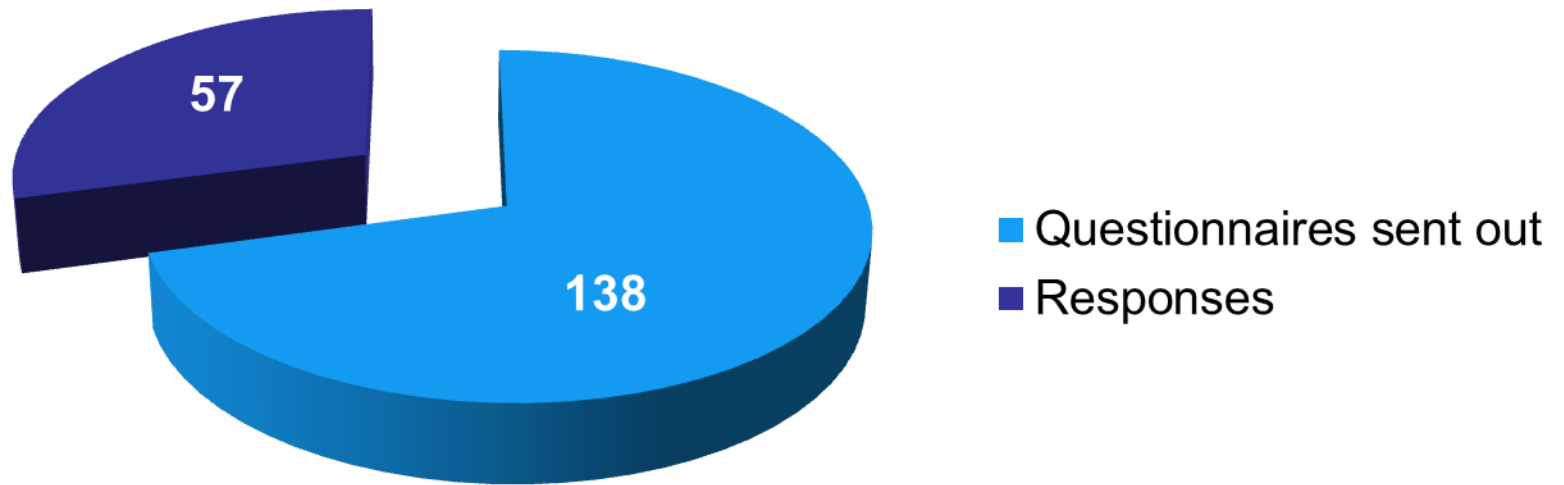


ASN Survey 2014

Progress to date...

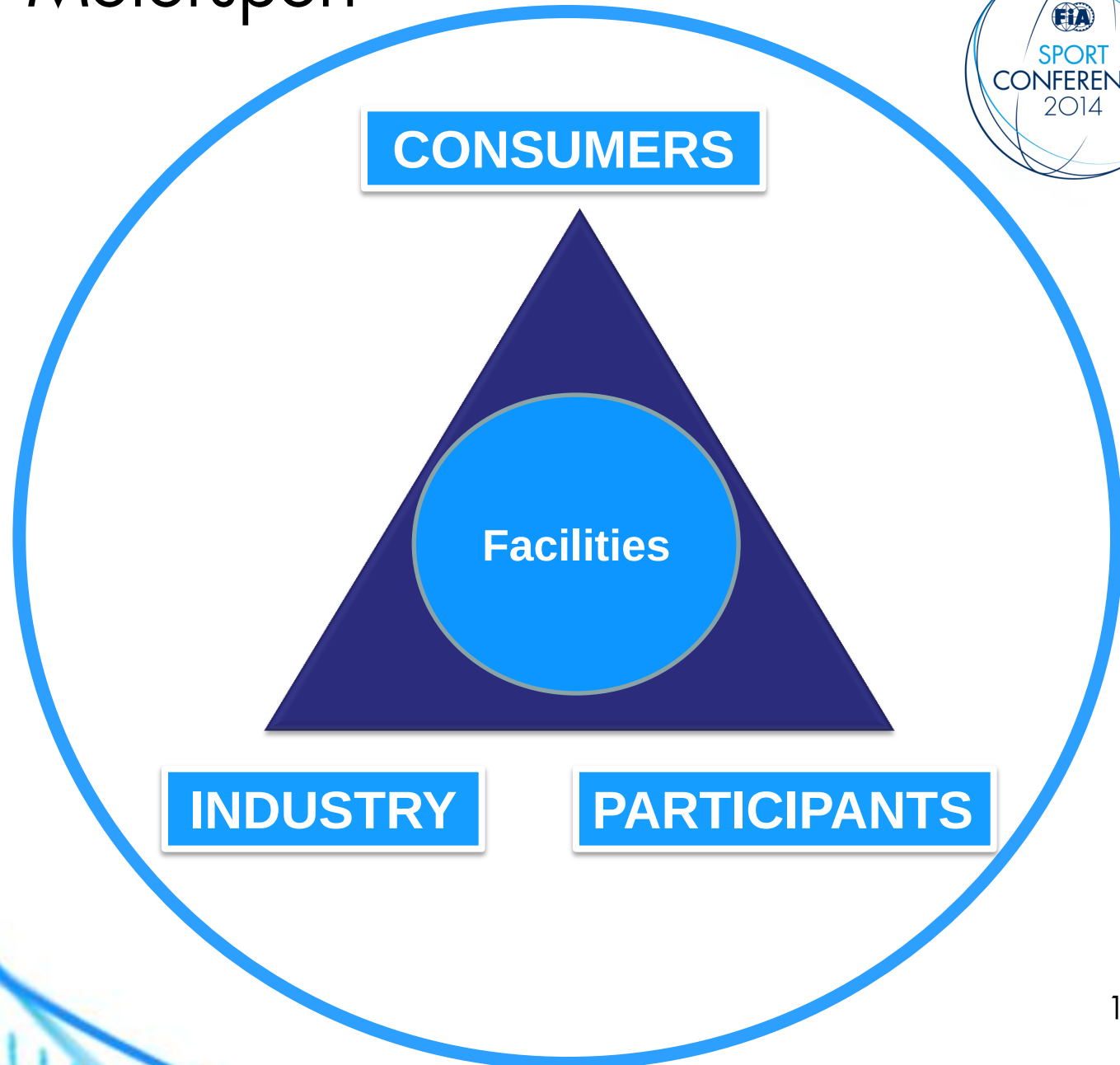
25 - 27 JUNE

Responses

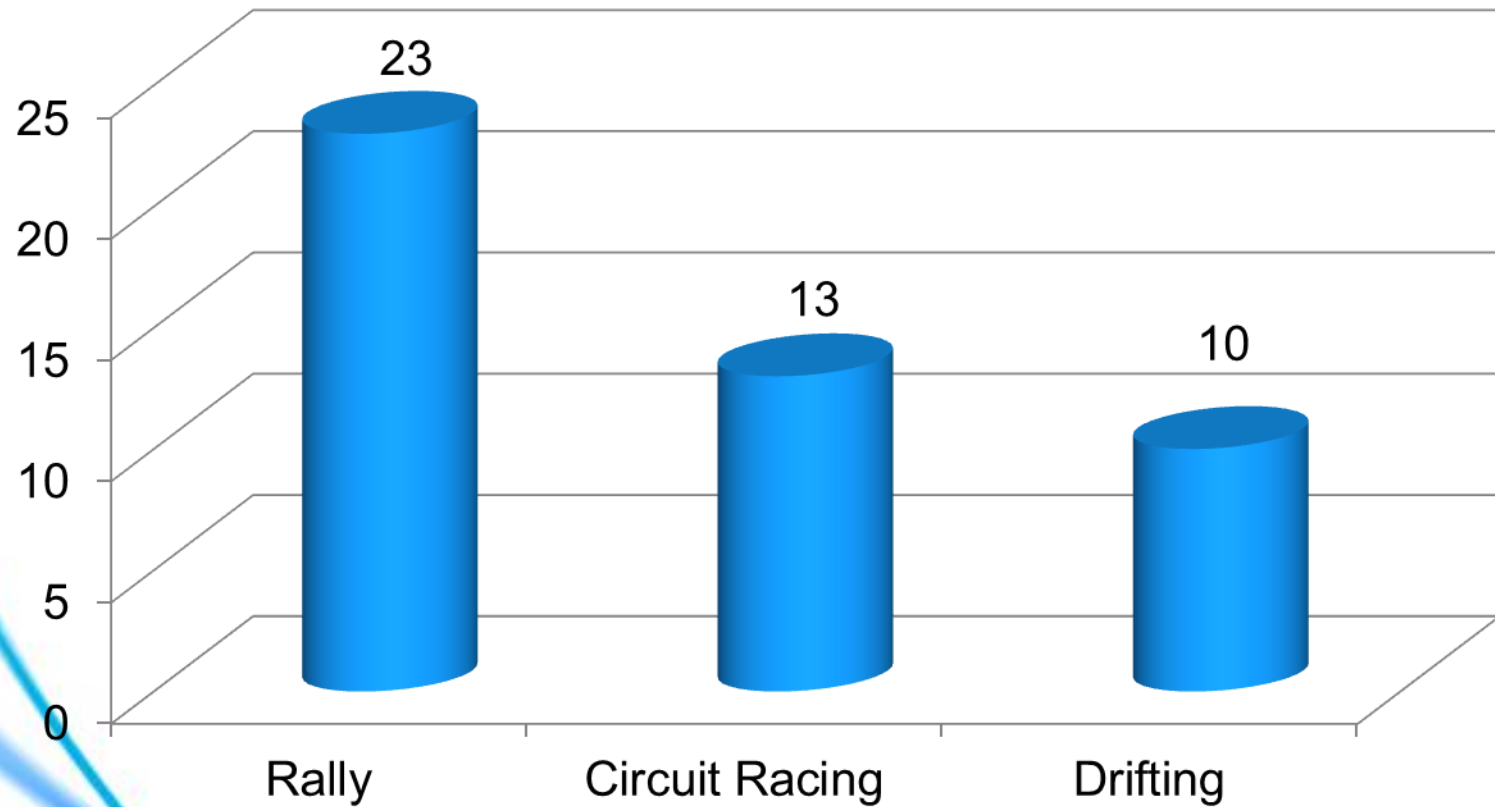


Response rate 41%

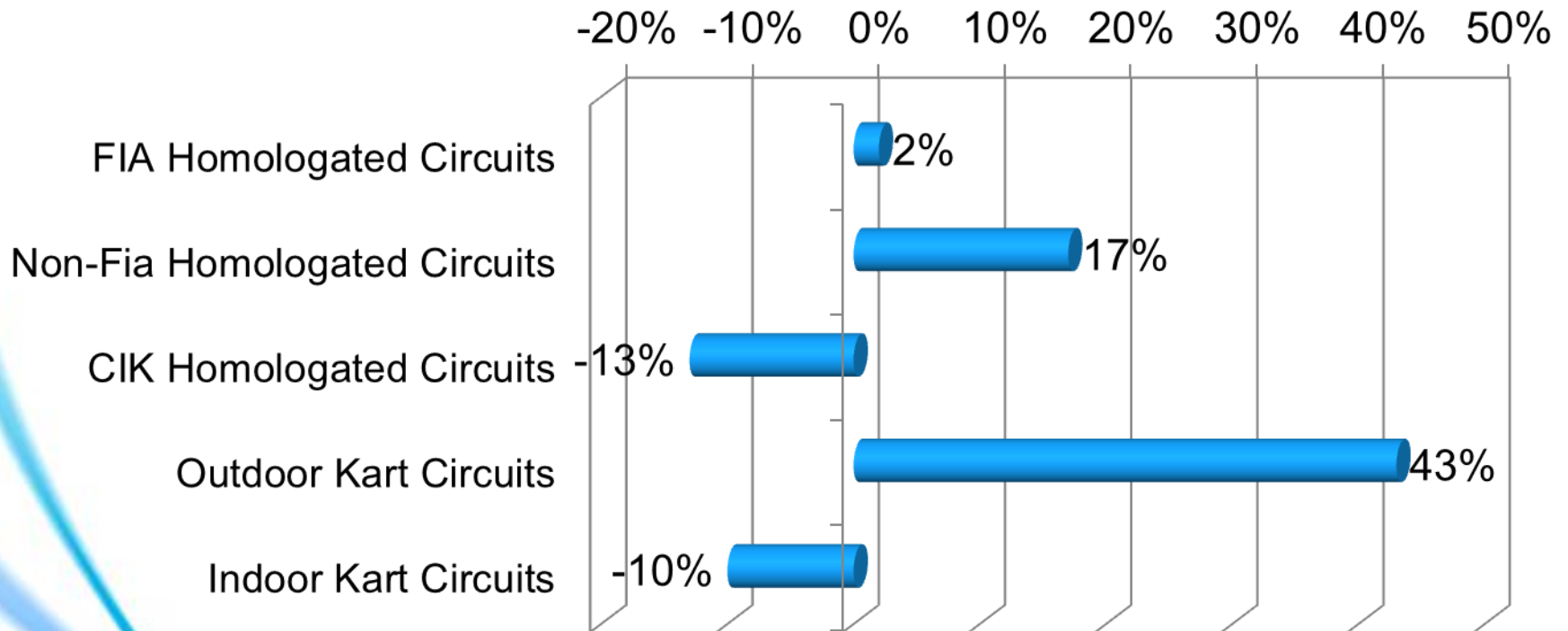
Global Motorsport



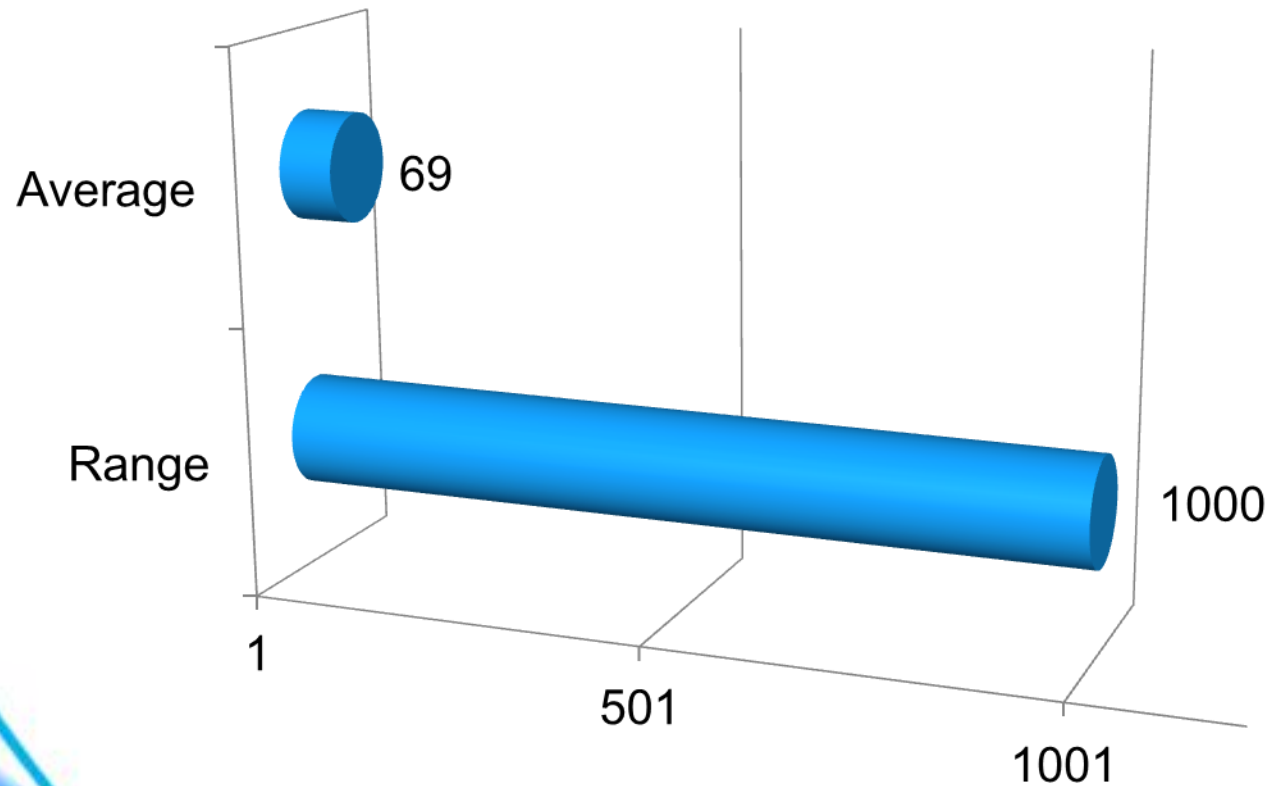
Most popular events with spectators



Changes in facilities 2010-13

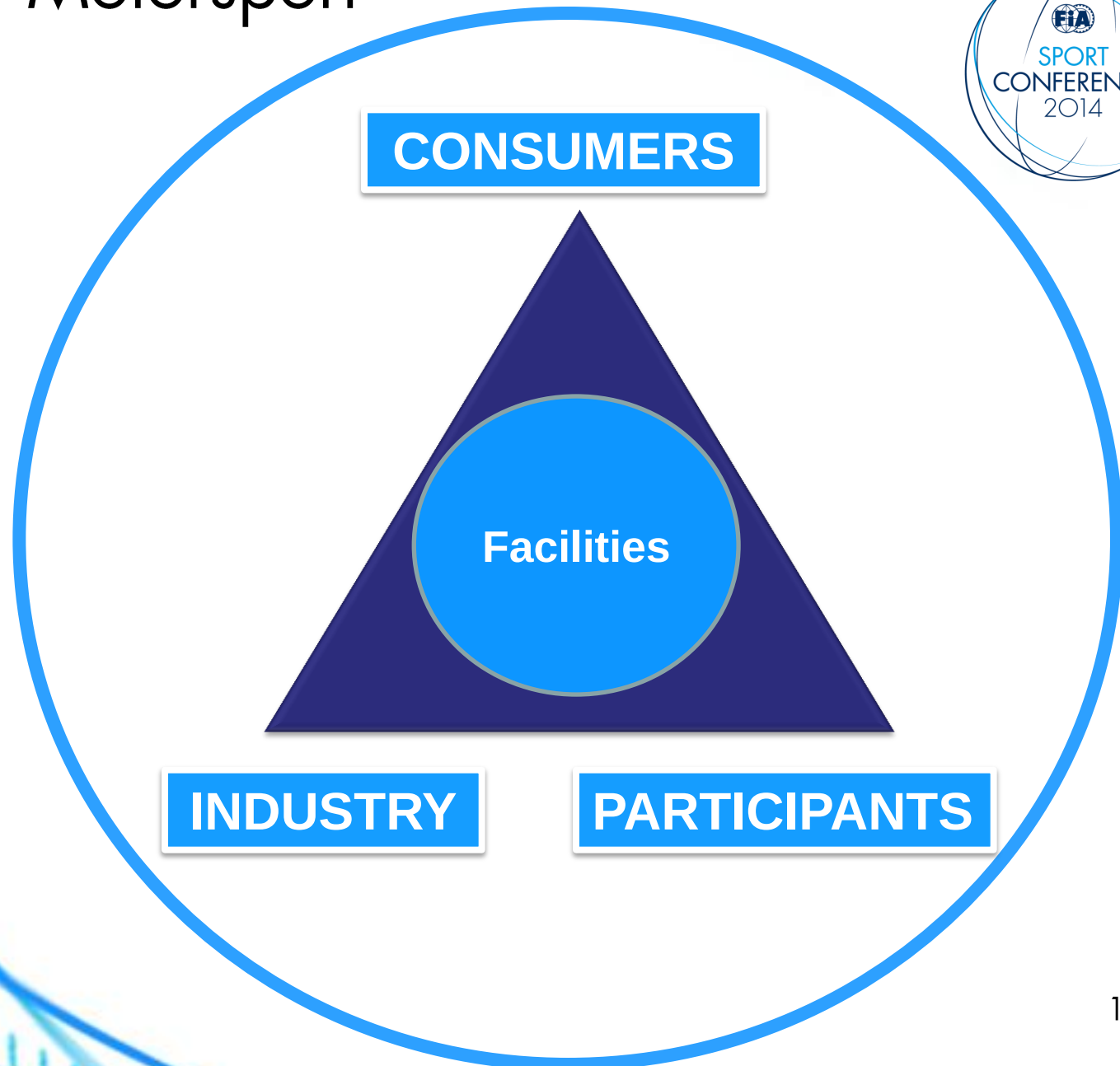


Number of Motorsport events

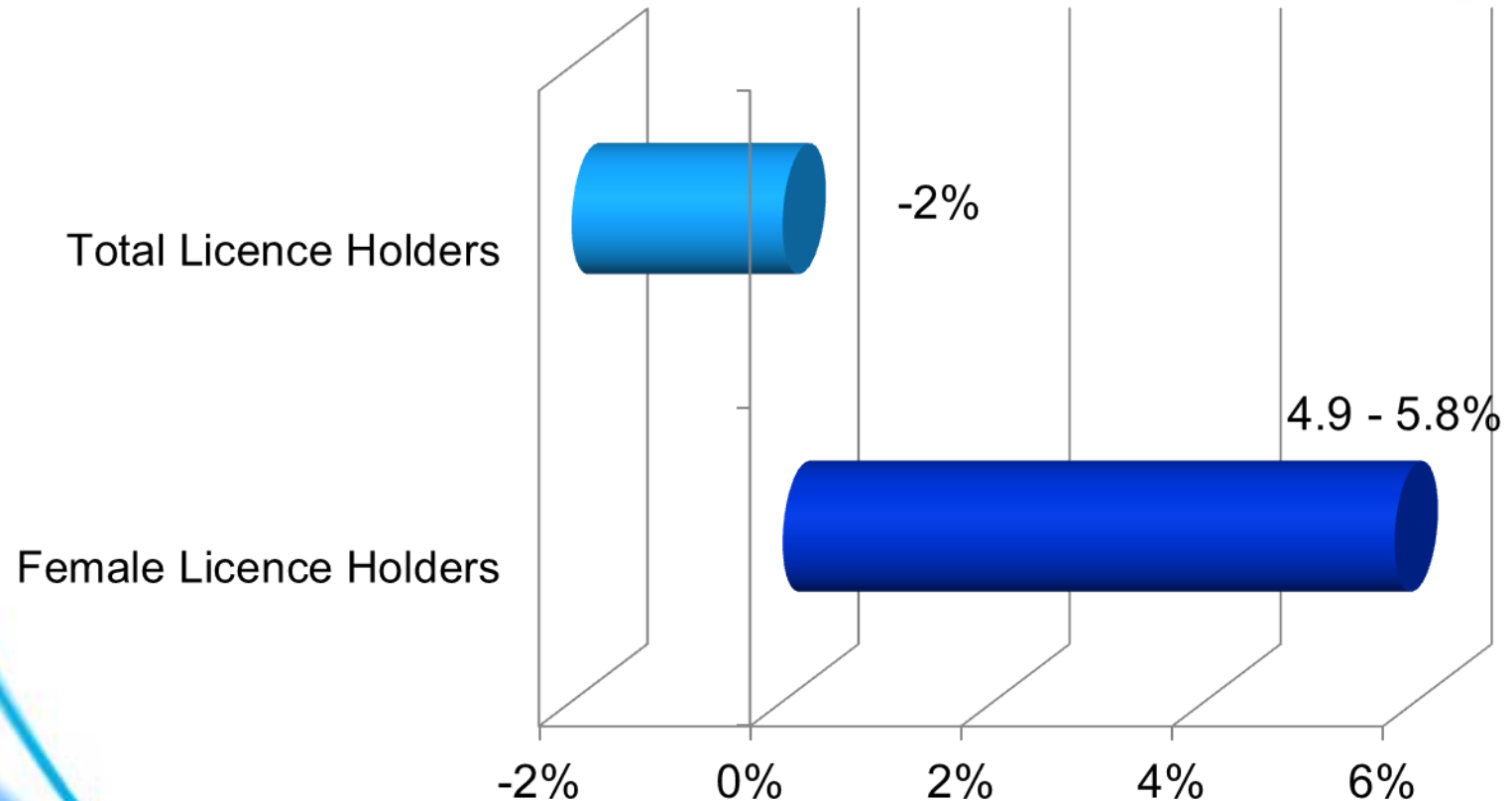


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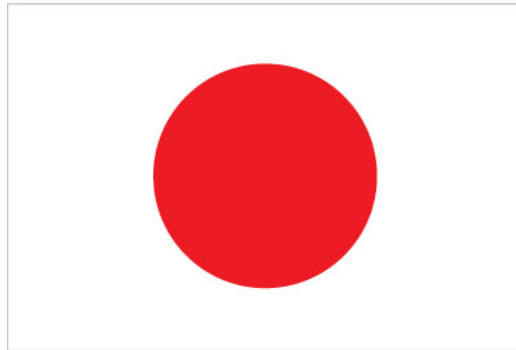
Global Motorsport



Licence holders 2010-13



Japan



Licence
Holders

47,268

x 80.4

588

Cars per
1000
population

Bahrain



Licence
Holders

138

x 0.39

352

Cars per
1000
population

Kenya



Licence
Holders

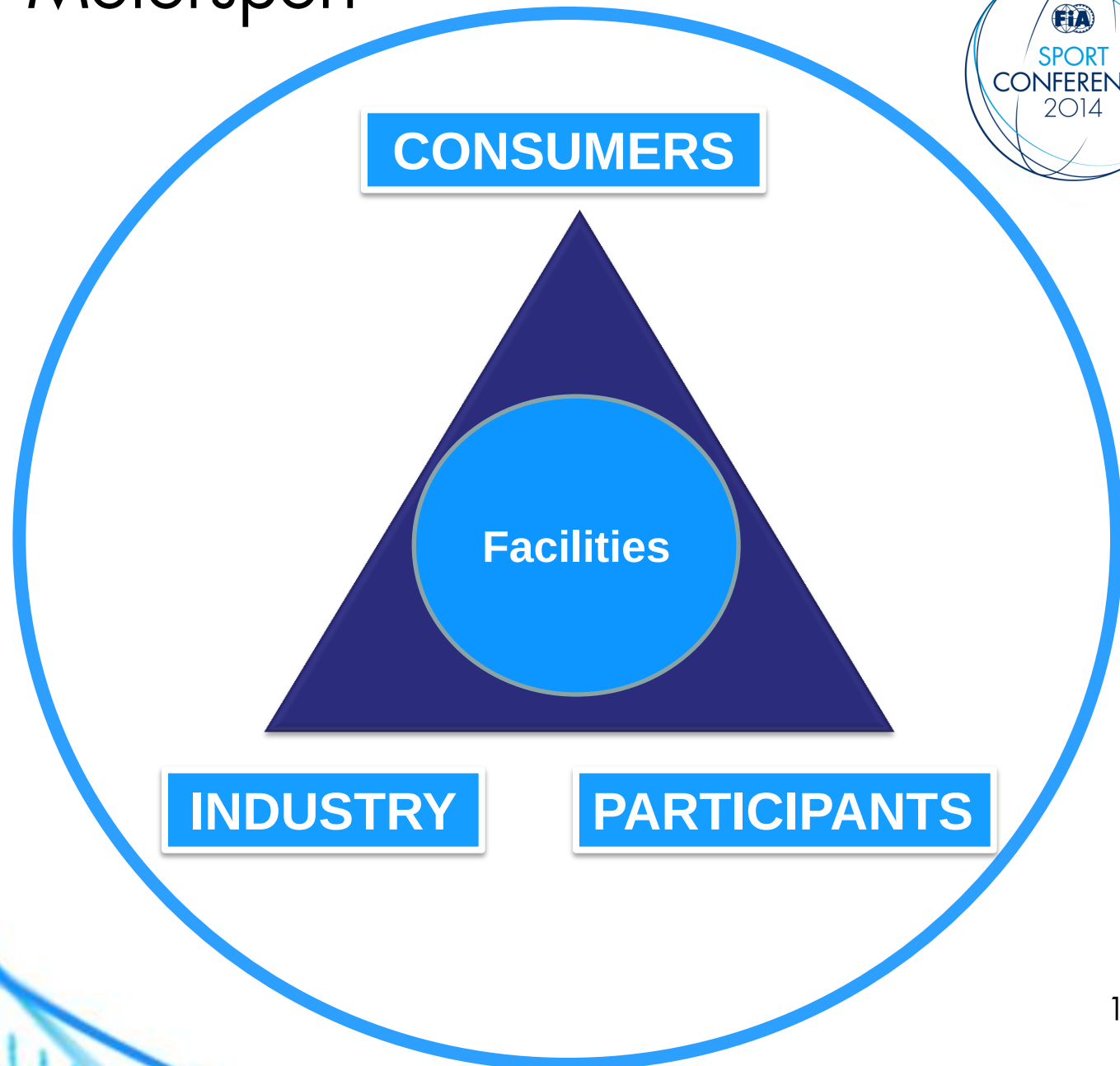
313

x 12.5

25

Cars per
1000
population

Global Motorsport



Most important strategic partners



1

Automotive Manufacturers (OEMs)

2

Sponsors

3

Media

4

Government

Barriers to growth



1 Cost of Motorsport

2 Lack of Government Support

3 ASN Capabilities

4 Motorsport Infrastructure

Opportunities to help growth



1 Stronger collaboration between ASNs and FIA

2 Collaboration across regions

3 Training and resources for ASNs

4 Using FIA to facilitate links with Governments



Questions?

25 - 27 JUNE

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