USE OF GEM FUEL IN THE FIA WORLD RALLY CHAMPIONSHIP

MARC DE JONG, WRC Promoter GmbH
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EARLY MOTORSPORT INNOVATORS

Nothing new there...

1899 Le Jamais Contente EV
First vehicle to surpass 100km/h

1901 Lohner-Porsche Mixte Hybrid
First hybrid motorsport win
MOTORSPORT’S POTENTIAL
Perfect platform to develop, validate & demonstrate innovation

- World-leading, quick-acting independent engineering companies
- Efficiency at its core: focus on eliminating waste, drag, weight, friction, etc
- Flexible regulatory framework allows accelerated route to limelight
- Opportunity to market high-tech/high-value niche vehicles & products to affluent users
- Global audience of car enthusiasts who are interested in ‘the science’

- Eager to be relevant / Opportunity to win hearts & minds
  - Not just going round & round in circles burning (fossil) fuel
  - But learning relevant lessons along on the way – and sharing them
INTRODUCTION TO WRC
INTRODUCTION TO WRC

The World’s Toughest Motorsport Competition

- Elite FIA World Championship – the pinnacle of Rally since 1973
- Unique motorsport series, featuring real cars on real roads
- Man & Machine tackle the toughest environments against the clock
- 13 Rallies on 4 continents: tarmac, dirt, mountains, deserts, sun & ice
- 3.6m Spectators annually - WRC is one of the world’s largest spectator sports
- 800+ Million viewers follow the events on TV & digital media (2014 stats)
- VW, Ford, Hyundai and Citroën/DS will soon be joined by Toyota at WRC’s top level
INTRODUCTION TO WRC

Video
INTRODUCTION TO WRC

Automotive brands & suppliers currently engaged

- CITROën
- FORD
- HYUNDAI
- VOLKSWAGEN
- TOYOTA
- PEUGEOT
- RENAULT
- ŠKODA
- MITSUBISHI MOTORS
- SUBARU
- MICHELIN
- FIRELLI
- HANKOOK
- DMACK
- CASTROL
- TOTAL
- SHELL
- LOTOS
- MILLERS OILS
- MAGNETI MARELLI
- ZF
- HYUNDAI WIA
- NGK
- GOODRICH
- methanex
4. WRC’s MARKETING PROPOSITION

Strengths & opportunities

- Confirm the positioning of a model
- Demonstrate a technology/feature
- Prove competitiveness in the market-place

**BRAND AWARENESS**

- Global exposure earns “free” PR,
- Reason to talk about the brand, model, technology
- Maintain ‘share of voice’ in media during model lifecycle

**VALIDATION**

- Keeps a car relevant – as model gets older
- Targets car lovers, peer influencers & opinion leaders
- Associates with WRC core values: extreme, real, challenging

**BRAND IMAGE**

- Strengthens customer’s confidence in the brand
- Pride: among owners and staff
- Desirability: Successful brands attract successful people

**CULTURE OF EXCELLENCE**

- Competition motivates
- Proving ground for new technology
- Relevant: search for speed = search for efficiency

**INTANGIBLE BENEFITS**

- New Models, Special Versions, Accessories & Merchandising
- On event activation - face-to-face with (potential) customers
- Keeping the car fresh & desirable for younger drivers aids residuals

**DIRECT SALES BENEFITS**

- Sell more cars
- Improve margins
- Stretch life-cycle
- Open new markets

**PROFITABILITY**

- Confirm the positioning of a model
- Demonstrate a technology/feature
- Prove competitiveness in the market-place
GEM FUEL IN THE FIA WORLD RALLY CHAMPIONSHIP
GEM FUEL IN WRC
A well-defined plan

• Objective
  Establish GEM Fuel’s credentials & case study
  Quick impact & cost effective

• Role
  Single fuel supplier status
  Promotion partner – invest to spread the message

• Category
  Young driver series (Junior WRC Championship, DDFT)
  Technically relevant class (‘R2’ / showroom cars & engines)

• Vehicle
  Ford Fiesta ST – 1600cc Zetec (4 cyl., aspirated) - 2013/14
  Ford Fiesta ST – 1000cc Ecoboost (3 cyl., turbo) - from 2015

• Partners
  Ford Motor Company: early adopters of flex-fuel vehicle
  M-Sport: double world rally champion
  WRC Promoter: gateway to global media coverage
GEM FUEL IN WRC

Timeline

• 2011 – Initial contact GUTTS bv & WRC Promoter about GEM Fuel
• 2012 – Discussion with world governing body, dispensation granted
• 2013 – 1st Junior WRC Champion on GEM Fuel
• 2015 – 3rd Season at the pinnacle of the sport

EU Renewable Energy Directive defining sustainability in fuels
NEN 228 Development to allow 2% biofuel
Introduction of GEM Fuel in WRC
GEM FUEL IN WRC

The rationale for the Championship Promoter

• A ‘future fuel’ with sustainable bio-ingredients
  – A great opportunity to understand early about practical problems & solutions
  – Risk mitigated by introduction in a controlled category

• Environmental relevance
  – Energy efficiency is a key issue for the automotive sector
  – Substantial well-to-wheel reduction of greenhouse gasses (target min. 50%)

• Demonstrate that WRC supports innovation
  – Not a ‘green-wash’ – but a viable demonstration
  – WRC is part of the solution, not the problem
GEM FUEL IN WRC

Outcomes

• A WRC Championship title at the first attempt
• Real-world CO₂ reduction exceeding 70% for the project
• Brand awareness among federations, competitors, OEMs
• Credibility to win further business & contracts
• Valuable feedback & data to steer future development
• Case Studies & Endorsements

  “Really really good, I’d say a 20% increase in power!”
  “This fuel is amazing!”
  “Performance increase is massive, really smooth power!”
  “It’s a win-win for motorsport. More power and better for the environment”
GEM FUEL IN WRC

Strategic summary

• GUTTS took the stance that ‘Innovation succeeds faster when it captures hearts & minds.’

• It tackled this challenge with a ‘classic’ 5-step marketing tactical plan

• Their WRC engagement enabled them to
  – position their product,
  – raise awareness for the technology, and
  – interact with regulators, industry partners, automobile associations and (potential) customers.
To discuss specific ideas and requirements for a WRC entry, please contact:

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