



Green MotorSport

Online Specification Doc. 20th Oct 2006

GMS ELECTRIC KART RACING SERIES : BRDC STARS OF TOMORROW CHAMPIONSHIP

Objective

The primary objective of the Green MotorSport racing series is to demonstrate the viability of electric vehicles powered by energy saving and renewable technologies in a racing environment. We will evaluate the technologies and deliver improvements through continuous research and development while reducing motor sport's environmental foot print.

The success of the project will be measured by the establishment of a viable UK and international electric racing series together with delivering a test bed for the development of components and technology suitable for vehicles and their refueling infrastructure. In line with our commitment to change to renewable fuels, Green MotorSport's support vehicles and workshop equipment will be powered by bio-fuels obtained from waste and energy crops.

Why a racing series ?

Throughout the history of the motor car the major evolutionary steps have been delivered as a result of knowledge gained in trying to make them faster, more efficient and safer in a racing environment. Many of the latest developments in braking systems, engine management and tyre technology are a direct result of lessons learnt through extending performance on the race track.

If electric vehicles are to progress at the same rate as conventional vehicles, it seems a reasonable proposal to create a similar development environment for the new technology.

Using kart racing has many advantages. The vehicles are small, they are relatively cheap, support costs are not excessive and performance is outstanding. The current range of electric karts can already deliver exciting racing. Technology enhancements can address the traditional weakness of electric vehicles of poor range and long recharge times. Technology is already available to address these issues, and a racing series is the ideal environment to demonstrate these improved capabilities and make further enhancements.

The benefits of involvement

Associates of the racing series will benefit in many ways – by taking part in research and development programs, by access to the results of testing ideas and technology under race conditions, by association with proven green technology, by association and networking with other providers of renewable energy and electric vehicle components and technology, as well as from the marketing publicity associated with race events and race results.

The Racing

There will be 15 electric GMS karts prepared for the practice sessions and races by experienced Green MotorSport crew. The karts will be monitored by our Green Motorsport Staff. The energy stored and used by each kart will be monitored by our GMS controller. Karts will race for 10 laps at full speed. There will be one or two heats per day depending on location. Double headers are scheduled at Kimbolton, Wigan and Genk.

Lap times will be assembled by the BRDC Stars of Tomorrow crew to give speed ranking. Points will be awarded as usual, with the winner taking the first prize. The results will be uploaded to the Green MotorSport website. After the first race the GMS power pack will be charged and battery capacity measured ready for the following races.

The Race meetings

There will be six events during 2007 at the following venues. Double headers will be at Kimbolton, Wigan and Genk.

Month	Days	Location
April	(6)7/8	Kimbolton
May	12/13	Shenington Kart Circuit
June	16/17	Larkhall Kart Circuit
July	14/15	Llandow
August	(2/3)4/5	Genk Circuit
Aug/Sept	(30)1/2	Wigan

Technical Summary

Green MotorSport's GMS race series is the World's first proposed professional electric racing kart series powered by renewable energy. The project leads the way towards a changing refuelling infrastructure characterised by sustainable and improved automotive technology, providing a stepping-stone towards the car of the future. Green MotorSport has invested in 5 years of research to develop the high performance technology needed for this application.

The battery technologies that make this application possible have been perfected over the past few years. New technologies that are powerful and safe have been chosen to give Green MotorSport this unique opportunity to demonstrate the full capabilities of the Green MotorSport electric power trains for durability and flexibility in operation.

The technology opens a new research angle that has never been explored before within the automotive arena. Other recharging equipment for electric vehicles powered from renewables is also included in the testing programme. Future Energy's transporter acts as a power station and state of the art energy store and is used at race events to recharge the vehicles.

GMS Green MotorSport Electric Race Kart

The Green MotorSport kart is powered by state of the art high-energy safe battery technology. The kart chassis is a professional FIA/MSA approved chassis incorporating a powerful electric power train developed by our power train partners. Green MotorSport continues to seek better more efficient technologies for power train systems. Our development program covers alternative drive systems and new energy storage devices that will be demonstrated within our R&D & testing programs associated with the GMS racing series.

Company profile

Green MotorSport Limited was founded in July 2001 and is located in Woking, Surrey, UK. Green MotorSport takes part in promotional events around the country, going direct to the public. We demonstrate how our electric vehicles can be recharged from the solar panels on the roof of our transporter, with additional electricity supplied by micro wind turbines. A micro bio-fuel generator and fuel cell are being obtained to power our equipment. Apart from a variety of local events, Green MotorSport was a centre of attraction at European Mobility Weeks, an exhibition at the London Business Design Centre, Green Canary Day at Canary Wharf in the City of London and World Environment Day in London.

Associated educational platforms and organizations

Green MotorSport works with Formula Student, which promotes engineering excellence at universities through participation in the design and development of advanced racing cars. The Princes Trust has expressed interest in Green MotorSport's educational programme and we have participated in several overseas events under the auspices of UNEP.

Media Coverage and Brand Awareness

Green MotorSport demonstrated its advanced technology on **5th gear on channel 5**. There was much interest in our planned series of races starting in 2007.

CNN recently gave Green MotorSport worldwide peak time television coverage in several programmes as part of its 'Global Challenges' series. This program is continuing to be broadcast in many countries and on international flights across the world. We will have television coverage on **Sky** as part of the dedicated 'BRDC Stars of Tomorrow Championship' programme. Other television networks have expressed interest.

Newsprint coverage is achieved via the national daily papers and Car & Driving regional news network, which reaches over 4 million people weekly.

Passion for the Planet digital radio will give full support to Green MotorSport. Passion broadcasts to London and most of the south of England covering over 13 million people, 27% of the UK adult population.

Associated media coverage

Extensive web coverage is planned with the racing & the karting community. Details of Racing Drivers and Teams carrying the Green MotorSport Branding are given on our website under supporting teams. Ross Curnow, Michelle Hayward, Dan Eaves, Colin

Neill and Becky Beth Cox, all have their own media coverage and fully support Green MotorSport's global promotion, bringing in other major TV and broadcasting organisations.

Sponsorship

Green MotorSport is inviting sponsors to be involved in supporting the series of races commencing 2007.

Association with Green MotorSport can give your company a high public profile in the rapidly advancing area of non-polluting and carbon neutral motor sport. Not only is Green MotorSport participating in races with the BRDC Stars of Tomorrow, Green MotorSport is involved with activities including the British Touring Car Club and Formula Woman drivers. Other benefits are also expected since, just as in the world of formula one, race development has delivered advances and new technologies for road vehicles, this new form of racing will also prove the technologies and deliver advances in energy sources and technology for private and public transport.

Green MotorSport also believes that there may be beneficial tax implications for sponsors investing in this exciting new industry.

All sponsorship levels are negotiable and will depend on the level of financial commitment.

For simplicity the sponsorship framework for the Green MotorSport Series of races and programmes is split into TWO main categories.

- **Financial Sponsor**
- **Product Sponsor** : includes becoming a technology partner

Financial Sponsor:

This is for companies wishing to benefit from the media coverage associated with a green event and promotional marketing. For guidance on locations of branding placement on our karts and equipment please see the indications in our media pack. Karts and trailer and pit crew Green MotorSport uniforms will all bear the sponsors' logos and branding according to the level of commitment.

You will also be included in promotions in our DVD and website coverage and special features in our newsletters in addition to our standard publicity packages supplied by Green MotorSport.

Product Sponsor:

Product sponsors supply the components, which Green MotorSport needs.

For example kart wheels, spares, tyres, lap timers, micro generators, wind turbines or solar panels, brake pads, chains, bio lubrication, and other equipment needed for the races. Product Sponsors will have the right to advertise on the product supplied and within our website on the Product support section. In order to become a product sponsor each sponsor must pay for the costs of components for the season. Quantities of components needed are specified for each race meeting. There will also be banners and space available for logos and promotion areas for new products and exhibitions at trackside locations. Each component supplier will have clearly identifiable zones and logo dimensions for pit boards and trackside advertising banners.

Technology Partners

Green MotorSport has several technology partners, who wish to play a technical role in the setup of the technology. If you are involved with efficient and renewable energy technologies, and are interested in raising the profile of your company and products in this dynamic new arena you may apply to join the limited number of technology partners. Partners are chosen on their professional ability in order to provide working technology of high quality, reliability and performance and to maintain the high standards achieved since the start of the project.

A Technology Partner has many benefits, including: participation in our R&D testing programs: working on ground breaking technology with opportunities to take any innovation spins offs to market: and increased brand awareness.

You will also have promotion in our DVD and website coverage and special features in our newsletters in addition to our standard publicity packages supplied by Green MotorSport. You will be working in association with high profile green companies and networking with other partners.

Track side hospitality

Green MotorSport offers a range of different hospitality packages. These will include the basic format of hospitality at each event. For example, Drinks, refreshments and comfortable seating with a pleasant vantage point to enjoy the races. There will be opportunities to meet clients, promote products and network with others in the motor sport industry. Events and meetings cross many racing championships globally.

Join Green MotorSport's 2007 programme

Green MotorSport is testing and developing the most advanced, efficient and clean energy technologies for the automotive industry. We have the world leading programme changing our energy from obsolete fuels to future unlimited energy supplies from wind, solar and bio-fuel sources, preparing the way for a cleaner and safer future.

The media, at the local, national and international levels is already focussing attention on our planned programme for 2007.