

# ***The Motorsport Industry as a unique powerhouse of consistent innovation and knowledge transfer***

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The global **Motorsport Industry** comprises:

- **'motor'**: meaning the provision (construction and preparation) of cars and bikes and;
- **'sport'**: meaning the infrastructure including clubs, circuits, promotion, insurance and so on which are needed to participate in, spectate, or view the sport.

# Motorsport value chain

Regulation of sport

Regulatory environment for  
business and fiscal environment

Supporting Service industry

Constructors

Participants

Events

Distribution

Consumption

↑  
Constructor  
suppliers

↑  
Event  
suppliers



# MOTOR SPORT AT A GLANCE

**€159.2B**

TOTAL  
GROSS OUTPUT

**1.5M**

TOTAL  
PAID JOBS

**2.7M**

MOTOR SPORT  
PARTICIPANTS\*

**€66.8B**

TOTAL  
VALUE ADD

**302,000**

FORMAL (UNPAID) OFFICIALS,  
MARSHALS AND VOLUNTEERS

**60,700**

EVENTS

**21,600**

LOCAL MOTOR  
SPORT CLUBS

**146**

NATIONAL MOTOR SPORT  
FEDERATIONS\*\*

**7,200**

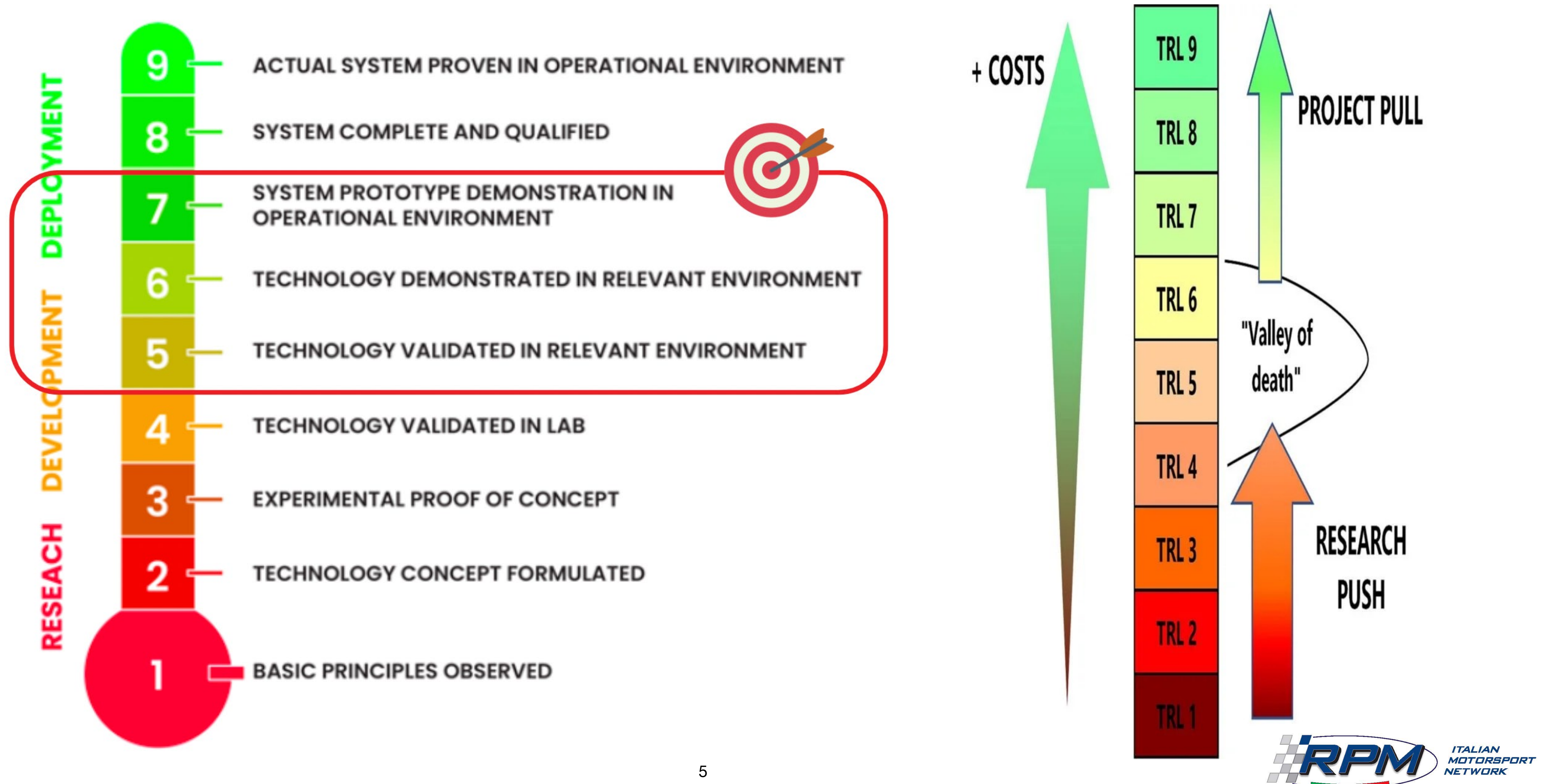
FACILITIES, TRACKS,  
AND VENUES

\* Participants include (i) 'competitors', (ii) 'officials, marshals and volunteers', and (iii) 'non-competing club members'

\*\*National Sporting Authority/ies, members of the FIA (known by the French acronym ASN/ACN)



Where the Motorsport Industry adds unique value to generate innovation:



The key levers of Motorsport Industry adds unique value to generate innovation:

Relevant % of **Research and Development investments** on turnover:

- Mainstream automotive field: 5 - 7 %
- Pharma Biotech (for reference): 14 - 15 %
- F1 and high level motorsport: 30 %

Consistent and **methodical focus on human capital development**:

- Leveraging on the 'Motorsport Mindset' driven by passion
- Consistent training data driven
- Consistent focus on overall measured performance



Motorsport does not simply innovate for performance on track... :



<https://mclarenapplied.com/>

<https://www.williamsf1tech.com/>



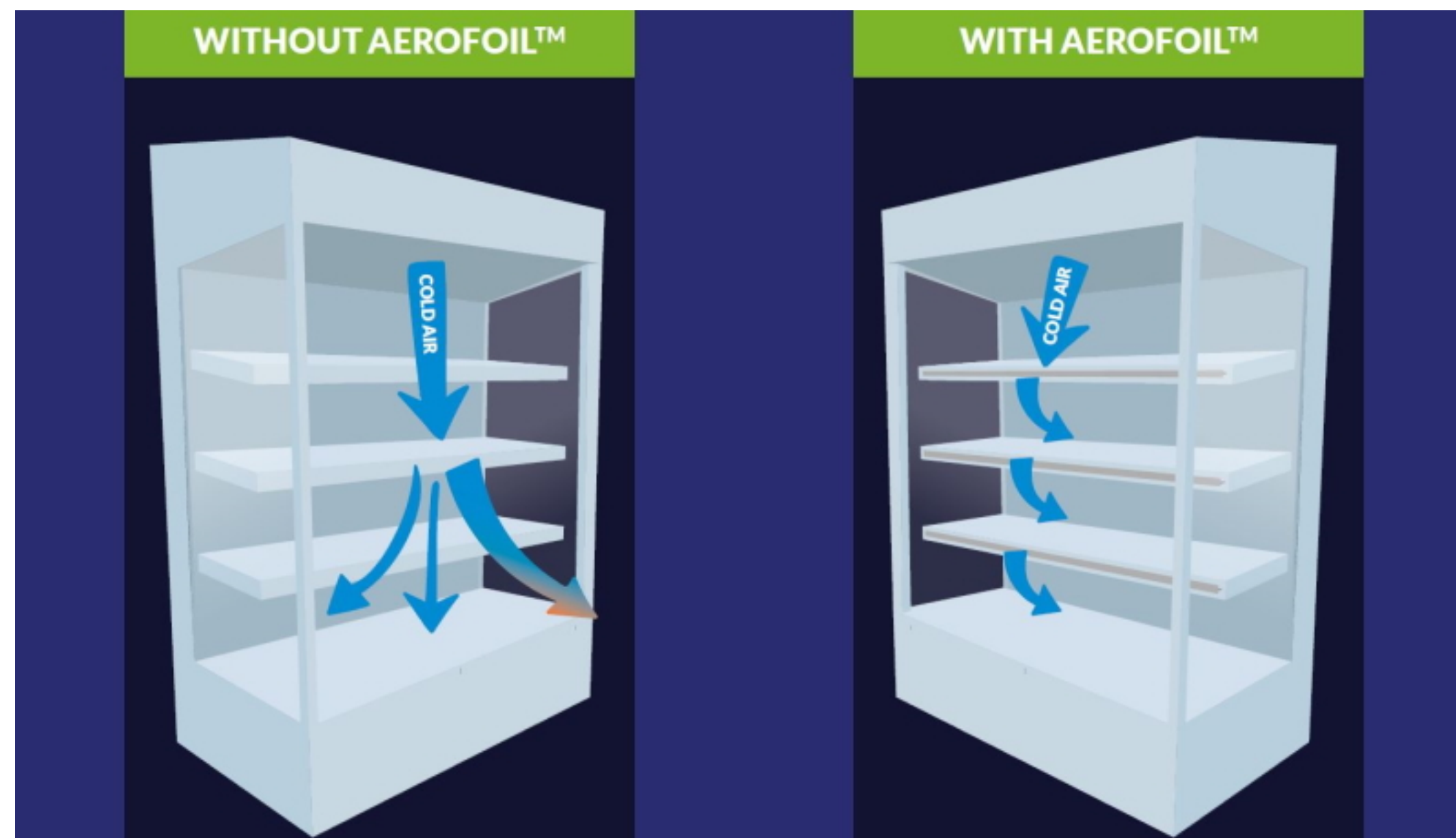
<https://sauber-technologies.com/>

<https://www.hooperquinn.com/>



# Some examples of Motorsport Industry generated innovation (knowledge transfer in other fields):

“The 'Babypod' carrier that comes with an F1 pedigree”



“Williams’ F1 technology provides energy savings on the high-street”



# Some examples of Motorsport Industry generated innovation (knowledge transfer in other fields):

PROFESSOR MARTIN ELLIOTT INTERVIEW

“The surgeon who used F1 pitstop techniques to save lives”



## AIR TRAFFIC CONTROL

McLaren's skill when it comes to data is second to none, something that airports around the world have made the most of in recent years.

Places like Heathrow Airport use tech created by McLaren to receive live information about departures and arrivals, enabling them to anticipate delays and ease congestion in advance.

Some examples of Motorsport Industry generated innovation  
(knowledge transfer in other fields):

## MERCEDES F1 TEAM COME TO THE AID OF NHS

March 2020

“Engineers from Mercedes' F1 team have - in less than 100 hours - helped to develop a breathing aid that can keep coronavirus patients out of intensive care.”







ITALIAN  
MOTORSPORT  
NETWORK

Direct links and relationships the historic UK, Italian and international organizations and colleagues developing innovative solutions for on-track AND off-track problems and opportunities!



<https://www.rpm-italia.org/>

28

Network Members

€125M

Overall Turnover in Millions

40%

Export Turnover

530

People Directly Employed



ITALIAN  
MOTORSPORT  
NETWORK



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THANK YOU

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