

USE OF GEM FUEL IN THE FIA WORLD RALLY CHAMPIONSHIP



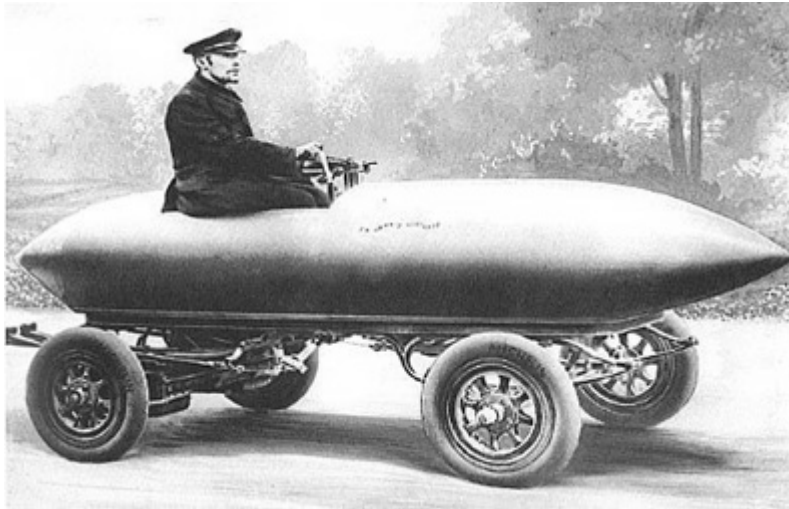
MOTORSPORT & INNOVATION



EARLY MOTORSPORT INNOVATORS

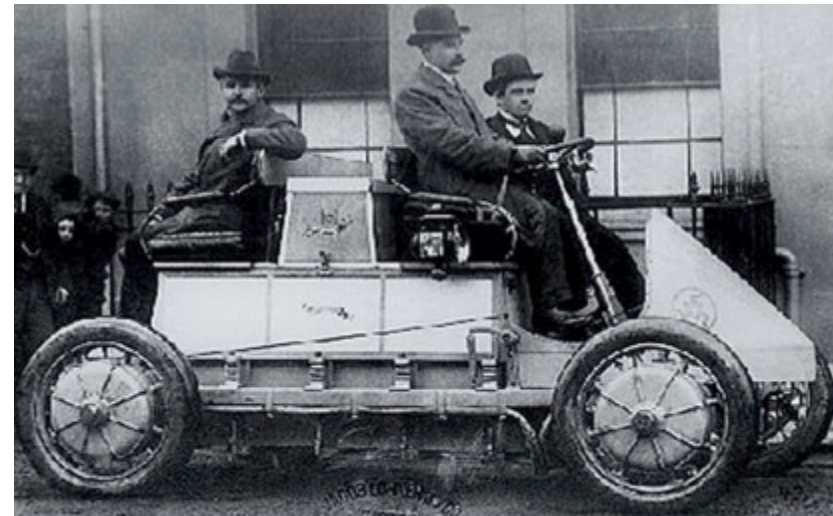
Nothing new there...

WRC
FIA WORLD RALLY
CHAMPIONSHIP



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

WRC
FIA WORLD RALLY
CHAMPIONSHIP



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

WRC
FIA WORLD RALLY
CHAMPIONSHIP



Video



INTRODUCTION TO WRC



Automotive brands & suppliers currently engaged



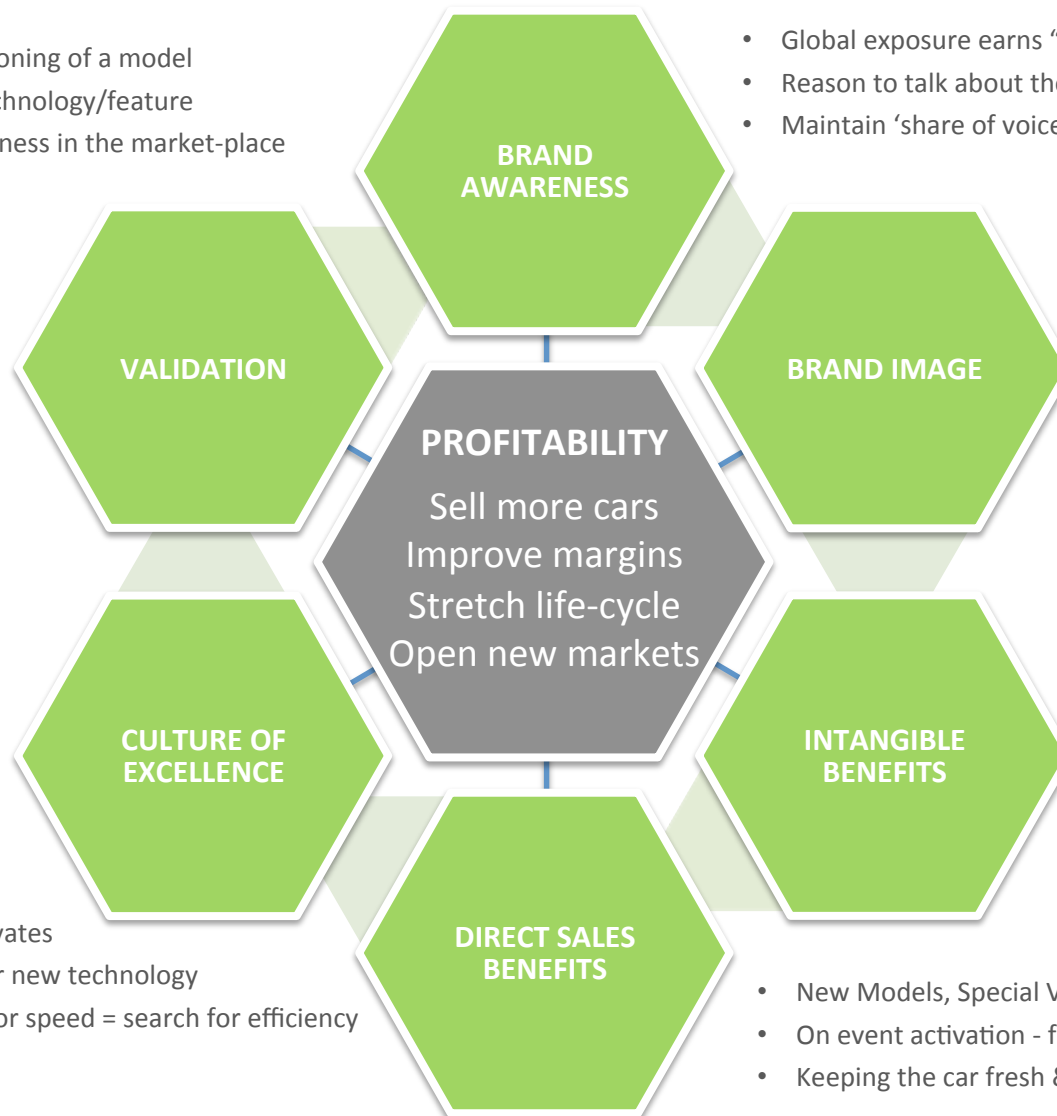
4. WRC's MARKETING PROPOSITION



Strengths & opportunities

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

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



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

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

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

- 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



GEM FUEL IN THE FIA WORLD RALLY CHAMPIONSHIP

GEM FUEL IN WRC

A well-defined plan



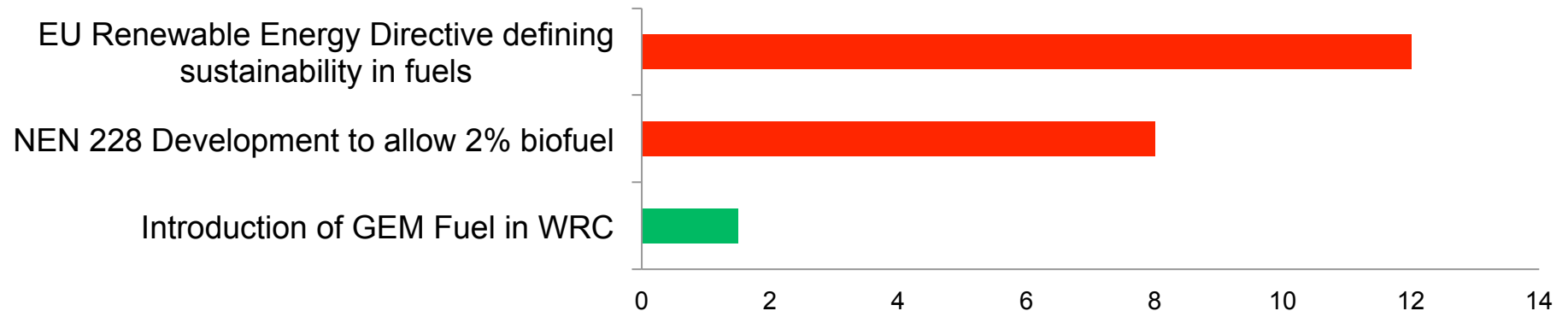
- Objective Establish GEM Fuel's credentials & case study
Quick impact & cost effective
- Role Single fuel supplier status
Promotion partner – invest to spread the message
- Category Young driver series (Junior WRC Championship, DDFT)
Technically relevant class ('R2' / showroom cars & engines)
- Vehicle 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

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



Hankook
PERFORMANCE TIRES

FIA Junior WRC - Championship

Чанкхук
PERFORMANCE TIRES

FIA
JUNIOR
WRC

FIA
JUNIOR
WRC



TÄTAB
HYBLIFTAR

SPORT

WWW.GEMFUEL.COM

Hankook
PERFORMANCE TIRES



SPORT

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.



CONTACT

To discuss specific ideas and requirements for a WRC entry, please contact:

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