



ERA CHAMPIONSHIP

PARTNERSHIP OVERVIEW

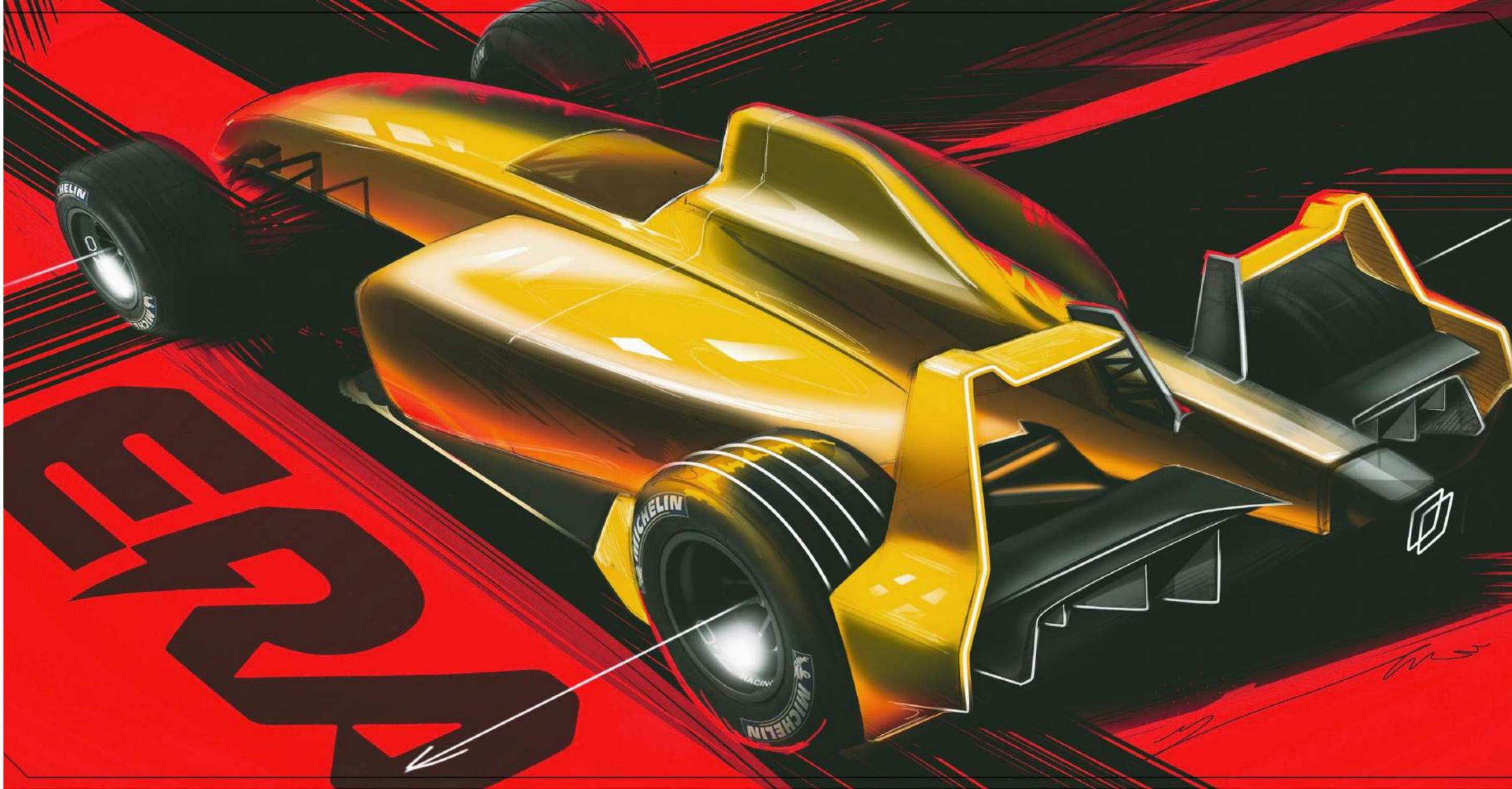
WHO ARE WE?

ERA Championship is part of The Driving Force, a Belgian Motorsports Group with over 25 years of motorsports experience, and a group turnover for 2018 of close to €10 million

The group includes Porsche and BMW factory-backed racing teams, and the Porsche GT3 Cup Challenge Benelux organisation

Our headquarters are in Zonhoven, Belgium





OUR GOALS

ERA Championship was founded out of our combined visions of:

Launching an accessible entry-level electric formula racing series

Forming an electric career path for young driving talent

Innovating on track by allowing elements of vehicle to be self-developed in a competitive environment

Showcasing the latest technology to the world and demonstrate the power of an electric future

Engaging with universities and SMEs that did not have a platform to participate in electric motorsport before

SETTING AN EXAMPLE

Highlighting and starting conversations about global climate issues, whilst racing to achieve increasingly ambitious sustainability targets as an organisation

Promoting electric mobility via an exciting and unique platform

Inspiring the next generation of world-changers, as part of our STEM engagement programme



CHOOSE YOUR CHALLENGE

Dual classes showcase high-tech electric motorsport in a competitive environment that guarantees close racing and an unpredictable outcome



SPORTS CLASS

- Teams compete in the Standard ERA Championship racecar
- Strategy and set-up focused
- Ideal for privateers and up-and-coming drivers
- Team and Driver Championship titles to be won

INNOVATION CLASS

- Teams able to self-develop elements of the ERA Championship racecar
- Powertrain and energy storage system development as per regulations
- Ideal for industry-backed and university teams
- Team and Driver Championship titles to be won
- An ideal platform to showcase new technologies

ERA CHAMPIONSHIP RACECAR

The ERA Championship Racecar is a robust and lightweight electric single-seater, with entry-level, safe performance, and a bespoke automatic fire safety system

SPECS

Dome F4 Chassis

ERA Championship sub-chassis and electrical safety systems

Battery capacity of 24kWh

Power of 130kWh (175hp)

Top speed of 190km/h



THE CHAMPIONSHIP

Season 1 begins in Summer 2020 at racing circuits in Belgium, Netherlands, and The UK

SEASON 1

2 Test Events

8 Races across 4 double-header weekends

FORMAT

Practice Session – Minimum 20 minutes

Qualification 1 – 15 minutes

NO charging permitted between Qualification sessions

Qualification 2 – 15 minutes

Race 1 – 23 minutes

Race 2 – 23 minutes



POINTS ALLOCATION

Points are allocated to the top 10 finishers in a race, with an additional 3 points allocated for gaining pole position during a qualification session

TEAMS & AUDIENCE

Who are our Drivers, Teams, and Fans?

ON THE GRID/IN THE PADDOCK

Young, Up-And-Coming Drivers (In particular those with a specific interest in electric racing)

Privateers looking for an electric racing platform at an entry-level price point

University teams gaining hands-on experience and putting their skills to work in a real racing environment

Industry-lead teams showcasing their products and profiling themselves in the electric vehicle industry

IN THE STANDS/LIVESTREAMING

People with an interest in electric vehicles, engineering, technology, and motorsports

Companies keeping an eye on industry trends and latest tech

School-age children participating in our STEM education programme*





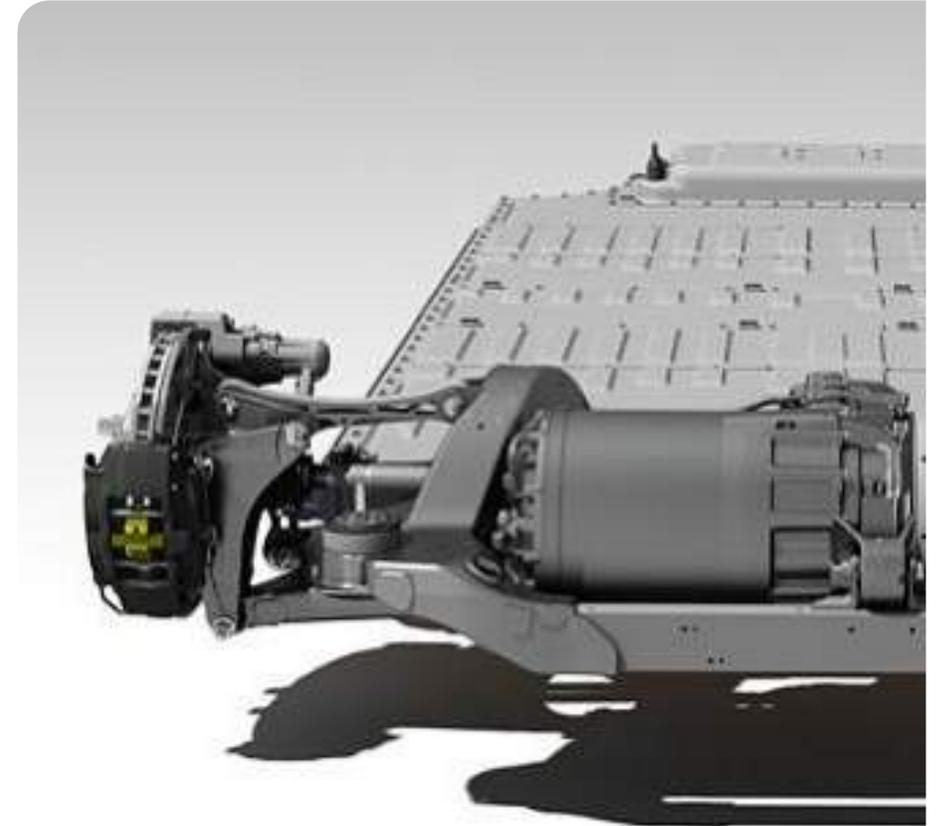
GET INVOLVED

HOW TO GET INVOLVED?

Put your technology in the hands of future customers or communicate your vision of mobility to the world

3 WAYS TO GET INVOLVED

- 1** Become an ERA Championship Partner and position your brand alongside us to our teams, fans, and media
- 2** Become an ERA Championship Supporter and help our teams by giving them the chance to win your products or sponsorship through competitions
- 3** Become an ERA Championship Team Sponsor and directly work with one of our teams to help them achieve a successful racing series*



*All Team Sponsorship is a direct agreement between your organisation and the team involved, and not with the ERA Championship organisation

PARTNERSHIPS

Becoming an ERA Championship partner enables a unique opportunity to:

- Create visibility and elevate your brand as part of an exciting new electric motorsports platform
- Reach an engaged community of potential new customers
- Position your brand at the forefront of a rapidly-evolving and highly innovative industry
- Showcase your technology or products in a competitive, performance-driven environment
- Gain unparalleled access to all our events, as well as our teams, audience, and fans
- Generate valuable content for your brand with our exhilarating inaugural season as the backdrop

NAMED PARTNERSHIPS

Headline Partner: [Open](#)

Chassis Partner: DOME Co., Ltd

Charging Partner: [Open](#)

Tyre Partner: [Under Option](#)

Hospitality Partner: [Open](#)

Technical Partner: INDRA Renewable Technologies Ltd

Prize/Podium Partner: [Open](#)

Race Weekend Partner: [Some Options Available](#)

Industry/Manufacturer Partner: [Open](#)

Media Partner: [Open](#)



There are many more ways to get involved. Contact us to discuss and feel free to pitch your ideas.
We strive to get our partners actively engaging with our audience and teams

RACING FOR THE FUTURE

Can your organisation help us as we race towards increasingly ambitious sustainability goals?

We are passionate about highlighting and starting conversations about climate issues, as well as setting ourselves yearly goals to improve as an organisation.

We believe sharing our own goals and successes in an honest, transparent way is a great way to open up discussion within an industry and sport not known for its sustainability credentials.

If you think you can help us make an element of ERA Championship more sustainable, please contact us with your ideas. Whether your organisation provides cutting-edge sustainable tech, enables us to utilise recycled material in our vehicles, helps us employ 100% renewable energy at our events, or provides our audience with an alternative to single-use plastics in the paddock, we would love to hear from you.





CONTACT US

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