



FIA WORLD RALLYCROSS CHAMPIONSHIP MID SEASON REVIEW



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OVERVIEW

This document charts the progress of the inaugural FIA World Rallycross Championship in representing a collection of data recorded through round six of the season.

Where possible this report will plot results from the 2014 FIA World Rallycross Championship against the 2013 European Rallycross Championship.

A combination of sources have been used, all of which can be explained in the appendix toward the end of this report.





JANSEN RX
COOPER TIRE

MOONIGAN
BLOCK
Ford
EDGE
COOPER TIRE
PIRELLI
M-SPORT
PIRELLI

RALLYCROSSRX RX

GROSSET-JANIN RX
YACCO
vision
Chanoine.fr
LA REFERENCE AUTOMOBILE
MAZAUD
IDENTIGAM
RIS
COOPER TIRE

VIA ERZYANOV
MAZAUD
IDENTIGAM
RIS
COOPER TIRE

MONSTER ENERGY

BROADCAST

COMBINED AUDIENCE

MARKET	DEDICATED		MAGAZINE		NEWS		DIGITAL	
	Audience (Total)	Audience (per Event)	Audience (Total)	Audience (per Show*)	Audience (Total)	Audience (per Event)	Audience (Total)	Audience (per Event)
Africa & Middle East	1,175,000	195,833	696,666	232,222	5,000	833		
Asia	875,000	145,833	192,499	64,166	1,390,000	231,667		
Pacific	155,000	25,833	16,000	8,000	100,000	16,667		
Central & South America	1,150,000	191,666	6,000	6,000				
North America	388,000	64,666	30,000	30,000				
Europe	6,071,000	1,011,833	2,575,333	515,067	4,405,000	734,167		
Pan Global	510,000	850,000						
TOTAL	10,324,000	1,720,666	3,516,498	855,455	5,900,000	983,333	5,537,345	922,891

TOTAL** **AUDIENCE (TOTAL)** **AUDIENCE (PER EVENT)**

25,277,843 **4,212,973**

BROADCAST

Through IMG Media's strong distribution network, World RX Championship has reached more households and been viewed by more people in 2014 than ever before.

18K
Hours of
dedicated and
magazine
coverage

MAGAZINE COVERAGE

MAGAZINE SHOW	NUMBER OF SHOWS	AUDIENCE (TOTAL)
Trans World Sport	2	1,149,000
Mobil 1: The Grid	1	517,498
ARD	1	1,300,000
Sport 1	1	550,000
TOTAL	5	3,516,498

DIGITAL COVERAGE

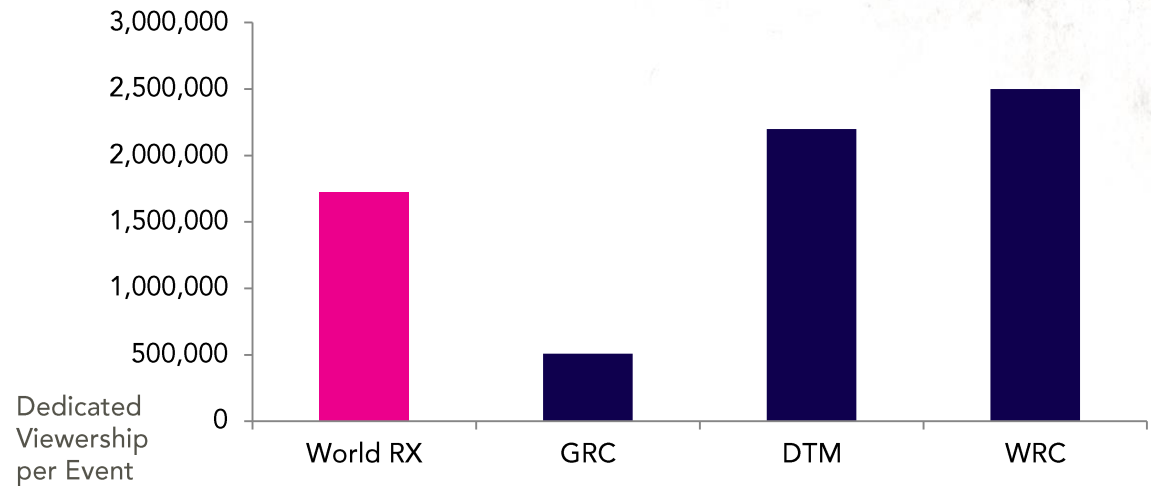
PLATFORM	RD 1-6	PER EVENT
Livestream (total views)	173,160	28,860
YouTube (total views)	516,978	86,163
Facebook (total views)	538,207	89,701
EDGESport (total audience)	4,309,000	718,166
TOTAL	5,537,345	922,891

BROADCAST

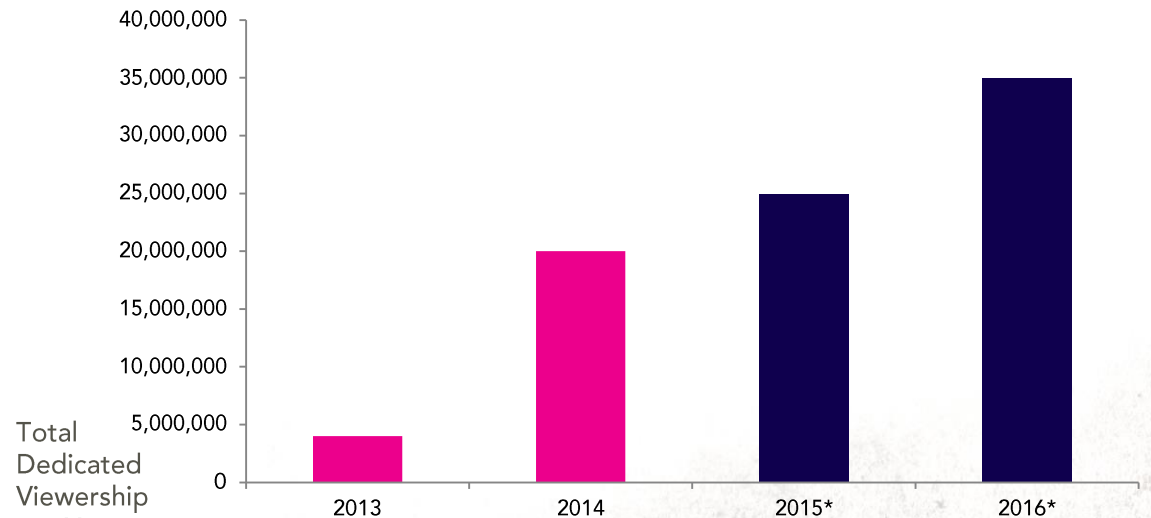
World RX's average dedicated global viewership per event of 1.7M is placed closely behind the likes of DTM and WRC.

An estimated total dedicated viewership number for 2014 of 20M is significantly higher than 2013. By 2016 World RX will expect to see a total dedicated viewership of 35M at around 3M per event (based on 12 events).

AVERAGE DEDICATED VIEWERSHIP – RELEVANT MOTORSPORTS



YEAR-ON-YEAR GROWTH



*expected total dedicated viewership



ONLINE

Our audience is active online and social media offers World RX the perfect platforms to communicate with its fans.

100M

Total Facebook Impressions in 2014.

4M

Average Social Media Reach in 2014.

facebook

	2013	2014	% change
Total Likes	14K	109K	665%
Engaged Users	187K	2.8M	1415%
Total Reach	4.2M	42.5M	900%
Total Video Views	n/a	538K	n/a

twitter

	2013	2014	% change
Total Followers	3K	10.5K	244%
Total Mentions	4.5K	58.1K	1218%
Total Retweets	2.2K	9.5K	327%

YouTube

	2013	2014	% change
Total Views	282K	516K	83%

RALLYCROSSRX.COM

	2013	2014	% change
Total Visits	307K	730K	139%
Total Unique Visitors	140K	370K	159%
Page Views	1.2M	2.9M	152%

Instagram

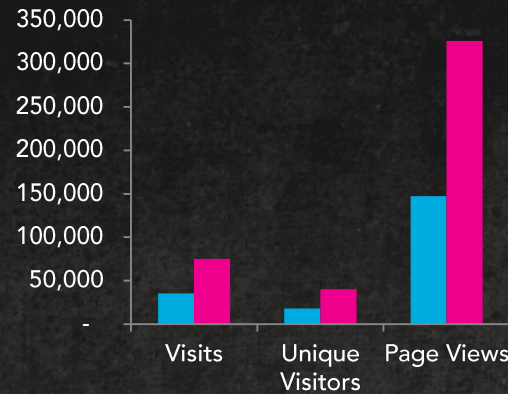
	2013	2014	% change
Total Followers	2.2K	20.3K	822%
Ave. Likes / Media	110	685	523%

ONLINE

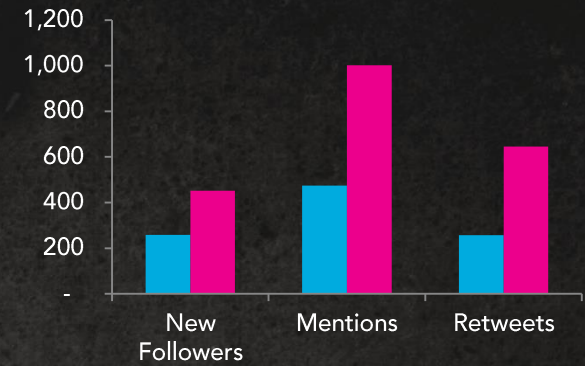
2014 has seen a significant rise in fan numbers, engagement and reach across all digital platforms.

Overall our average reach across all social media platforms / event has risen from 430K to 4M.

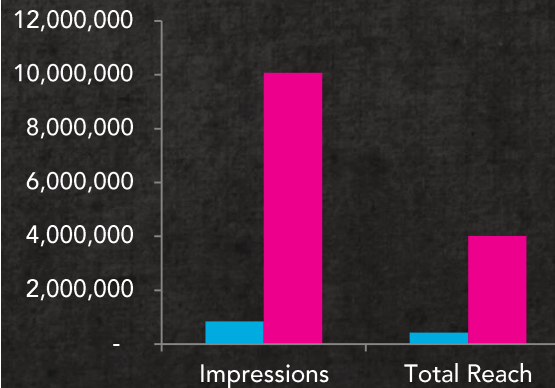
RALLYCROSSRX.COM



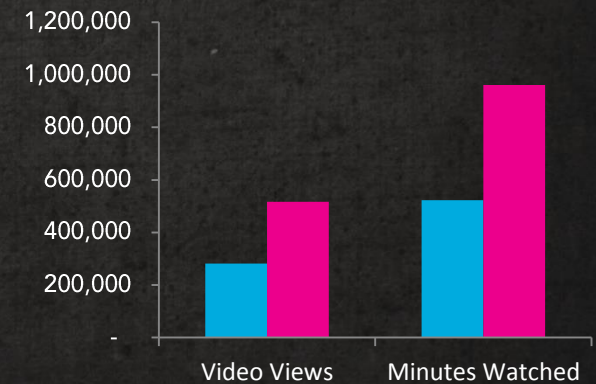
twitter



facebook



YouTube





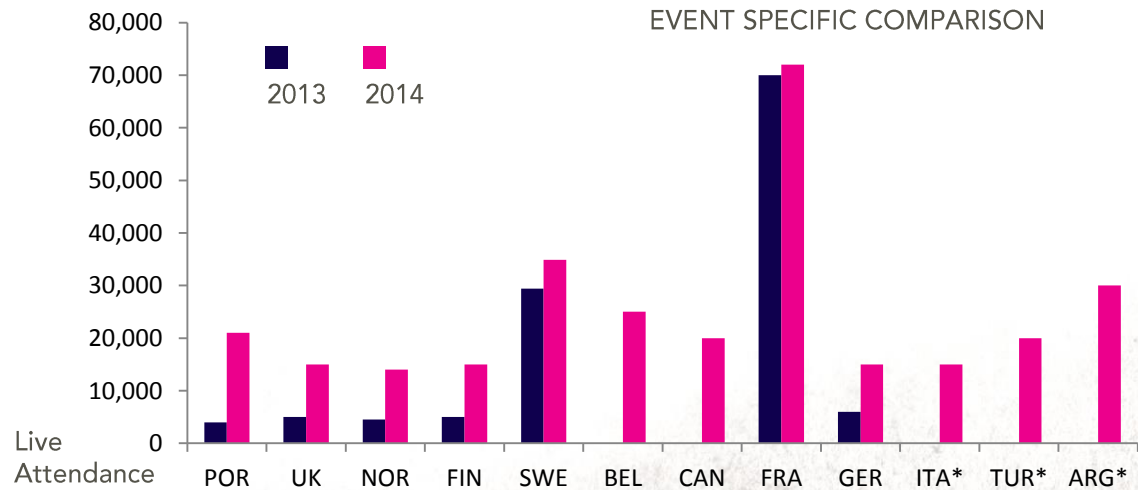
LIVE ATTENDANCE

Live attendance figures have increased across the board since the 2013 European RX Championship.

Total and Average attendance through six rounds of each Championship has risen 105%.

2013 vs 2014 EVENT ATTENDANCE

Round	Event	2013	Event	2014
1	UK	5,000	POR	21,000
2	POR	4,000	UK	15,000
3	HUN	9,500	NOR	14,000
4	FIN	5,000	FIN	15,000
5	NOR	4,500	SWE	34,900
6	SWE	29,400	BEL	24,500
Total		57,480		117,750
Average		9,580		19,625



*expected audience numbers



AUDIENCE

RX offers a unique experience to both the traditional motorsport enthusiast and the youthful lifestyle crowd.

RX reaches all corners of the world, transcending language, culture and social boundaries.

BRAND ANALYSIS

The number of brands associated with World RX has risen since becoming a fully sanctioned FIA World Championship.

Manufacturers Ford, Peugeot and Volkswagen have all committed to officially supporting World RX teams.

In 2014 World RX has gained support from iON Camera as an Official Action Camera and Cooper Tires as Official Tire Supplier to the Championship while Monster Energy has continued its presenting sponsorship.

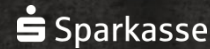
Standalone World RX events have been supported in 2014 by brands such as Volkswagen, Teng Tools, Sparkasse, Shell, Bosch, Peugeot, Ford and others.

CHAMPIONSHIP SPONSORS



shoot/share

EVENT SPONSORS



AUDIENCE

YOUTHFUL

61% of RX fans are below the age of 35

NOT JUST ABOUT RACING

55% of RX fans are attracted to RX by the Experience and Brands

TRULY GLOBAL

25% of all online RX fans are from outside of Europe

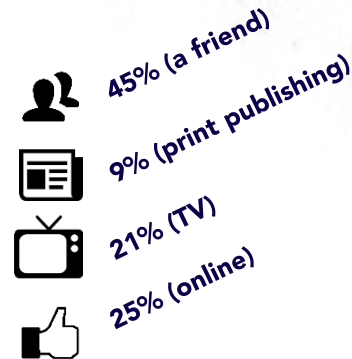
FANS LOVE RX

89% of RX are satisfied or very satisfied with their experience at RX

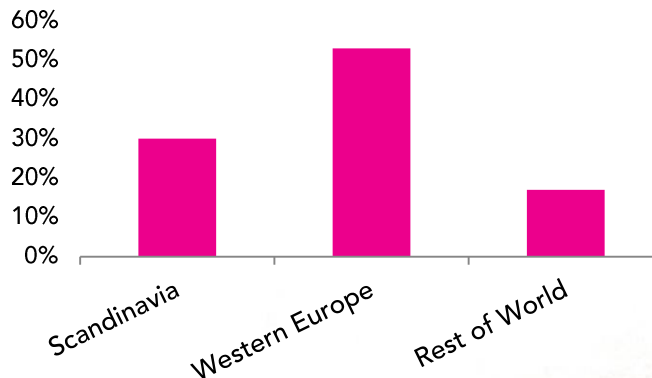
Onsite fan demographic - Gender



Where fans have heard about RX?



Online Fan Demographic - Nationality



120+M
Total social following from brands within World RX



BAKKERUD

LIKE A BOSS
KVERNELAND BIL

HD Transport



Informativ

COOPER
TIRES

COOPER
TIRES

SPORT

PRESS

Media interest in the World RX Championship has increased substantially in 2014. Accredited press on site, number of accredited press nationalities and total press readership have all risen in numbers.

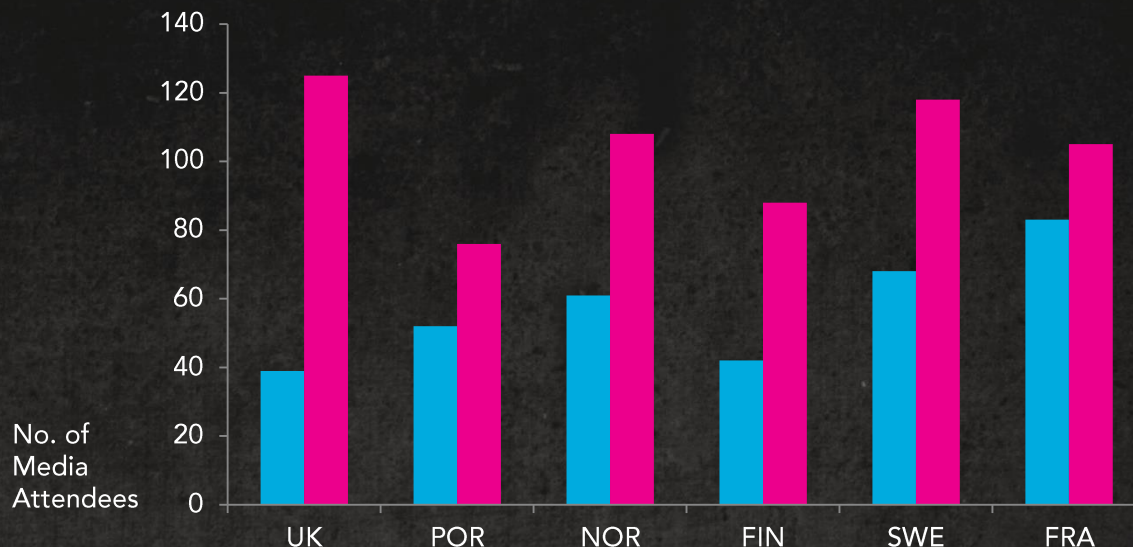
29

Number of different nationalities accredited in 2014.

80%

Increase in accredited members of press from 2013 to 2014.

2013 vs 2014 MEDIA ATTENDEES



TERRITORY	READERSHIP
UK	12,637,500
FRANCE	3,105,000
BELGIUM	1,719,000
SCANDINAVIA	5,769,500
ITALY	7,456,000
GERMANY	1,900,000
EUROPE OTHER	550,000
INTERNATIONAL	49,200,000
TOTAL	82,336,500

PRESS EUROPEAN

European press coverage for World RX has been found in motoring, consumer and lifestyle magazines plus regional and national newspapers.

World RX has generated column inches in a variety of different countries throughout Europe:

- Daily Express, The Sun & Autosport (UK)
- L'Equipe, Ouest-France & AUTOhebdo (France)
- La Gazzetta dello Sport & Autosprint (Italy)
- Auto Moto Und Sport & Bild (Germany)
- Afton Bladet (Sweden)
- VG, Dagladet & Aftenposten (Norway)
- Ekstrabladet (Denmark)



« Tout à apprendre »

JACQUES VILLENEUVE se lance, à quarante-deux ans, un nouveau défi en s'engageant dans le Championnat du monde de rallycross créé cette année.

Après la F1, le CART, la F1... Jacques Villeneuve se lance dans le rallycross. Des contacts ont été noués avec les équipes et le feeling est tout de suite sauté. Bien passé avec Andy Scott, le patron d'Albapec Racing (qui sera son équipier), qui m'a finalement convaincu par son enthousiasme. Je ne de faire à une saison et de viser le trophée.

« J'ai énormément à apprendre. J'ai pu tester la voiture il y a deux semaines à Dreux et c'était génial, même sous la pluie. Ça accélère fort, le rythme est soutenu, on n'a pas le temps de respirer. Il faut être propre, précis, et le travail dans les régimes est payant. Ça ne devrait pas être très compliqué pour moi de faire des tours rapides, mais il va falloir que je m'habitue au format des courses et à la bagarre en peloton, où ça frotte souvent. Je vais devoir jongler entre mon rôle de consultant télé sur la F1 (pour Canal+) et le rallycross, donc je vais rater quelques courses. Le Championnat du monde de rallycross compte douze manches, la première au Portugal (début mai) et d'un côté comme de l'autre. Cette première saison sera donc une année d'apprentissage. »

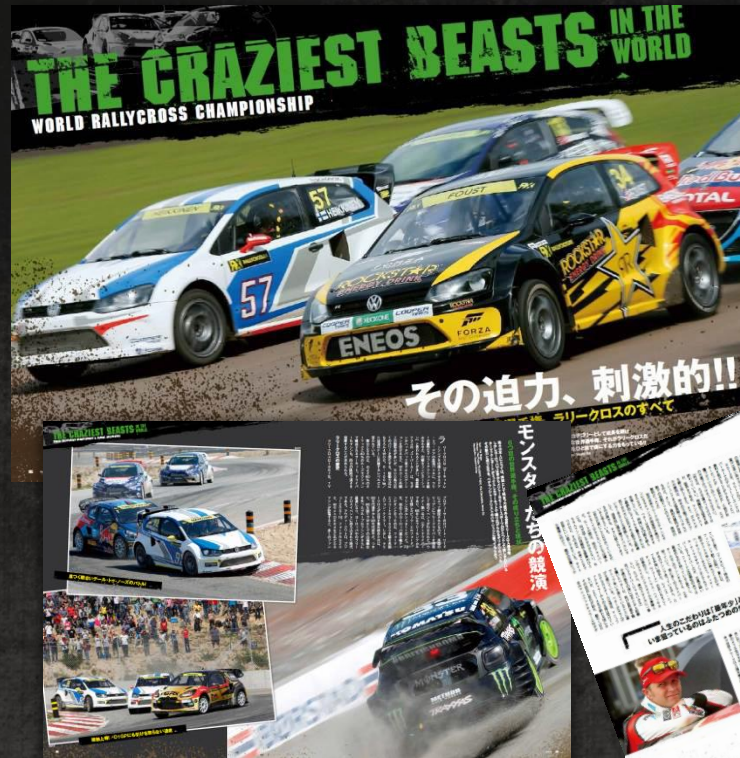
LES HOMMES - Arrivés à 42 ans, Jacques Villeneuve et Andy Scott ont une expérience de course de plus de 20 ans. Ils ont travaillé ensemble pendant des années à la Williams.

CHALLENGE DU CHAMPIONNAT - Le championnat du monde de rallycross se disputera sur 12 manches, du 10 mai au 10 novembre. Les courses auront lieu sur des circuits variés, de la neige à la pluie. Les voitures seront des Audi S1 modifiées pour le rallycross.

PRESS INTERNATIONAL

World RX international coverage has dramatically increased 2014. Coverage has been picked up in a number of key global territories including Australia, India, Japan, Indonesia, Brazil, America and Canada:

- Le Journal de Montreal, La Presse & Le Soleil (Canada)
- NZ Herald (New Zealand)
- Motor, Izvestia & Sport Express (Russia)
- Otomotif (Indonesia)
- Auto Sport & Rally Plus (Japan)
- Racer (USA)
- Top Gear & AUTO Bild (International)



FIA World Rallycross Championship

Female racers out in force in World Rallycross Championship

The Swedish round of the FIA World Rallycross Championship saw the season's largest ever female entry, as eight women competed across the championship's various categories.

Topping the bill in the Superior category, at her home event, was Emma Karlsson. The FIA Women in Motorsport Commission member joined the series at the start of this year following a successful career in rallying and at the Höjesås circuit she powered her Per Eklund Motorsport Saab 9-3 Superior to her first heat win.

"What a great feeling to win in front of the home audience, and with over 30,000 spectators," she said of her victory. "I had gone bumps all over when I opened the door and heard the crowd."

However, despite the win the Swede was not happy with the pace of her car in the following rounds. "It's at least one second per lap slower than I expected and that's way too much. I'm not satisfied at all, and at the same time a bit confused. We need to analyse why I lose so much time."

The dissatisfaction and the desire to investigate the cause of her car's lack of pace led Karlsson to withdraw from the following round in Belgium in mid-July. She hopes, however, to return to action at Germany's Hohenring circuit in September. "It was a big shame. I was really looking forward to race at the Circuit de la Vallée de la Merle (Belgium) but we need to investigate what the problem is and come back even stronger at the next competition."

The eight female racers who lined up for the Swedish round of the FIA World Rallycross Championship in Höjesås.

competition, and who two years ago won the Norwegian Rallycross junior series in her home country, cross a

The youngest female competitor to race in Höjesås was 17-year-old Aida Mørset Østvik.

OTOSPORT

World Rallycross Championship 2014, Finland

KOMPETISI GANAS DI TIGA KELAS

World Rallycross Championship 2014, Finland, saw a highly competitive race with Emma Karlsson taking the win in the Superior class. The race was held at the Höjesås circuit, which is known for its challenging dirt and gravel tracks.

Other notable performances included Per Eklund Motorsport's Saab 9-3 Superior and Volkswagen Polo R WRC. The event attracted a large crowd of spectators, highlighting the growing popularity of rallycross in Finland.

WANTAJA JUGA DRUITAN

ECO PERFORMANCE WINNING POWER

JAPAN'S NO.1 MOTOR OIL

ENEOS

http://www.fia.com/press/press.php?id=1090&id=1090



OFFICIAL MERCHANDISE

FIA
EUROPEAN
RALLYCROSS
CHAMPIONSHIP

OHÉ
c'est aussi:
un patrimoine.

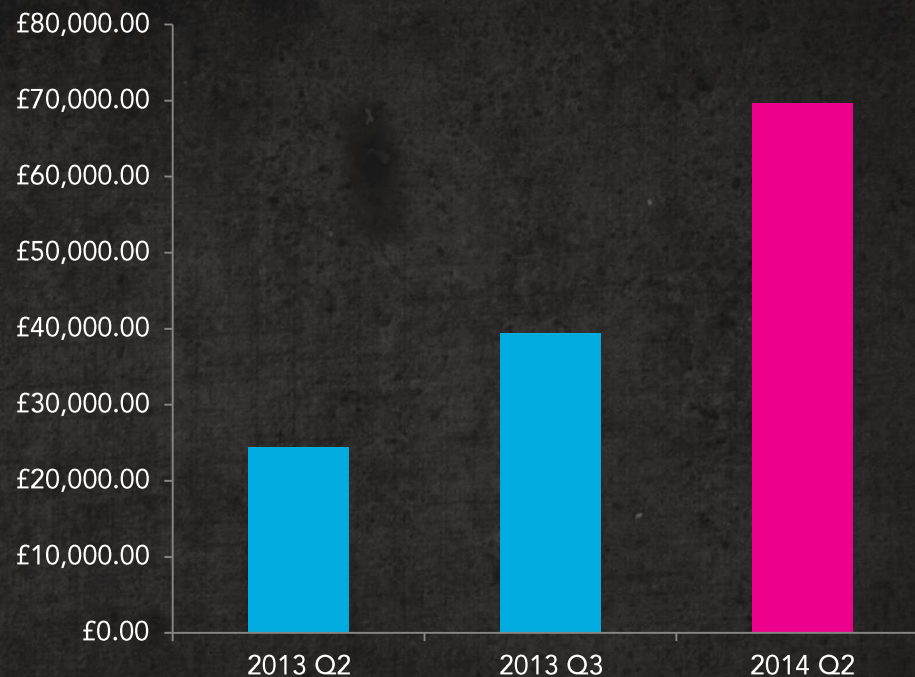
MERCHANDISE

Another indication of the growth of the World RX Championship and increased recognition of the 'RX' brand can be found in the growth in sales of our official merchandise.

190%

Increase in combined sales through six 2014 RX events.

2013 vs 2014 EVENT ATTENDANCE



*2013 Q4 and 2014 Q1 saw no RX events



HAYNES

OVERDEN

MONSTER ENERGY

MONSTER ENERGY

MONSTER ENERGY

MONSTER ENERGY

MONSTER ENERGY

MONSTER ENERGY

MONSTER ENERGY

MONSTER ENERGY

8

BAKKERUD

LIKE A BOSS

HD transport

Olsbergs

Informativ

EcoBoost

TIMERZYANOV

1

Red Bull

TOTAL

208

PEUGEOT FINANCE

DORAN

MONSTER ENERGY

TRAXAS

HEIKKINEN

WALLEN

HVAAL

alibox

FIA WORLD RALLYCROSS CHAMPIONSHIP

MONSTER ENERGY

DRIVER ENTRIES

The number of drivers entering the Championship across all categories (Supercar, Super1600 and TouringCar) has increased.

100+

P.G. Andersson was the 100th Supercar driver to enter the 2014 World RX Championship in Germany.

2013 vs 2014 DRIVER ENTRY NUMBERS



140%

Increase of average number of 2014 Euro RX drivers on initial expectations.

30

Average number of Supercar entrants in 2014.



PETTER SOLBERG

DNB

SOLBERG

11

BrandFactory

MADE IN SWEDEN

TENGTOOLS

AVERY

GEILO

TENGTOOLS

RALLYCROSSRX

TOTAL

WHEELS

MEX

speedline

METHOD

BROADCAST:

World RX data provided by Repucom and IMG Media and approved for publication by Repucom. TV figures from other motorsport Championships provided by IMG Media. Digital audience data taken from Google Analytics, Facebook Insights, YouTube analytics and EDGESport.

LIVE ATTENDANCE:

Live audience figures provided by promoters of the FIA World Rallycross Championship.

ONLINE:

Online figures are provided by Google Analytics, Facebook Insights, YouTube Analytics, SproutSocial, Twitter and Statigram.

AUDIENCE:

Audience figures provided by Survey Monkey, Quick Tap Survey (both surveying live event spectators), Google Analytics, Facebook Insights, YouTube Analytics and Survey Monkey.

PRESS:

Information compiled with assistance from local event press officers.

MERCHANDISE:

Data provided by Performance Clothing.

DRIVER ENTRIES:

Data provided by World RX Driver Liaison and the FIA.

COST-VALUE ANALYSIS:

Based on estimations taking into account known media output and industry knowledge.

Whilst proper due care and diligence has been taken in the preparation of this document, neither IMG or Repucom can guarantee the accuracy of the information contained and therefore we do not accept any liability for any loss or damage caused as a result of using the information or recommendations contained within this document.



CONTACT

MARTIN ANAYI

Managing Director,
FIA World Rallycross Championship
martin.anayi@img.com
T: +44 208 233 5087
M: +44 791 299 9589
rallycrossrx.com