



THE NEW DIMENSION OF MOTORSPORT



HAMILTON
OFFICIAL TIMEKEEPER

A BRIEF HISTORY

2005

First seven races in the UK, USA and Europe

2010

Red Bull Air Race took a break in order to improve the sport and business model

2015

Expansion to Japan and return to Budapest

14 pilots are competing for the title of the World Champion 2015

2017

Red Bull Air Race returned to San Diego, Porto and completed their first ever race in Russia

2006

2007

Expansion to South America and longest season to date with 10 races

2014

Successful comeback with new safety regulations

12 pilots competing for the title of the World Champion 2014

Introduction of Challenger Cup

2016

Inaugural race in Indianapolis and return to Lausitzring

14 pilots, incl. 2 new Master Class pilots, are competing for the title of the World Champion 2016

2018+

Red Bull Air Race is now preparing an expansion plan that will increase the number of races in new territories, including South America and Australia



THE COMPANY

VISION

Harness human fascination with flight to create an exciting new global sport.

✓ CREATE.

✓ EXCITING.

✓ SPORT.





300
MILLION FANS
worldwide

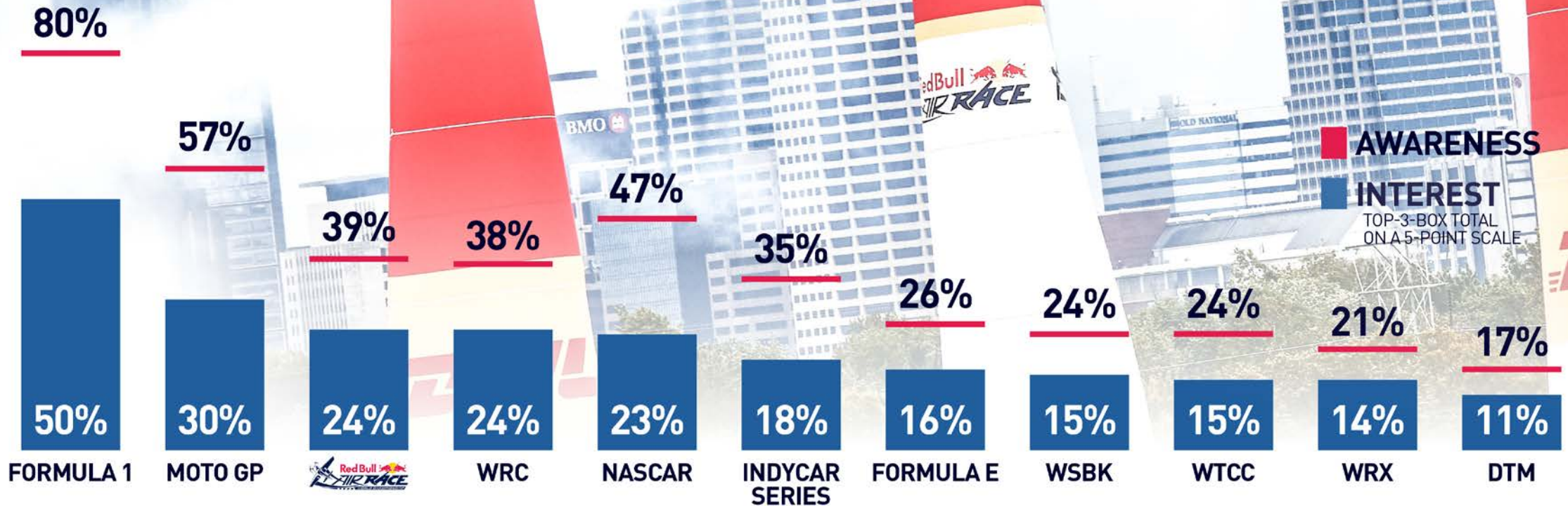


3.2 BILLION
MEDIA CONTACTS
across the 2017 season



186
COUNTRIES
with TV coverage

ONE OF THE WORLD'S MOST POPULAR MOTORSPORTS



Base: 24,000 persons (1,000 persons per market/ 2,000 in China) / arithmetic average of 23 relevant Red Bull Air Race markets
Source: Nielsen Sports DNA May 2017



Existing Red Bull
Air Race fan community



OUR AUDIENCE

People who love
exciting events



General aviation and motorsport
community

OTHER STAKEHOLDERS



MEDIA



SPONSORS



HOST CITIES

THE CHAMPIONSHIP

14

PILOTS

8

RACES

1

WORLD
CHAMPION



MASTERCLASS 2018 PILOTS.



CRISTIAN BOLTON



MIKAEL BRAGEOT



KIRBY CHAMBLISS



MATTHIAS DOLDERER



MICHAEL GOULIAN



MATT HALL



NICOLAS IVANOFF



PETR KOPFSTEIN



FRANCOIS LE VOT



PETE MCLEOD



YOSHIHIDE MUROYA



BEN MURPHY



MARTIN SONKA



JUAN VELARDE

14
MASTER
CLASS PILOTS

10
NATIONALITIES

RED BULL AIR RACE
WORLD CHAMPION 2017:
YOSHIHIDE MUROYA

CHALLENGER CUP PILOTS 2018



Mélanie
Astles



Florian
Bergér



Kenny
Chiang



Kevin
Coleman



Dario
Costa



Luke
Czepiela



Patrick
Davidson



Daniel
Genevey



Daniel
Ryfa



Baptiste
Vignes



AGROPUR

Red Bull

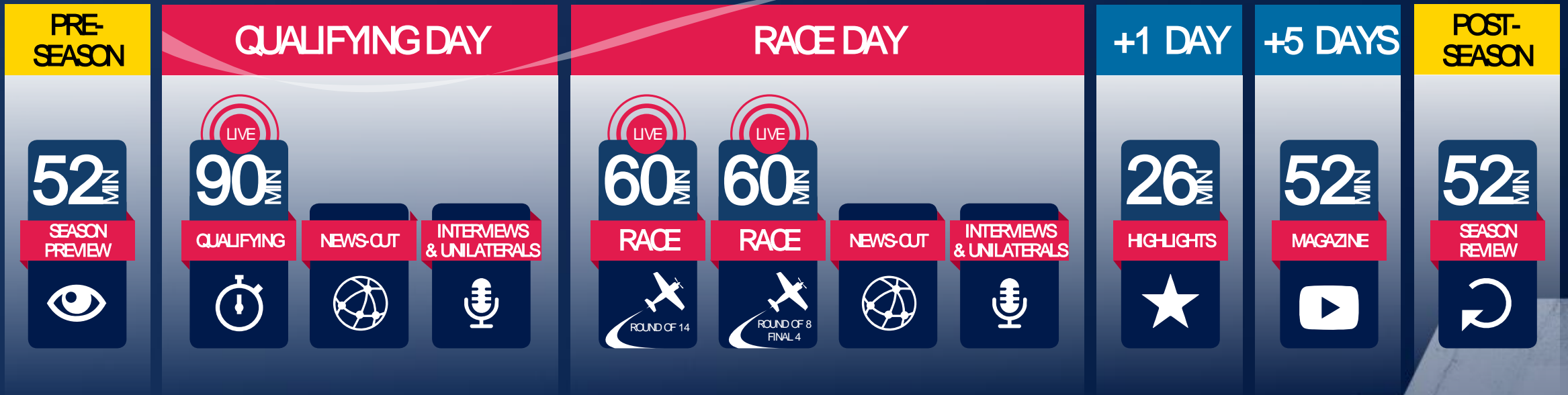
RT

MARTIN SONKA

Red Bull AIRRACE

CANOPY - PUSH TO LOCK

TV PRODUCTS



TV COVERAGE 2018



186 COUNTRIES COVERED IN 2018*

49 BC PARTNERS CONFIRMED IN 2018



*Live, Highlights, Magazines / Full Season 2018

DIGITAL INNOVATION: APPS & GAMES

EXCITEMENT

INNOVATION

KILL

PRECISION



 HoloLens



Mobile 2 Game



• 2018 •
PEOPLE'S VOICE

 Daydream

POTENTIAL FUTURE VENUES



THE **TANGIBLE** IMPACT

FROM RED BULL AIR RACE



**DIRECT ECONOMIC IMPACT THROUGH EVENT VISITORS,
ORGANISER AND ANY ENTOURAGE**



**INDUCED ECONOMIC IMPACT DUE TO THE GROWTH
IN PURCHASING POWER (MULTIPLIER EFFECT)**

THE INTANGIBLE IMPACT

THE RED BULL AIR RACE INFLUENCES THE PERCEPTION OF THE HOST CITY AMONGST LOCALS AND VISITORS.



MEDIA & MARKETING
IMPACT



COMMUNITY
IMPACT



VISITATION
IMPACT







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