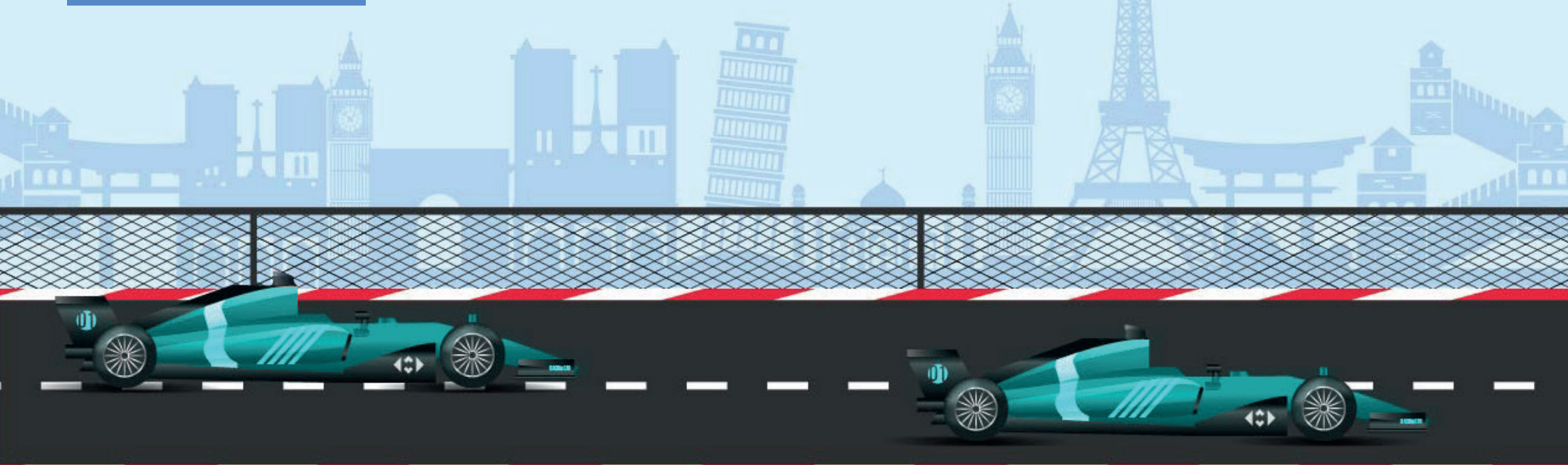


FORMULA E INSIGHTS

blauw



INTEREST IN FORMULA E

INTEREST IN FORMULA E IS MUCH HIGHER OUTSIDE EUROPE

EUROPE

16%

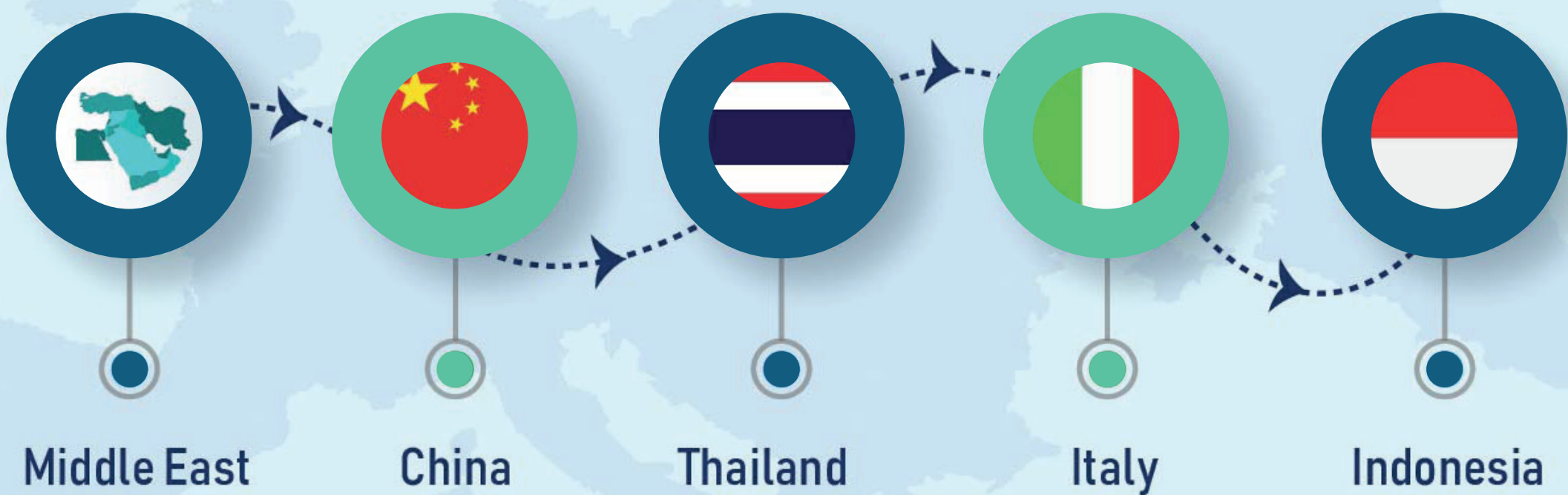


OUTSIDE EUROPE

24%



COUNTRIES WITH HIGHEST LEVEL OF INTEREST IN FORMULA E



FORMULA E IS INTERESTING BECAUSE OF...

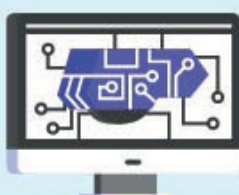
environmentally friendly character



electric powered cars



technology / innovation



city circuits (worldwide)



speed



FORMULA E FANS MOSTLY WATCH THE LIVE RACE ON TV AND ONLINE HIGHLIGHTS OF THE RACE

WHO ARE THE FORMULA E FANS?

FORMULA E ATTRACTS A YOUNGER AUDIENCE THAN FORMULA ONE
TWO-THIRDS OF THE FORMULA E FANS ARE UNDER 45 YEARS OLD

39
YEARS OLD
AVERAGE AGE

MALE

59%

FEMALE

41%

FORMULA E FANS FIND ENVIRONMENTAL SUSTAINABILITY VERY IMPORTANT AND THEY ARE INTERESTED IN ELECTRIC CARS

FORMULA E FANS ALSO LOVE



WORLD CUP FOOTBALL
93%



FORMULA ONE
89%

BASED ON THE RESULTS OF AN ONLINE SURVEY CONDUCTED IN DECEMBER 2018 AMONG N=13.841 RESPONDENTS IN 22 MARKETS (GENERAL POPULATION). SCOPE: NETHERLANDS, FRANCE, GERMANY, SPAIN, UK, ITALY, POLAND, RUSSIA, USA, MEXICO, BRAZIL, COLOMBIA, ARGENTINA, CHILE, CHINA, JAPAN, INDONESIA, THAILAND, VIETNAM, MIDDLE EAST, SOUTH AFRICA, NIGERIA.

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