

Red Bull®

Red Bull x BLU TACK LAB PROJECT: DOOR TO RING

20005166

Keon Ok

BLU TACK



FANATEC®



CONTENTS: Proposal

| | |
|---|-----------|
| Intro to project..... | 3 |
| RedBull..... | 4 |
| BluTack Lab..... | 6 |
| Driver & Insight..... | 8 |
| Foresight..... | 9 |
| Researches..... | 10 |
| Case Study..... | 12 |
| Audiance..... | 16 |
| Road Map & Early Adoption..... | 17 |
| Problem Statment..... | 18 |
| Environmental and Social impact..... | 19 |
| Video..... | 20 |



The virtual third space is upon us. It is time to open the door to our ring.

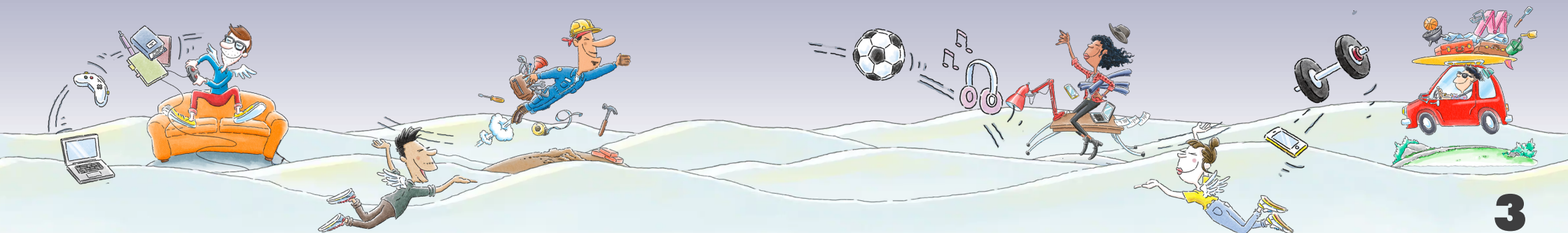
"We will see more pro drivers coming from sim racing"
-Liam Lawson in BBC



FIA KARTING
WORLD
CHAMPIONSHIP



FANATEC®



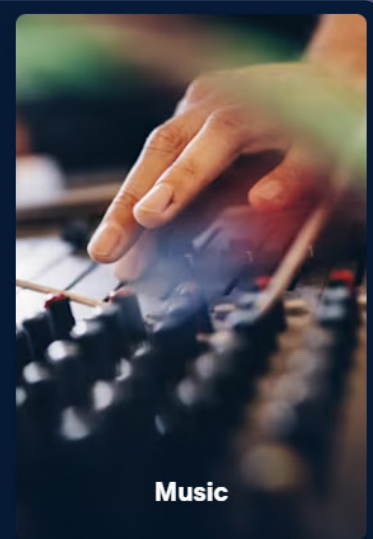
Red Bull

"Giving Wiings to People and Ideas"

In 1987. Red Bull GmbH launched an entirely new product category: energy drinks. Red Bull has expanded beyond the label of the original energy drink corporation to encompass energy, passion, and culture.



Red Bull®



Red Bull: Beyond Energy Drink

Red Bull GmbH is more than just a beverage company.

Red Bull symbolises energy, speed, enthusiasm, and community.

From extreme sports to festivals, Red Bull sponsors over 20 different festivals, events, and sports.

Based on superior culture teams from around the world, Red Bull created the world's
"Energy Kingdom."

Now, It's time to design our own world.



Motorsports

Formula Racing FI DTM Stockcar Junior Formula Series
Red Bull Rookies Cup Motorbike Road Racing Enduro 15 more

Water Sports

High Diving Cliff Diving Surfing Kayaking Freediving
Canoe Slalom Canoe Racing Canoeing 8 more

Winter Sports

Snowboarding Skiing Snowkayaking Freeskiing Ski Jumping
Alpine Skiing Ice Skating Speed Skating 3 more

Aerial Sports

Paragliding Wingsuit Flying Aerobatic Flying Drone Racing Skydiving
BASE Jumping Red Bull Flugtag

Culture

Dance Breaking Nightlife Music MC Battle Clubbing
Urban Culture Festival 1 more

Discover More

Adventure Racing Fitness Athletics Padel Productivity Climbing
Skateboarding Tennis 33 more

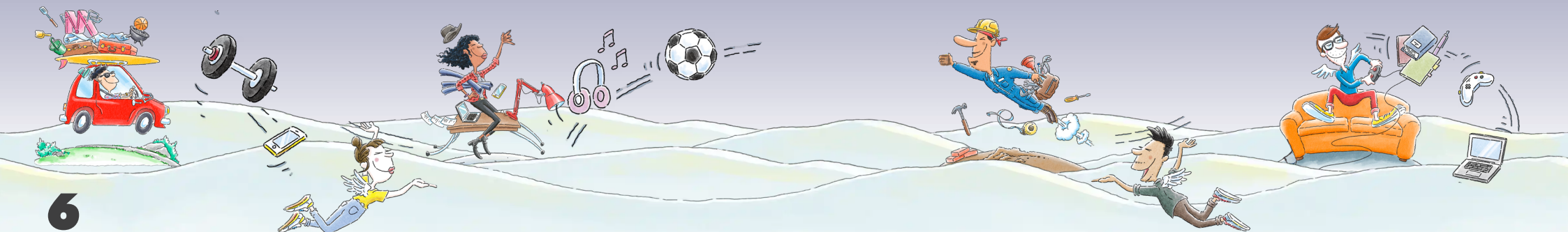
BLU TACK LAB

"Building Your Comfort Zone"

Blu Tack Lab is a British creative studio that specialises in connective 3D space design for virtual reality and the metaverse.

We are at the forefront of the pre-neural media sector, connecting meta-worlds with partner enterprises.

Our goal is to help businesses create virtual worlds and echo systems, while also protecting the community from harmful generative AI material.



BLU TACK: Over the Space

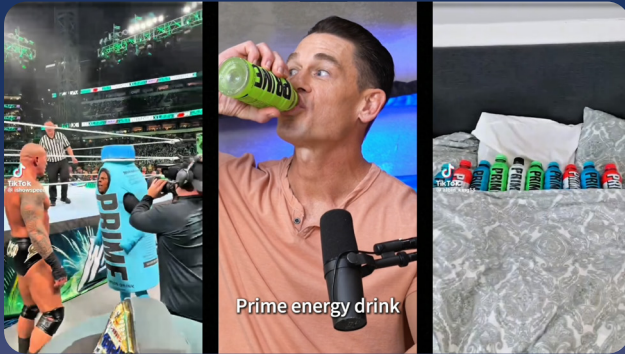
Blu Tack Lab isn't only a 3D studio.

We want to seamlessly link people across spaces, both online and offline.

Where even our audience stays in, we provide best experience to our audience over VR, AR and even MR technology with our partner Meta's next Gen HMD.



Driver & Insight



The COVID lockdown has pushed Generation Alpha into the digital realm, increasing sales of sim-racing equipment and accelerating the sim-racing industry. Customers who purchased sim gear during the COVID outbreak are selling it due to a lack of connectivity with other users.

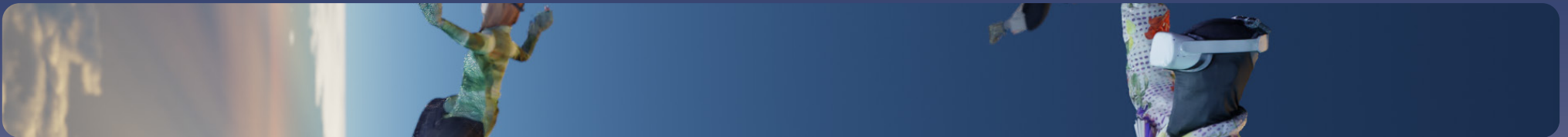
Furthermore, items like Prime Energy drinks help to define their identity by serving as a status symbol. In the future, influencer marketing may have a significant impact on Gen Alpha decisions, in contrast to Gen Z and Millennials, who prefer not to be influenced.

However, due to the generation's characteristic of irresponsible consumption of Prime energy drinks, the rest of society developed a negative perception of high-caffeine drinks and ringed alert on the energy drink industry.



Foresight

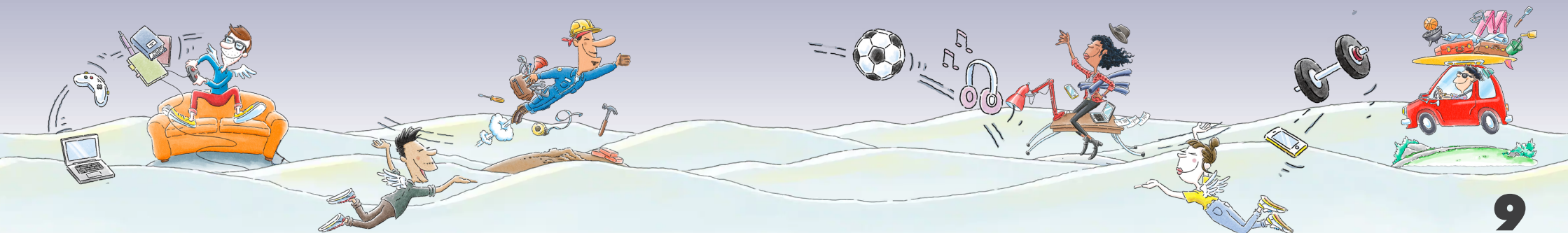
Gen Alpha's interactions and identity are digitalized. As identities become more fragmented and distributed across multiple platforms, third spaces lose their physical presence in the world. Online third spaces, where people can opt-in and out depending on who they want to be that day, will become more popular. Along with this, people will commit to VR and transcending their physical selves. People will be able to completely remove themselves from platforms they do not want to be a part of that day and engage where they are needed. This will improve people's well-being and strengthen communities by allowing us to connect authentically through escapism.



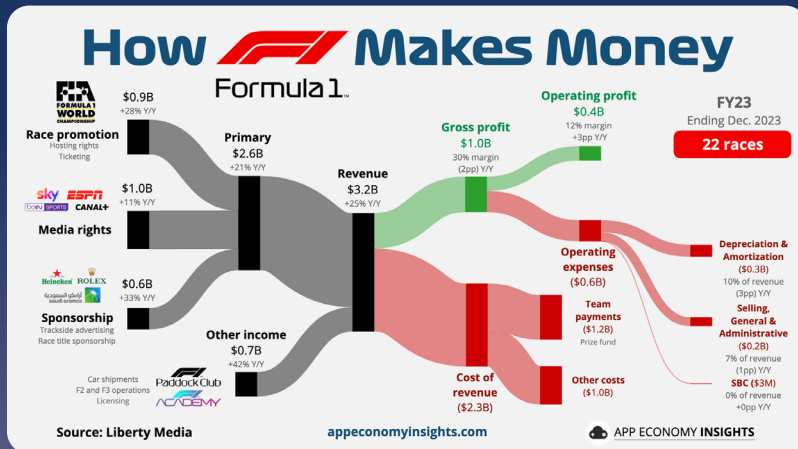
The cross-cultural optimism of algorithms Data mining envisions a future in which technology is utilised to identify people who are similar to you. To address Generation Alpha's concerns about a lack of physical interactions in the future, the algorithm that brought people together digitally will now connect them to the physical world. Making this a better future.



With a lack of physical interaction, the world is moving closer to becoming fully digital, with VR now being utilised to hang out with pals. Meeting in queue species that were formerly physical, like a playground, by connivance.



Research: Sponsorship



"Sponsorship" is a key component of this project.
We discovered a new business model from the Meta-sim racing hub by working backwards from the sponsorship system.

Drivers can now purchase sponsor decals via Red Bull: To be featured in our The Ring echo system, The Ring and its sponsors must be a partners with Red Bull.

To sum up, Red Bull will secure service fees from drivers when they purchase sponsorship decals as skin, the sponsors need to pay for Red Bull to register their brand in our The Ring echo system.

Drivers can also earn sponsor decals as decorations, as well as real sponsorship, by winning the official sim league and demonstrating their ability as pro-sim-racer.

This system will also help their early career as real-life racing drivers.

"Many "sponsor" stickers are from drivers who just like and want to support a specific brand or business without necessarily being compensated. Many more also emulate a classic livery because it looks really cool, without any form of compensation."(Peters,D. 2020)

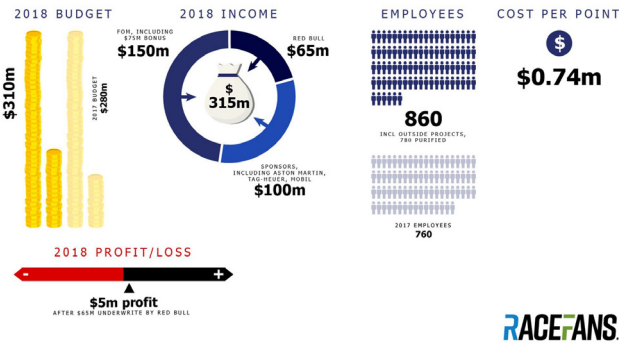
However, because the influence of online-based services is not as strong as real-life leagues, the scale of sponsorship will not initially reach the expected profit, as seen in the motorcycle series.

"The motorcycle sponsors have therefore taken slightly longer to reach the same level of marketing sophistication in a sport which is recognized as having less money overall." (Braham, B. 2008)

But in addition to the current motorcycle series secured system, our The Ring echo system will expand in the future.

Red Bull Racing

Milton Keynes, Britain (Austrian owned)



Research: E Motorsport

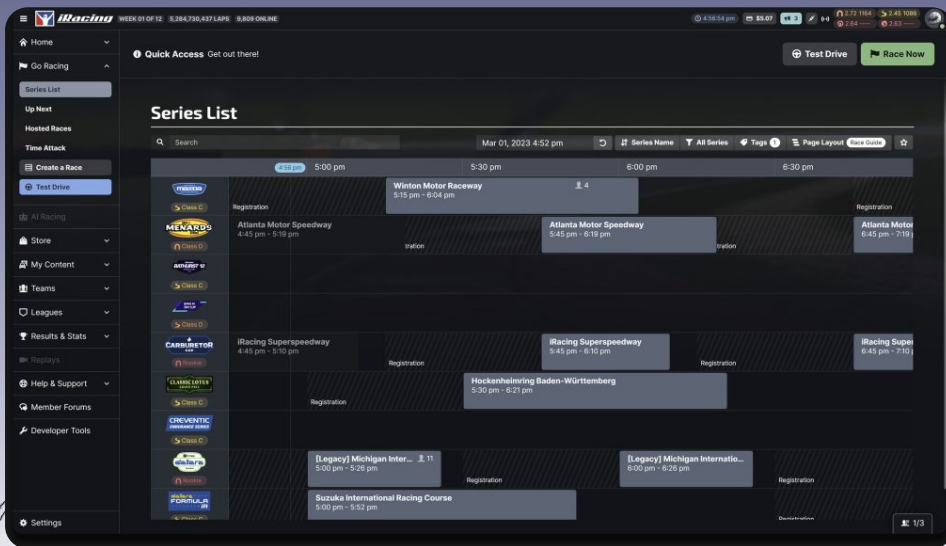
Max Verstappen wins virtual Nurburgring 24 Hours whilst competing in F1 race

Max Verstappen has won the Nurburgring 24 Hours virtual race - despite competing in F1 at Imola.

Sim racing is coming for motorsport fans.

Numerous official automobile-related brands host E-motorsport cups. Toyota GR hosts the GT cup in Gran Turismo 7, while F1 has its own Esports GP in the Codemasters F1 series. and many professional racers attending Esports events and competitions.

One of the most popular racing simulators among professional racers, iRacing, is a Web-Luncher simulator. Our The Ring echo system may use the Web-Luncher system on our Meta-racing hub to provide a seamless connection between our community hub and sim racing.



Deep Dive: FANATEC



FANATEC'S NEW Stratge

Fanatec began developing and manufacturing simulation racing wheels in collaboration with real-world automotive manufacturers.

The initial project was to create a speedy realisation system with the BMW racing team, which Fanatec mostly employs for their next-generation wheelbases.

Fanatec launched the QR2 system and BMW M4 GT3 wheel together, which is identical to what BMW M4 GT3 racing cars use today.

This "You can use your sim racing wheel in a real race car" strategy was fantastic among sim racing users, resulting in an early sell out despite the wheel's price of £1,499,95.



Deep Dive: FANATEC



FANATEC Bentley GT3 STEERING WHEEL

The BENTLEY GT3 steering wheel project is the next initiative for a real-life racing car wheel in sim racing. The project has not yet been completed due to global semiconductor shortages and screen issues. However, it suggests that future trends in sim racing will involve active collaboration between sim racing and real-life racing.

Our The Ring project aims to create a simulation racing steering wheel that can be utilised in real-world karting using Fanatec. This collaboration would boost our meta-racing hub immerse with real life motorsports.



Deep Dive: VR / Meta Social Hub



GORILLA TAG is one of the most popular virtual reality games among Generation Alpha.

The game contains low-quality poly visuals but simple and addicting tag-style gameplay.

When it comes to the metaverse and creating a virtual community, the graphical quality of the game isn't as important. For example, in Forza Horizon 5, the game's goal was totally different, but they still wanted to develop an in-game community among gamers, but they failed on that front. Also to operate games in virtual reality HMDs, reducing computing resources is necessary.

So we decided to keep our hub as simple as possible, using 2D textures and low poly graphics.



Deep Dive: VR / Meta Social Hub



Audience

Generation Alpha: Go Kart

Because go-karting is expensive, most kids in the upper-middle class participate. They require permission from their parents to continue go-karting, both financially and physically. Serious go-karting does not include indoor electric go-karting in this scenario. In this scenario, go-karting refers to ama-professional karts powered by motorcycle engines that can compete in official events. Also, they're mostly doing sim racing already with support from their parents.

Their relationship with their parents is mainly positive, but they have a desire to establish their community and a fear of the future as professional racing drivers, as they understand that they cannot rely on their parents indefinitely.



Generation Alpha: Gamer/sim racer.

Generation Alpha who cannot afford go-karting become interested in sim racing, yet sim racing is also too expensive for this age group.

Sim racing requires money, space, and time. Their parents will not simply allow them.

They have a deep enthusiasm for motorsports, but creating a community with go-kart gen Alpha is difficult because they lack exposure to each other.

However, they are open to console or VR games, which is what our project is looking into.



Road Map & Early Adoption

2024-Pre-release preparation

**Start developing the 3D world
and sponsor bidding open.
Collaboration with Partners
starting.**

2034-Normal lunching

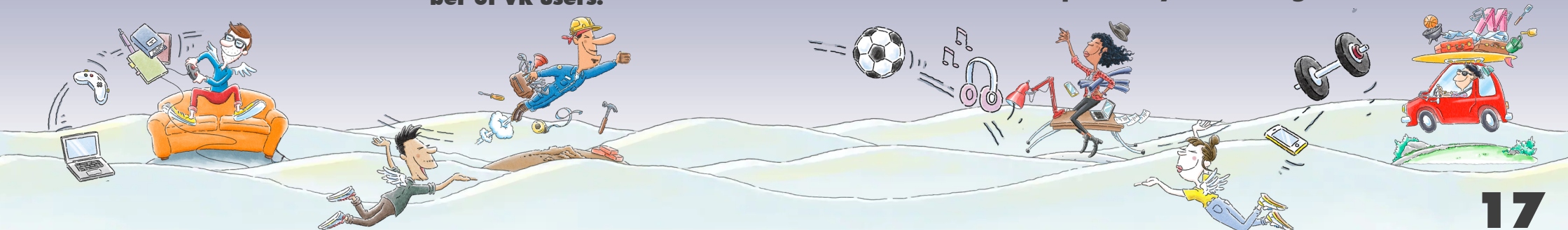
**Open service to the public.
operating system is
Meta's next gen HMD vr
device.**

2029-Possible Early Adoption

Opening service as beta-service in flat screen devices(PC)
Plans may vary. Depends on the number of VR users.

2040< -Future Adoption

Begin arranging the transfer process to the neural media environment. Our lab strategy is neural media-proof. Adoption may not be tough.



Problem Statement

After ten years, environmental regulations for motorsports will become much more strict and because of that, there is the possibility that the size of entry-level motorsport classes will be replaced by a sim-racing league. The size of the Sim-E racing industry continues to grow and it will become more popular in society and even young age groups by lowering the price of sim-racing gears.

It is critical to establish a pre-community for future motorsports today, since the virtual 3rd space will become an important hub in the motorsport scene too.

However, our proposal will help to lower Generation Alpha's entry barrier to karting and sim-racing by eliminating the burden costs of real-life karting by launching a career in sim-racing, providing a substantial opportunity for junior karting rookies.

The project's timescale appears to be within ten years. The most important element is the quantity of VR users in Generation Alpha.

There is also a concern that the social image of energy drinks will be tarnished by external causes and social virals (for example, Prime Hydration), posing a long-term health risk.

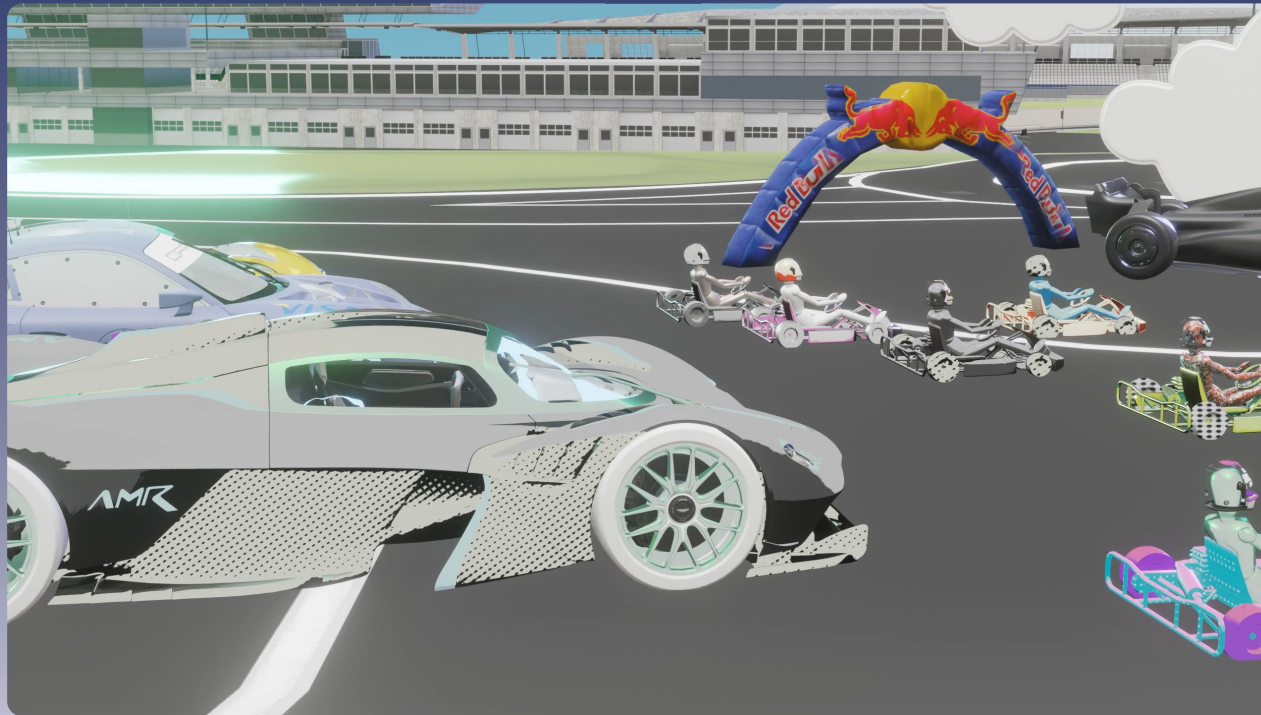
After ten years, our project's new economic model will secure future consumers as community members by attracting potential audiences to the ecosystem.



Enviromental & Social Impact

We secured the third area in the physical location, which may be used as a multi-purpose environment for event curation. It means we can avoid a carbon imprint from IRL events. In addition, this free space will narrow the economic disparity between generation alphas.

Furthermore, this echo system will help secure future motorsports rookies.







Red Bull®

Red Bull x BLU TACK LAB PROJECT DOOR TO RING R&D

20005166

Keon Ok

BLU TACK

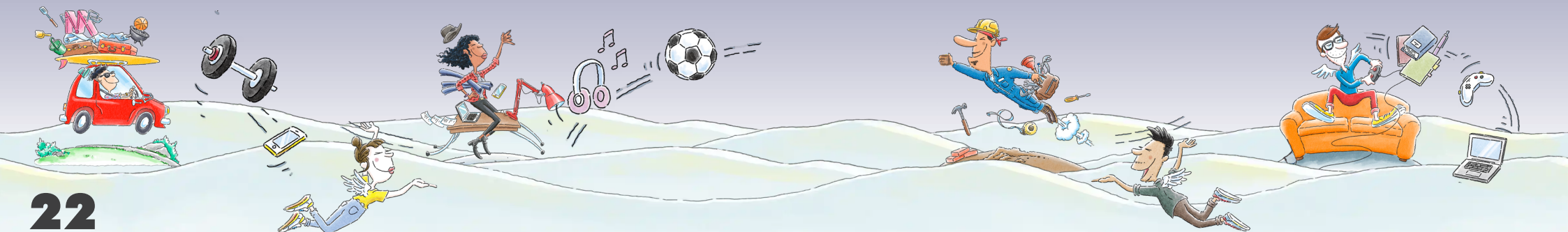


FANATEC



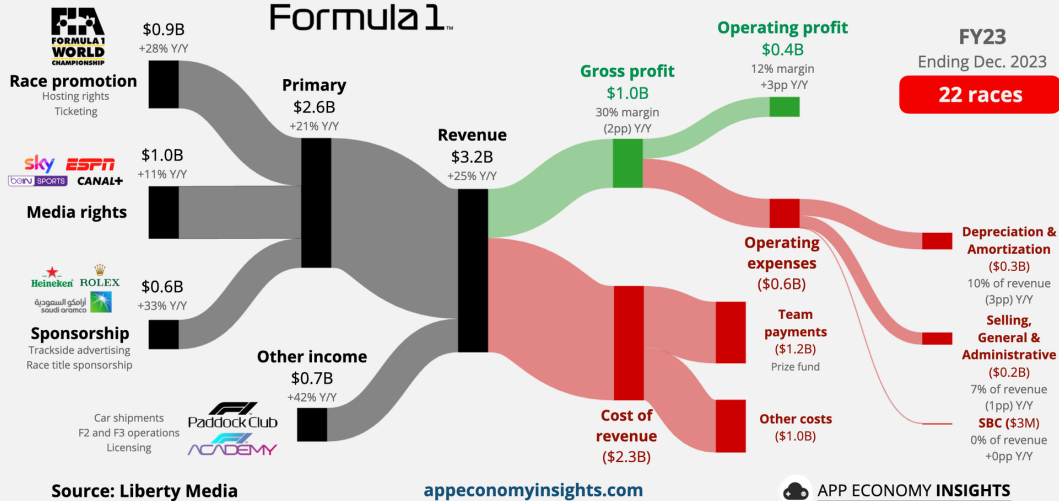
CONTENTS: RnD

| | |
|--|-----------|
| Research: Sponsorship..... | 23 |
| Research: Red Bull..... | 28 |
| Research: Simracing..... | 32 |
| Research: Fanatec..... | 36 |
| Research: Go Kart..... | 38 |
| Audiance: Sim..... | 40 |
| Audiance: Kart..... | 42 |
| Visual Researches..... | 44 |
| Ideation..... | 50 |
| Moodboard..... | 51 |
| Wireframes..... | 54 |
| User Journeys..... | 56 |
| Prototyping..... | 58 |
| Blu Tack studio brand idantities..... | 64 |
| Testing..... | 66 |
| Iteration..... | 72 |
| Collaboration..... | 74 |
| Reflective Statment..... | 76 |
| Bibiliography..... | 78 |



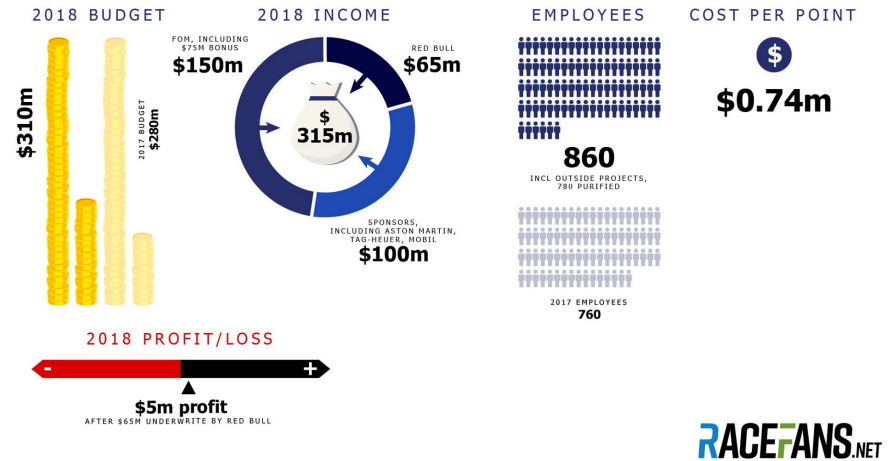
Motorsport Revenue Model

How Formula 1 Makes Money

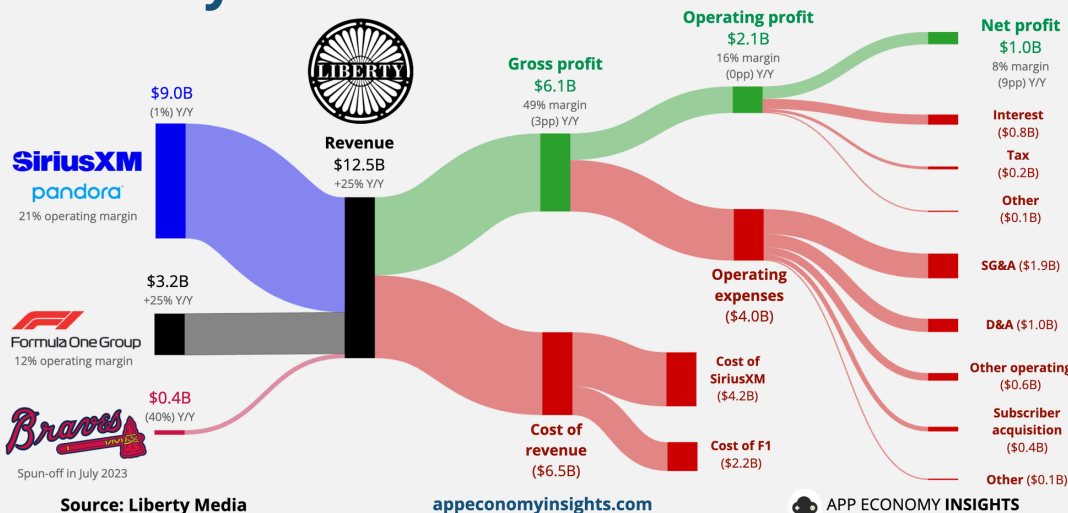


Red Bull Racing

Milton Keynes, Britain (Austrian owned)

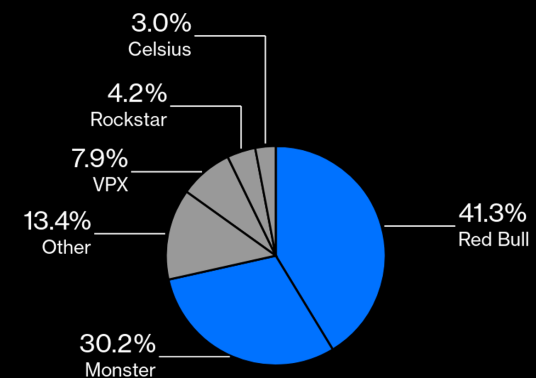


Liberty Media FY23 Income Statement



Jolly Duopoly

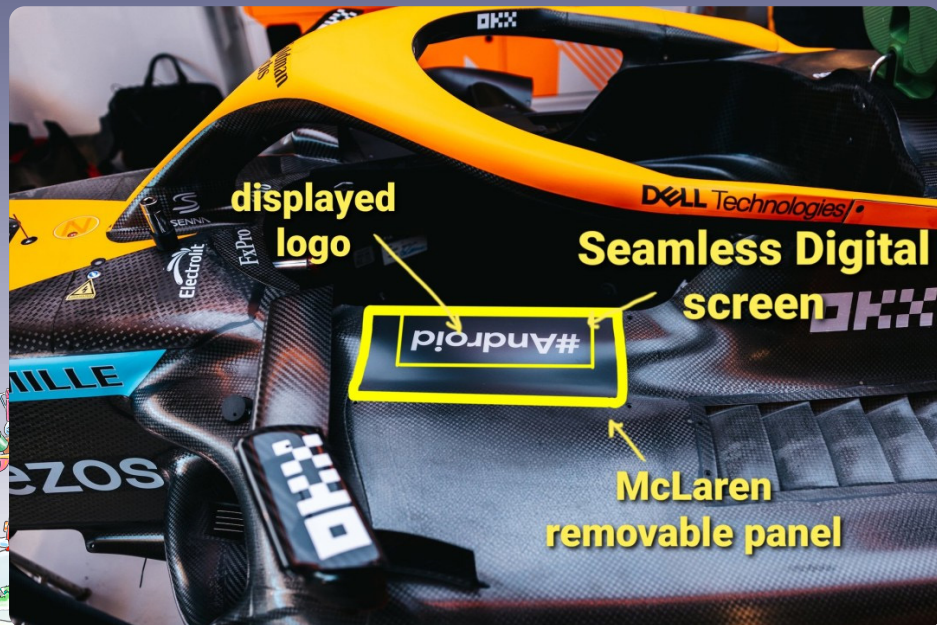
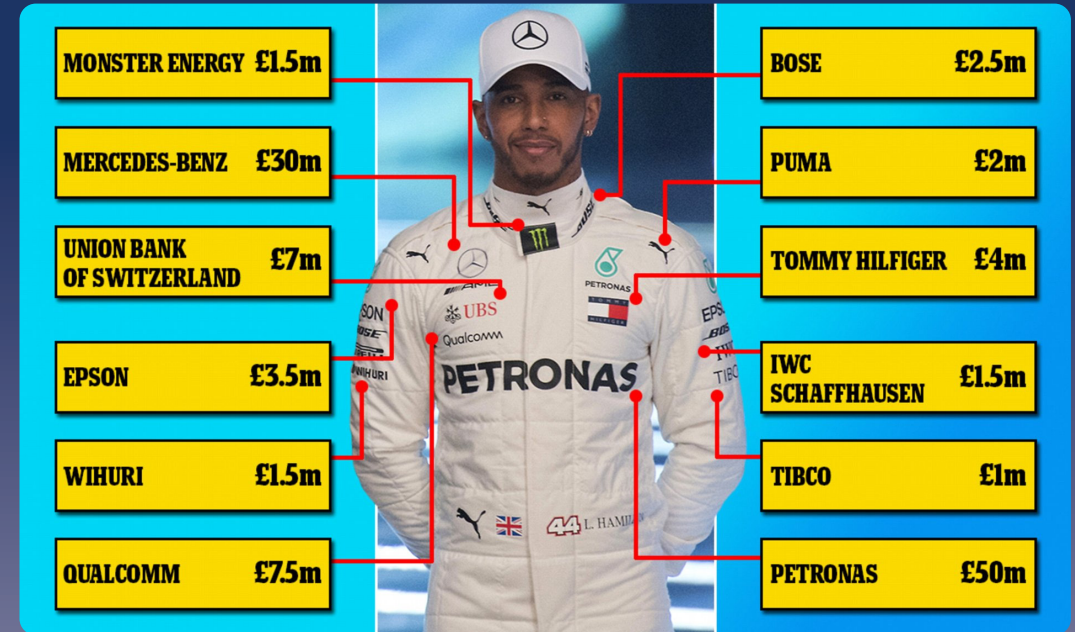
Red Bull and Monster dominate the US energy drinks market



Source: : Information Resources Inc. data cited in Beverage Industry. Market share by dollar sales value. Includes US supermarkets, drug stores, gas and convenience stores, mass merchandisers, military commissaries, and select club and dollar retail chains for the 52 weeks ended in June.

BloombergOpinion

Sponsorship in Motorsport



Sponsorship in Motorsport

Corporate sponsorship of events contributes significantly to marketing aims, including brand awareness as measured by recall and recognition of sponsor-event pairings. Unfortunately, resultant advantages accrue disproportionately to brands having a natural or congruent fit with the available sponsorship properties. In three cued-recall experiments, the effect of articulation of sponsorship fit on memory for sponsor-event pairings is examined. While congruent sponsors have a natural memory advantage, results demonstrate that memory improvements via articulation are possible for incongruent sponsor-event pairings. These improvements are, however, affected by the presence of competitor brands and the way in which memory is accessed.

"Wait, I see plenty of cars in club racing with businesses and sponsors on them!"

Quite often, the businesses you see "sponsoring" club racing cars are the driver's own personal business, job, parent, or friend. I'm not saying that lucrative club racing sponsorships are unheard of, but if you ask the random driver with a business name on their car, they typically aren't taking a huge check to have the name on their car.

Many sponsorships you see are for partial services, like a shop giving discounted alignments for sponsored cars or free tire mounting and balancing. These are generally labor services vs paying cash or parts.

And yet, many "sponsor" stickers are from drivers who just like and want to support a specific brand or business without necessarily being compensated. Many more also emulate a classic livery because it looks really cool, without any form of compensation. There are tons of Martini and Gulf liveried vehicles in Club racing, but I'd guess that not a single one is doing it as a sponsorship.

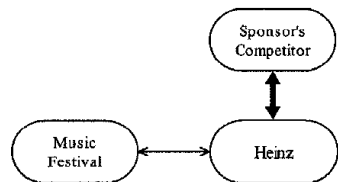


Sponsorship in Motorsport

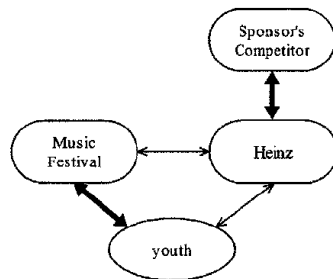
FIGURE 1

HYPOTHETICAL ASSOCIATIVE NETWORKS SHOWING SPONSOR-EVENT RELATIONSHIPS WITH COMPETITOR PRESENT

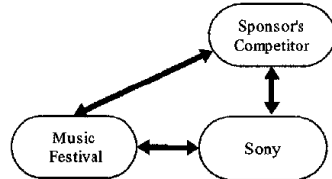
A Incongruent-Unarticulated Sponsorship



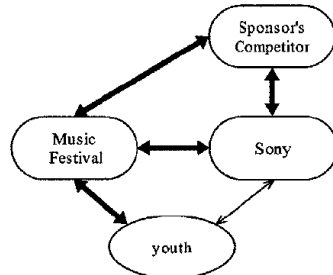
B Incongruent-Articulated Sponsorship



C Congruent-Unarticulated Sponsorship



D Congruent-Articulated Sponsorship



To better grasp how sponsorship works in real life, I read a few scholarly writings on sports sponsorships. The primary consideration in sponsoring and collaboration was their brand image and exposure to the public. For example, in Formula One, all sponsors and F1 teams have separate contracts. If you're a competitive team but crash in the middle of a grand prix, it could be considered out-of-contract because the sponsor anticipated your brand image to be competitive rather than crashing in the middle.

In that instance, even if the brand exposure period is sufficient, the partner may not seek a long-term deal.

EMJB
12,1

96

Success factors in inter-organisational partnerships

Personal relationship
Trust
Commitment

Partner selection

Complementarity
Compatibility

Balance of power and control
Experience in cooperation
Non-competitive partner(s)
Well-defined objectives

Success factors in university sport partnerships

Relationships

Partner selection

Complementarity

Sporting performance

Organisation

Underlying variables

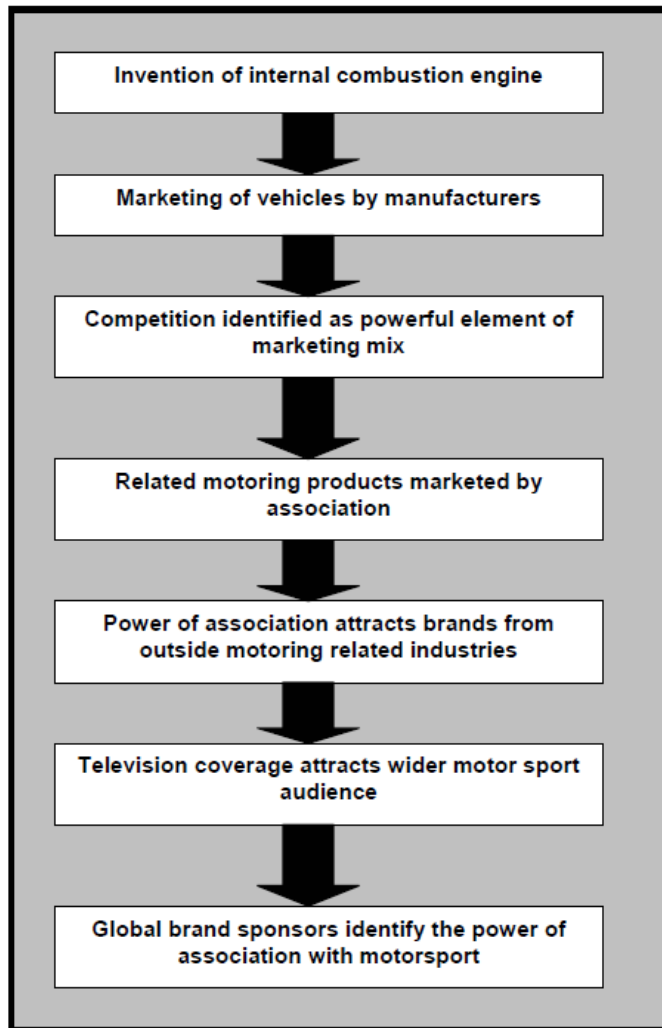
Relational capital
Personal contacts
Professional experience
Trust
Commitment
Prestigious/prominent partners
Partnerships at national level
Critical network size
Innovative sport infrastructures
Training provision and teaching facilities
Sharing of knowledge/technology
Interaction science/practice
Knowledge/research put into practice
Broad sport provision
Differentiation
Titles and champions
Organic regulations
Appropriate organisational structures

Table I.
Cross-comparison of success factors

Sponsorship in Motorsport

Fig 2.1

The evolution of commercial sponsorship in motorsport



Entry-level leagues are ineligible for sponsorship because television does not cover them. As a result, the majority of drivers use their vehicles to promote small businesses or their own.

They may even advertise brands for free because the brand's value outweighs their own.

This is a critical point of sponsorship in our project.

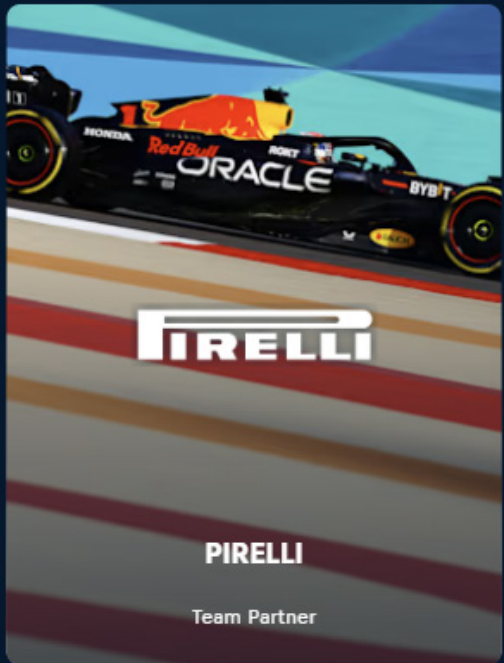
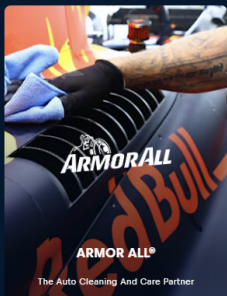
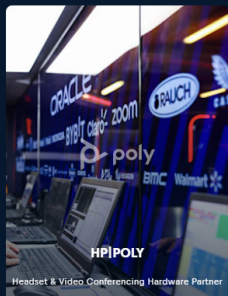
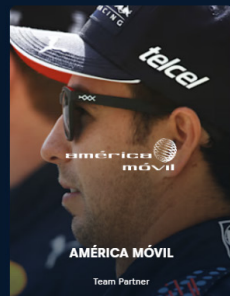
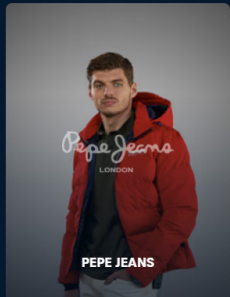
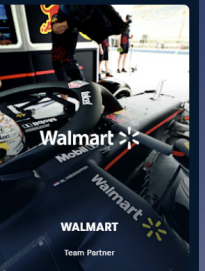
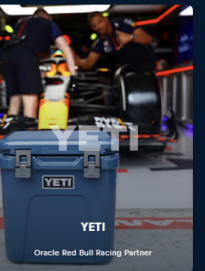
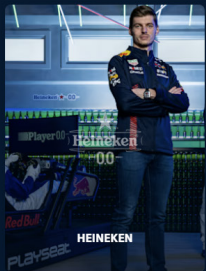
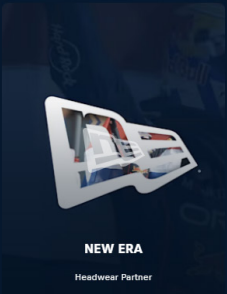
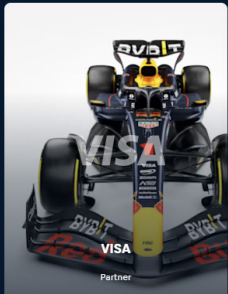
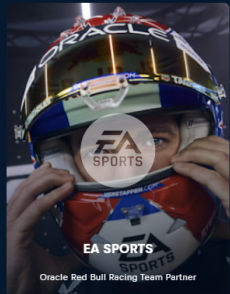
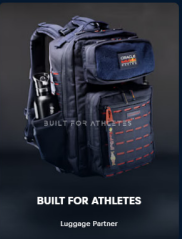
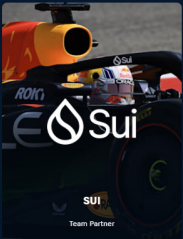
Players may be willing to obtain sponsorships, but they lack values; instead, they are simply customers.

However, the echo mechanism itself is not. Players are literally consuming sponsors while also being exposed to the audience. This is the primary target we are looking for. Our echo system will function as a large billboard, and some players may be sponsored as drivers if they demonstrate the necessary ability to compete in the E sport league.

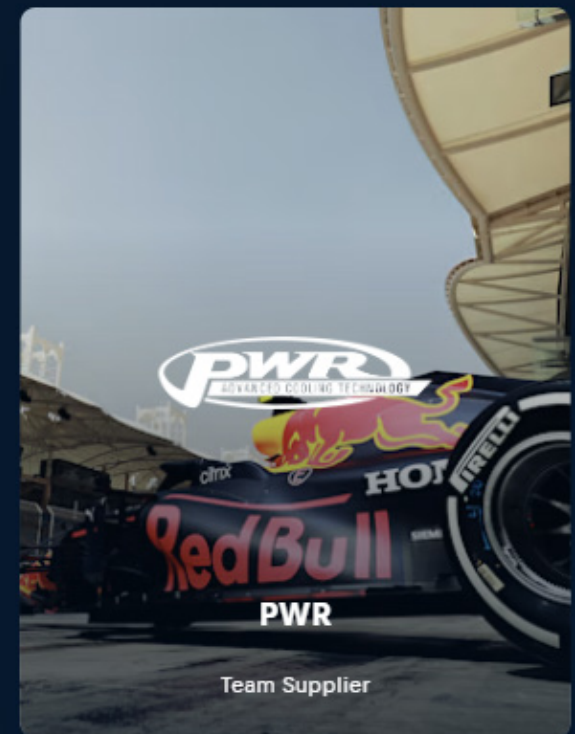
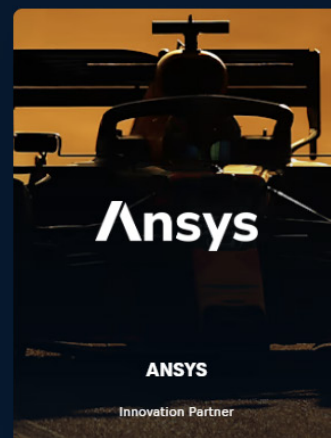
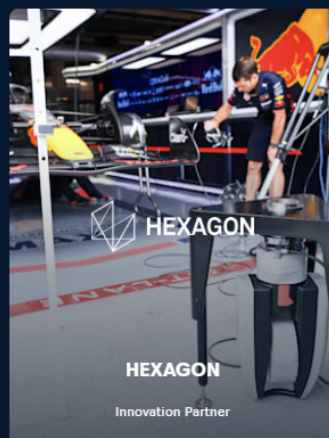
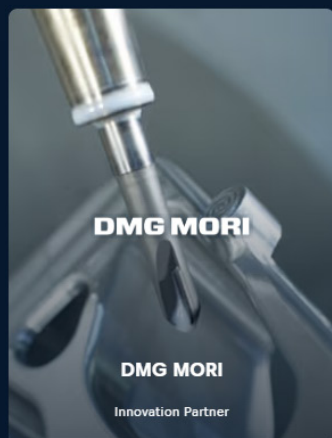
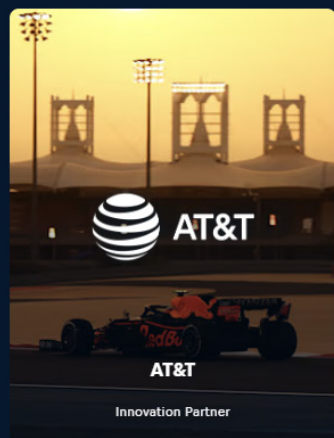
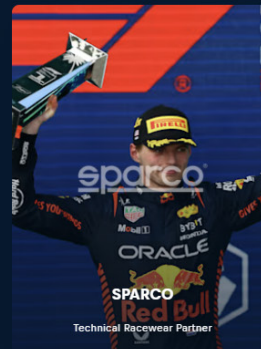
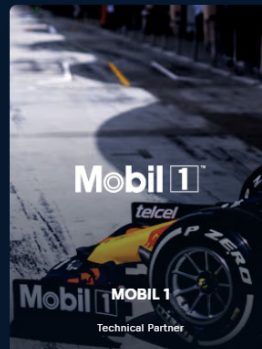
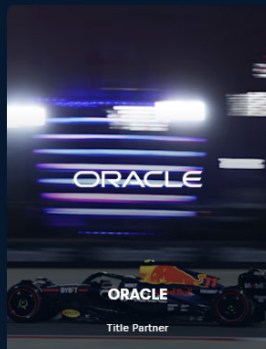


Red Bull: Partners

Team Partners



Technical Partners



Red Bull: Community



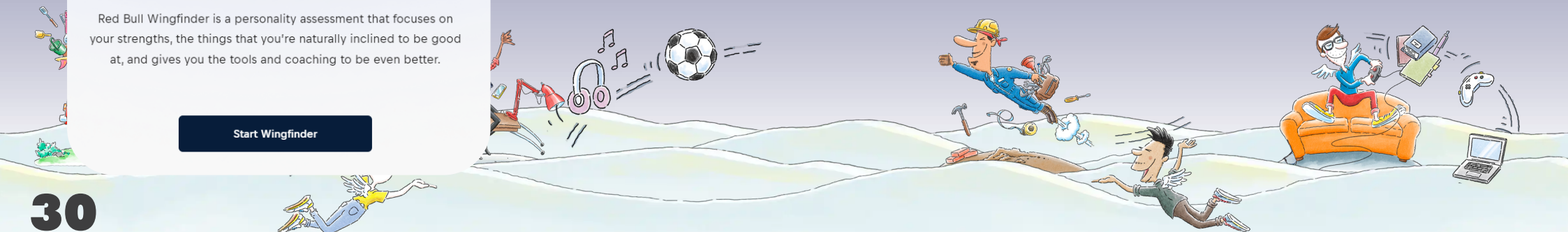
Red Bull Wingfinder

Give **wings** to your career

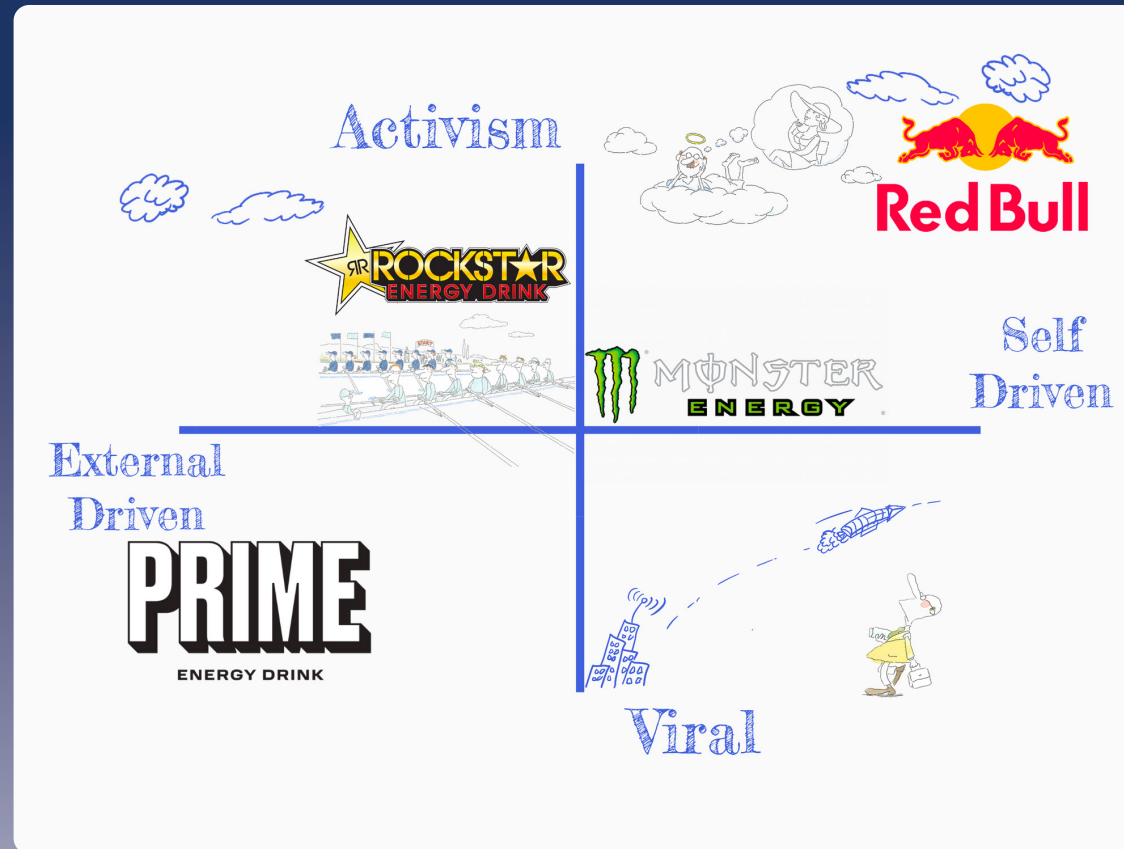
Red Bull Wingfinder is a personality assessment that focuses on your strengths, the things that you're naturally inclined to be good at, and gives you the tools and coaching to be even better.

Start Wingfinder

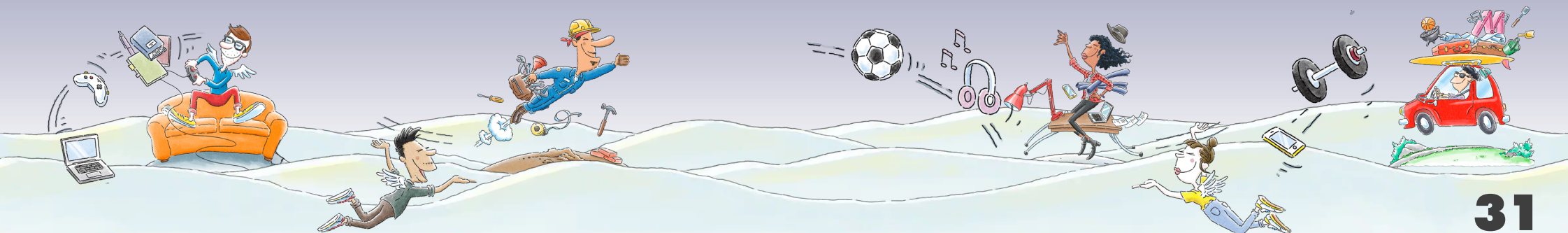
Most Formula One teams have their own junior team or academy to groom potential rookies and familiarise them with their unique system. However, Red Bull also has a Wing Finder, which is designed to connect workers in the Red Bull Echo system.



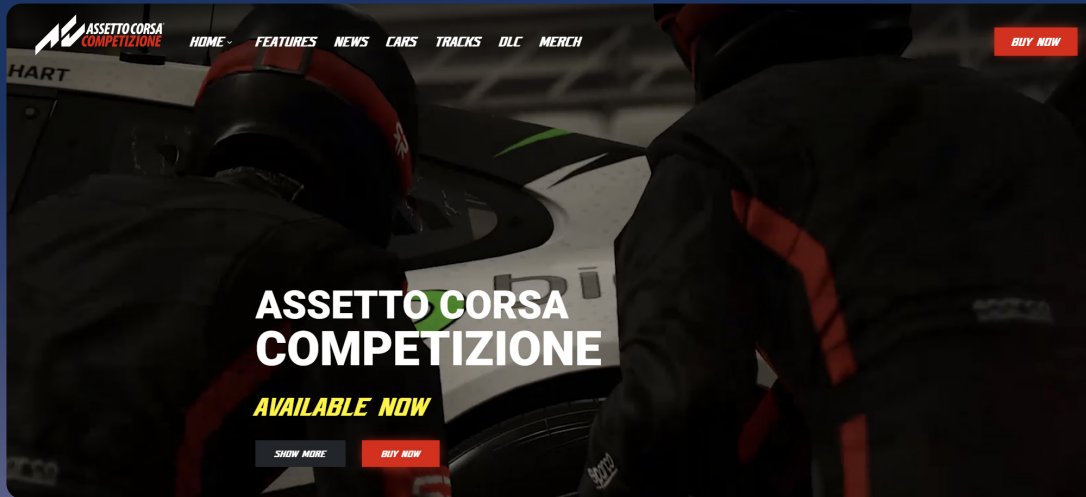
Red Bull: Positioning map



Red Bull is the leading brand in the energy drink business. Their brand strategy is activism-based and customer-driven, which means they entice people to buy their product by overcoming massive challenges.

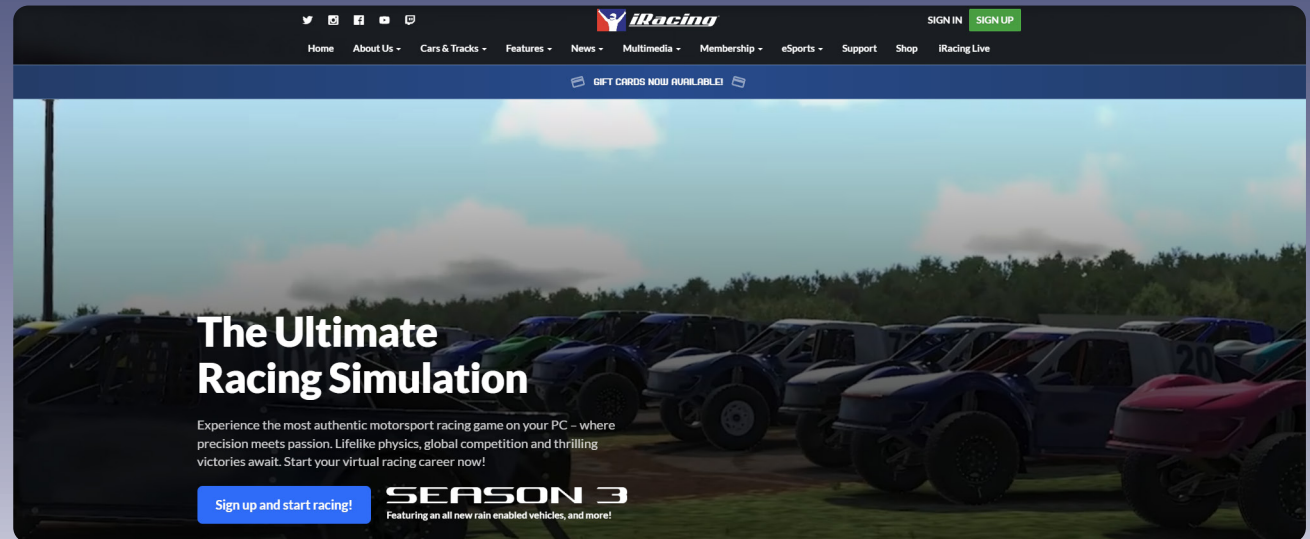


Simracing: Platforms



Assetto Corsa Competizione (ACC) is the newest racing simulation game in the business.
The popularity is just behind iracing, the most active racing sim with genuine moto competitions.

EA's Formula One series is not a genuine simulation game.
However, because the company is legally operated by F1, it has a wealth of additional material, such as F1 driver event matches and its own Esports league.



Simracing: Case

Meet the Man Who Turned Video Games into a Real Racing Career

September 16th, 2016 by Bryan Campbell



For me, **video games** like *Forza* are an easy way to lose hours in front of a TV screen and ceremoniously lighten my colleague **Henry Phillips's** wallet after hours at the office. For **Glenn McGee**, racing games were an innocent keystone of friendly hangouts, then an obsession, and are now the bedrock of his professional career. McGee worked up the ranks of *iRacing*, the online simulator, and its racing league, competing in and winning regional and national championships, sometimes with more than \$30,000 on the line. He eventually earned himself the *iRacingMX-5* Cup world championship, and with it an invite from Mazda to go head-to-head with other sim racers — in a *real* race car — in the Battery Tender Global MX-5 Cup. Read the complete story in *Gear Patrol*.

Since 2016, *iRacing* and *Gran Turismo* have featured gamer-to-professional driver cases. These cases show the possibility for simracing games to serve as a future entry-level motorsport league.



Simracing: Culture

Choose your Series

ASSETTO CORSA
COMPETIZIONE

ASSETTO CORSA

WEC

0

TODAY'S NEW USERS



176,910

USERS



266

CURRENTLY RACING



73,003,371

TOTAL LAPS DRIVEN



LFM is one of the ACC racing clubs. This type of sim racing club operates on a licencing structure. To join the community, players must complete missions and obtain a licence from them.

To promote esports, F1 operates various real-life locations in the Cloud F1 Arcade.

It is a real-life motorsports hub with a concept that is extremely close to my work.

If I can bring the F1 arcade echo system into the virtual world, it will be a successful project.



Simracing: Case

Meet the Team



Manuel Metzger

BILSTEIN and Manuel Metzger are linked by a long-standing and particularly close working relation. Good to have a you on board Manuel!

MEET MANUEL →



Jimmy Broadbent

A high-profile sim racer known for his exceptional driving skills, compelling content creation and passion for motorsport.

MEET JIMMY →



Steve Alvarez Brown

Steve Alvarez Brown, widely known as "Super GT", is well known in the sim racing world for his exceptional driving skills.

MEET STEVE →



Misha Charoudin

Mikhael Charoudin, widely known as "Misha", is a prominent figure in the field of automotive and motorsport content creation, best known for his laps of the Nürburgring.

MEET MISHA →



5 Things I Wish I Knew When I Started Sim Racing

134K views • 13 days ago

Jimmy Broadbent

If you enjoy the video then please hit that like button! Twitch - https://www.twitch.tv/jimmy_broadbent Business Enquiries ...

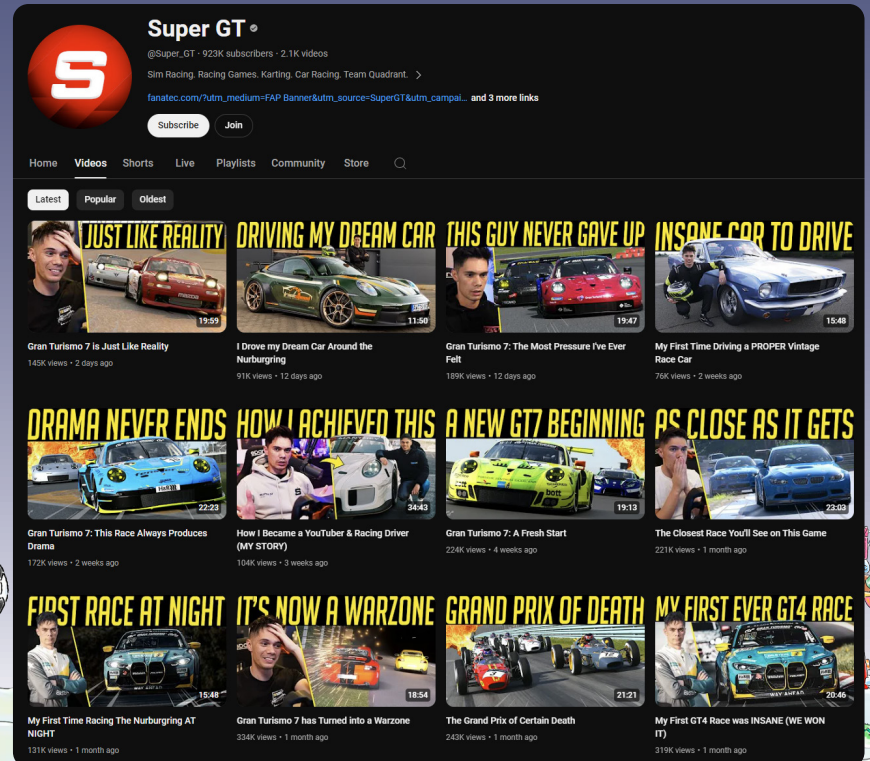


The Most Common Mistake In Sim Racing




172K views • 1 month ago




Jimmy Broadbent

If you enjoy the video then please hit that like button! Twitch - https://www.twitch.tv/jimmy_broadbent Business Enquiries ...



FANATEC: Products

| Podium | GT | ClubSport |
|--|--|---|
|  <p>QR2 BASE-SIDE UPGRADE INCLUDED!</p> <p>Podium Wheel Base DD2</p> <p>€1,499.95 *</p> <p>Sold out</p> <p>ORDER NOW ></p> |  <p>Gran Turismo® DD Extreme</p> <p>€1,299.95 *</p> <p>Ships within 4-7 days</p> <p>ADD TO CART</p> <p>ORDER NOW ></p> |  <p>ClubSport Racing Wheel F1®</p> <p>€1,299.95 *</p> <p>Ships within 4-7 days</p> <p>ADD TO CART</p> <p>ORDER NOW ></p> |

| ClubSport | Podium | ClubSport |
|--|---|---|
|  <p>ClubSport DD+</p> <p>€999.95 *</p> <p>Ships within 4-7 days</p> |  <p>Podium Wheel Base DD1 QR2</p> <p>€999.95 *</p> <p>Sold out</p> |  <p>ClubSport DD F1® Esports V2</p> <p>€899.95 *</p> <p>Ships within 4-7 days</p> |






QR2

QR2 is an all-new quick release system for FANATEC® Steering Wheels and Wheel Bases.

LEARN MORE

Accessory

| | | |
|--|---|--|
|  <p>QR2 Pro Wheel-Side</p> <p>€199.95 *</p> <p>Ships within 4-7 days</p> <p>ADD TO CART</p> <p>ORDER NOW ></p> |  <p>QR2 Wheel-Side</p> <p>€99.95 *</p> <p>Ships within 4-7 days</p> <p>ADD TO CART</p> <p>ORDER NOW ></p> |  <p>QR2 Lite Wheel-Side</p> <p>€59.95 *</p> <p>Ships within 4-7 days</p> <p>ADD TO CART</p> <p>ORDER NOW ></p> |
|--|---|--|

Fanatec and BMW collaborated on the development of the QR2 Pro. Because of the real-life grand QR system, Fanatec began collaborating with real race car manufacturers.



FANATEC: Sponsorship



Fanatec has already had a significant effect on the motorsport and simracing scenes, having launched their own challenge series. Also, spotting the Fanatec emblem on any track in the world is not difficult. However, in comparison to their impact on motorsport, the company's actual size is quite small.



FIA: OKJ

KARTING DRIVERS BEFORE BECOMING F1 CHAMPIONS

The history of motorsport includes innumerable Champions who have stood out in karting before reaching Formula 1 or shining in other disciplines.



AYRTON SENNA



ALAIN PROST



KIMI RÄIKKÖNEN



SEBASTIAN VETTEL



LEWIS HAMILTON



JULES BIANCHI



MICHAEL SCHUMACHER



FERNANDO ALONSO



VALTTERI BOTTAS



MAX VERSTAPPEN

8 FIA KARTING 2024 SEASON

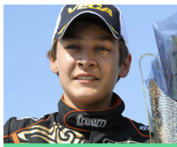
FIA KARTING 2024 SEASON 9



CARLOS SAINZ JR.



LANCE STROLL



GEORGE RUSSELL



LANDO NORRIS



ESTEBAN OCON



PIERRE GASLY



GUAN YU ZHOU



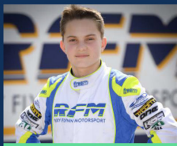
LOGAN SARGEANT



CHARLES LECLERC



ALEXANDER ALBON



OSCAR PIASTRI

WHO'S NEXT?

10 FIA KARTING 2024 SEASON

FIA KARTING 2024 SEASON 11

THE 2024 PARTNERS

Annual tenders determine the official suppliers of fuel and tyres for all FIA Karting Competitions.



Maxxis
exclusive tyre supplier for the OK, Junior and Academy categories



Dunlop
exclusive tyre supplier for KZ and KZ2 categories



P1 Performance Fuels
fuel supplier for all categories



Dell'Orto
official supplier of carburetors for KZ and KZ2 categories



ELTO RACING srl
official supplier of exhausts for OK, OK-Junior and Academy categories



OTK Kart Group
official supplier of chassis and engines for the FIA Karting Academy Trophy



OMP Racing SpA
official supplier of overalls and clothes to the competitors of FIA Karting Academy Trophy



Mondokart.com
is the official partner of the three FIA Karting World Championships and the FIA Karting European Championships - OK, Junior, KZ, KZ2 & KZ2 Masters.

60 FIA KARTING 2024 SEASON

FIA KARTING 2024 SEASON 61

Karting World Championship - Junior karting (OK-Junior) -FIA/CIK is 12 to 14

OK (Original Karting) category is starting from 14 or higher

Minimum age of karting (non official) is 8



Go Kart: Cost

how does someone drive at the same level as the rich kids?

So im 15 and i obviously race karts but im in a working class family and have no one for coaching or support. I literally have nothing to practice with, all i can do is go indoor twice or three times a month then compete in the actual race. Other guys i race with have motorsport families, rich parents, sim rigs, live near outdoor tracks etc. I know that time is the only way to get better, but it's near impossible to get a regular amount of driving time. Its gotten to the point where im debating giving up, as whats the point? I mean my mother can only just afford to put me in karting, never mind getting further into motorsports but thats another topic.

So in short, how does someone with limited funding and limited seat time catch up to the kids born with talent, born with wealth or both? or is it just impossible to get better without the money or born talent?

Sort by: Best Search Comments

Ch/Wat/Resoulid · 3y ago
maybe give simracing a try?

[deleted] · 3y ago
yes i really want to, asked for a g520 for this christmas so hopefully i get it lol

mp4h916 · 3y ago
For starters, it sounds like you're doing electric indoor karts - that's not going to get you noticed by any teams and quite frankly is limiting your growth. If you are legit thinking of giving up karting because other folks have it 'made' then I question your love for the sport in the first place. Going professional in any sport is extremely slim whether you come from a wealthy background or not. I think you need to reset your expectations.

Dashdaddy · 3y ago
Any form of sim you can manage. Hell even Forza/GT Sport etc can help with eye training. Read, read, read anything you can get on the subject. Books and articles. Fight for it! Be unrelenting in your pursuit of knowledge and seat time.

Expmasterflex · 3y ago
I race ingrid, really builds your racecraft and tight training. A nice wheel and pedals will train you to feel grip and braking even, I'm the fastest at the kart track in the rentals, plan on getting a kart for next year.

This guy ^ has the right suggestions, especially if your nearest track is so far away.

Otakusness · 3y ago
Read everything you can about driving and setup. Ryan Norberg has great videos on both. Power Republic have some videos on setup. [This article](#) (including the following parts) also has some great information on setup.

D-Rick · 3y ago
Are you doing an arrive and drive race outdoors once a month?

[deleted] · 3y ago
yea i my mum cant afford to put me in owner kart racing just yet, its something ill have to fund myself in a couple years

Running Trades · 3y ago
All good points, also start jogging and do work outs. Good endurance helps alot and it's pretty cheap. You can be a great driver and have all the money in the world but if your bagged after 5 laps you won't have good results, more so in karts cause of the Gs. It's a great way to get the upper hand cheaply.

[deleted] · 3y ago
yea i'm pretty fit right now, i go the gym 6 times a week and three of those days is running a 5k. Kills me, but it helps haha

mekabi · 3y ago
Maybe start some social media to help promote your self. Streaming and such. I understand you don't have a wheel but you can play games with game pad. It might open doors for you.

[deleted] · 3y ago
yea i've been looking into it, i have an account for my kart stuff but starting a youtube or twitch channel about sim racing peaks my interest. Just gotta work on my social skills first, i am very awkward and that's not the best trait to have talking to a camera haha!

Costs & Classes

Please note that the costs given here are only a rough approximation.

For used equipment – see adverts in karting magazines or forums, or through your local club. Used gear may be on offer at race events, and once a year at the Kartmania show boot sale. Purchase of 2nd hand equipment – between £1200 – £3000. This cost may or may not cover everything to get you started and on the track – that is:

- 2nd hand Kart chassis and engine
- Boots, helmet (try to buy the best you can afford)
- Race suit, gloves etc.

It is possible to get a 2nd-hand kart and engine for under £1000, but this would not be as competitive.







Alternately you can hire a kart if you do not want to go to the expense of purchasing until you know if Karting is for you.




A rough guide to prices – One day hire (that is 6 x 10 minute sessions) for a practice day would be in the region of £250 to £350 or more including Racewear, use of mechanic and expert advice.


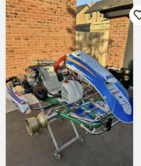
To hire a Kart for a race day – from approx £250 including Racewear, use of mechanic and advice on track lines etc.



To go club racing with your own equipment is a very economic form of motor sport, yet offers higher grip and faster acceleration than most affordable car racing. Entry fees are usually about £60 – £80 and you will get a short practice, two or three heats and a final. In the more economic classes your tyres will last several meetings, although at championship level most drivers will use a new set per meeting. In addition you need to buy fuel and racing 2-stroke oil for your kart, and have the engine rebuilt every so often. At a club meeting you can expect to put about 30 to 40 minutes of use on the engine, and you might rebuild it every 3 to 8 hours depending on the class. A sealed Rotax Max engine only needs rebuilding about once per season, and 4-stroke engines only need periodic changes of valve springs and oil changes. Rebuild costs will be between £300 to £500 or more. Other costs include the occasional new chain and spark plug, different sprockets for different tracks, cleaning fluids and chain lubrication spray and some basic tools including a tyre pressure gauge and pump. So what are you waiting for, come race with us!

The main classes are split into Bambino for 6 – 8, Cadet Class for 8-12 years old, Intermediate for 10 – 14, Juniors from calendar year of 12 to end of 16th, then seniors from calendar year of 16th birthday. All categories for those under the age of 16 have a minimum driver weight, taken with helmet and race suit on, except Bambino. The weight is specified in the Kart Yearbook (known as the Gold Book).

| | | |
|---|---|---|
|  OMP Racing Tyre Bag €45.00 +VAT |  Heidenau Slick T-Race Green Bambino Dry Tyre Set €145.00 +VAT |  Heidenau Wet WH1 Bambino Rain Tyre Set €165.00 +VAT |
|  Mojo Slick D2 Junior Max Tyres (CIK) €188.00 +VAT |  Mojo Slick D5 Senior Max Tyres (CIK) €198.00 +VAT |  Mojo Wet W5 Tyres (CIK) €198.00 +VAT |

| | |
|---|--|
|  | Go Kart - 125cc Rotax max senior gokart rare Praga Kart Pre-owned £1,950.00 or Best Offer Free collection in person 22 watchers |
|  | Cadet Kart Gx200 synergy cadet Honda Pre-owned £1,200.00 or Best Offer Free collection in person 28 watchers |
|  | Go Kart 100cc Pre-owned £500.00 0 bids · 1d 17h left (Thu, 18:33) Free collection in person |

| | |
|---|--|
|  | Prokart Petrol Go Kart - Kida Pro Cart Comer Engine Pre-owned £400.00 or Best Offer Free collection in person 328 watchers |
|  | NEW LISTING Tony Kart IAME X30 Senior / Junior 2022 Rolling Chassis Go-kart Pre-owned £1.00 1 bid · 2d 19h left (07/06, 20:00) £2,300.00 Buy it now Free collection in person |

| | |
|---|---|
|  DUNLOP KT3 MS UK CADET WET TYRES £165.74 inc. VAT |  DUNLOP SL3 MS UK SLICK TYRES, FOR CADET CLASSES. £160.63 inc. VAT |
|---|---|

Also you won't be able to use same tyer set for more than two session.
attending one full compaiton for tyer price is more than at least £300

Audience: Gen A-Sim racing



1. Who are we empathizing with?

Gen A (0-15 years old) is interested in go karting races and racing, but their parents cannot afford it practically. So they are about to decide on sim racing as an alternative answer once they can afford gears.

2. What do they need to DO?

They must decide whether to enjoy simracing as a recreational activity or as a serious start to a racing career, but simracing lacks a solid foundation for this.

3. What do they SEE

A lot of pro racers and go kart kids enjoying their life in motorsport indust in social media and Youtube video.

6. What do they HEAR?

They hear things from go karting gen a and sim racing youtubers and bring the motorsport to popular culture.

7. What do they THINK and FEEL?

They crave the life of a Go-Kart youngster. Some of the kids in the midst of those two audience categories are very interested in simracing owing to a lack of real-life experience, but they are only able to do it sometimes.

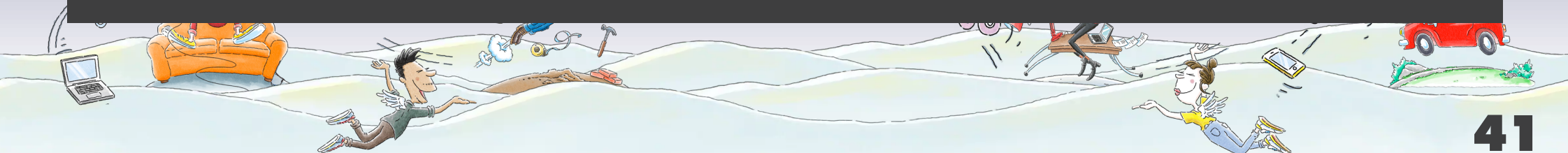
4. What do they SAY?

They talking about meme of motorsports with friends

5. What do they DO?

Save money to guy sim racing gears or visit amateur indoor go karting, sim racing arcade with their friends.

also they're a car game contents creator in social media



Audiance: Gen A-Go Kart



1. Who are we empathizing with?

Gen A (0-15 years old) Who's doing real life Go Karting as a hobby or career in the UK

They are enjoying extensive outside activities, and parental support is essential in their scenario.

Obviously, their parents are middle-upper class.

2. What do they need to DO?

They get to develop a community with karting and non-karting kids, making go-karting more accessible and popular. To build a community, they require multi-purpose digital and physical space. They also experience concern about their professional careers as motorsport athletes and require more preparation for competition.

3. What do they SEE

Friends around building their communities and communicating with their memes and Gen_GoKart kids also be in the community together but can't bring Go Karting to the community into a major topic with other friends.

4. What do they SAY?

They're saying they want a place to communicate with people of the same interest and expand go-kart to culture..

7. What do they THINK and FEEL?

Feels isolated because few friends can enjoy go-karting together.

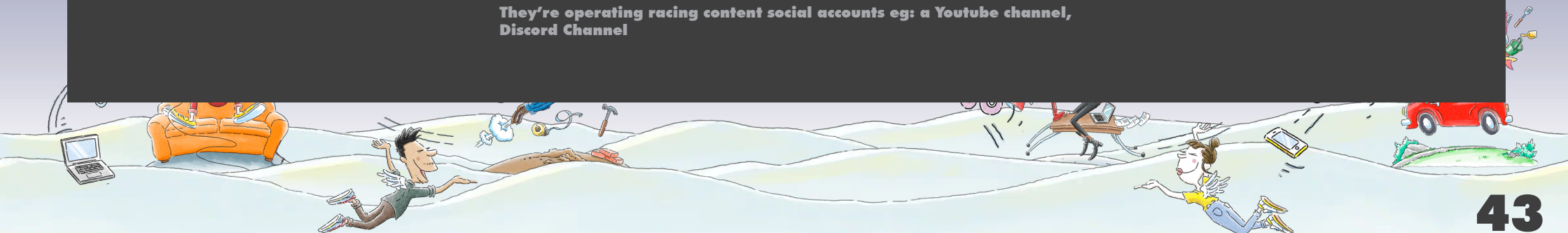
They are improving their go-karting talents and preparing for a career as racecar drivers, but they must leave their pals in the nearby area at a young age.

6. What do they HEAR?

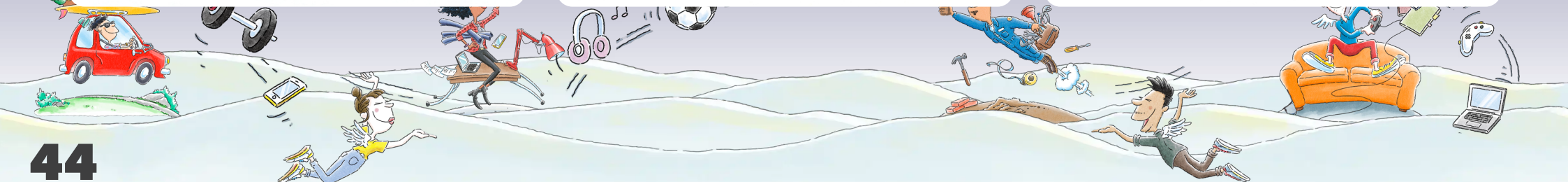
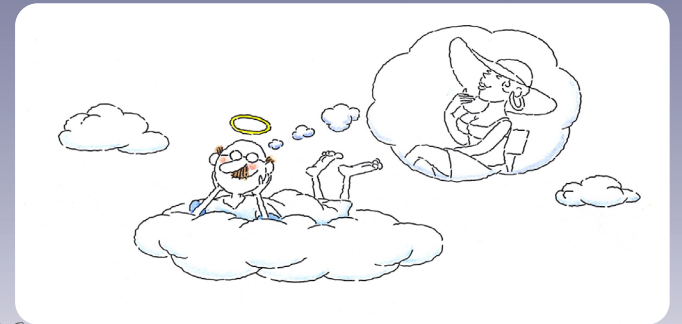
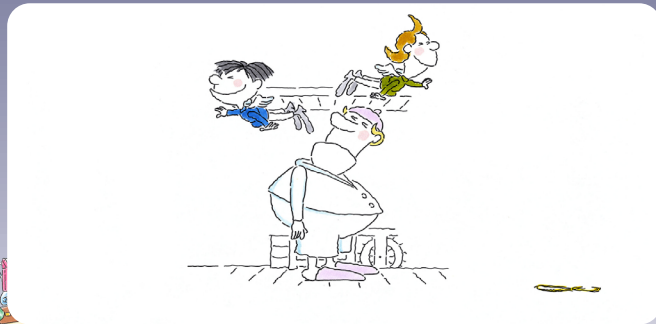
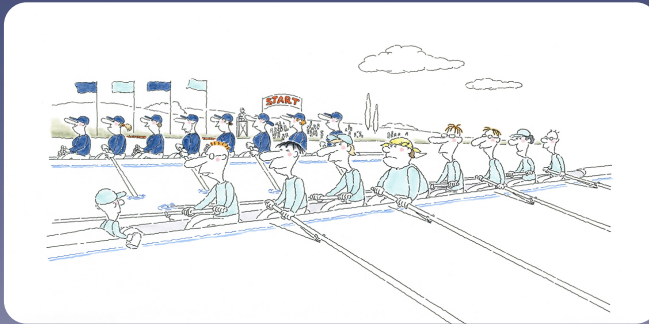
A lot of brain rot memes in online and social media-even in real-life communication instead of what they are actually into.

5. What do they DO?

They're operating racing content social accounts eg: a Youtube channel, Discord Channel



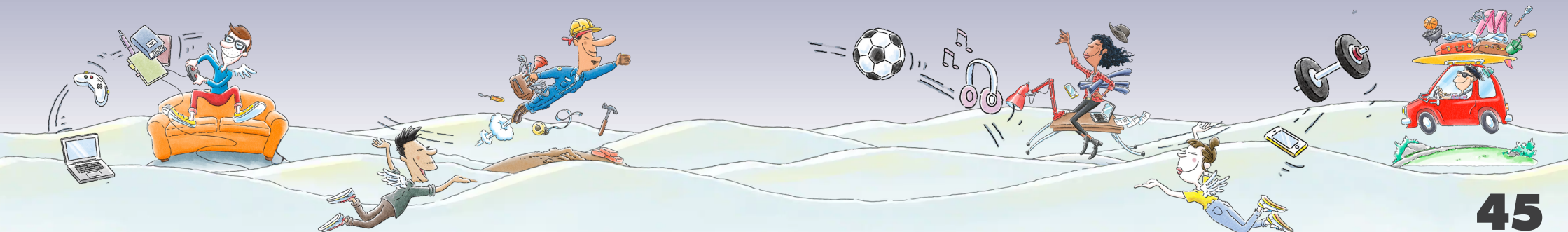
Visual References: Red Bull



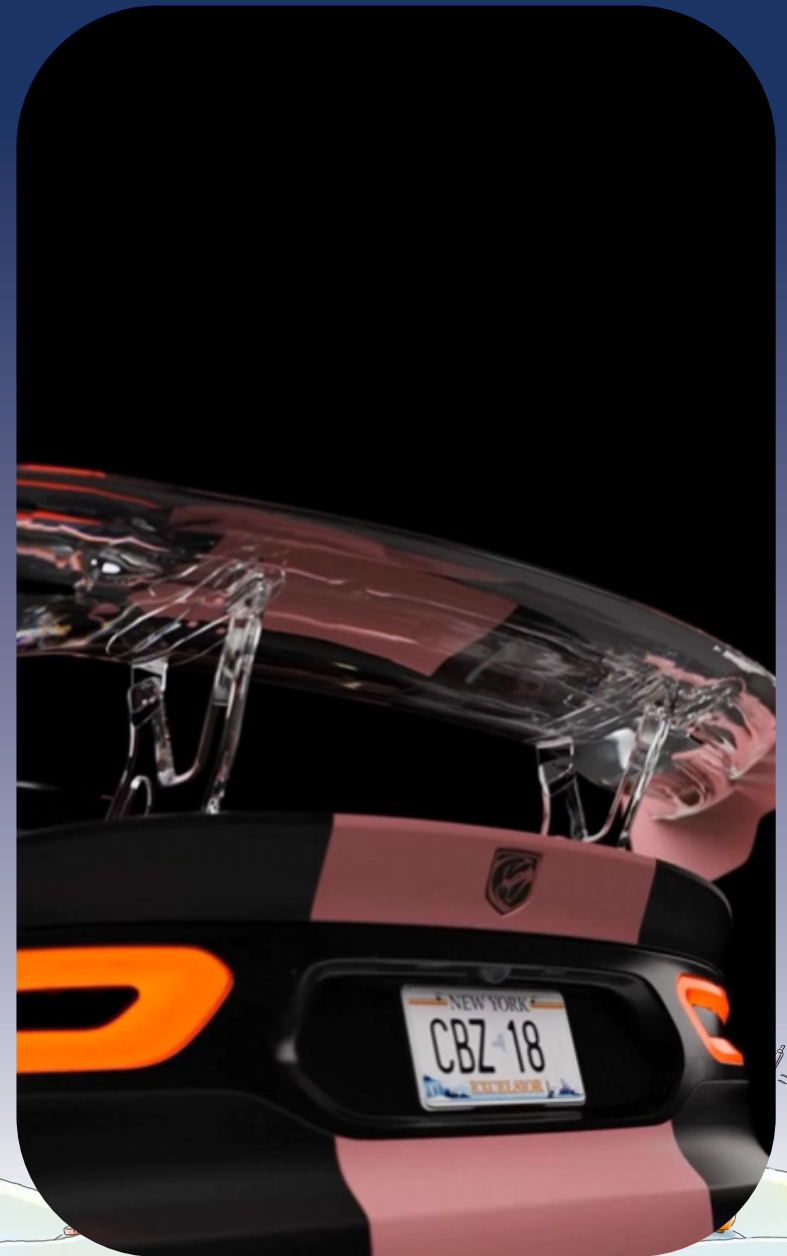
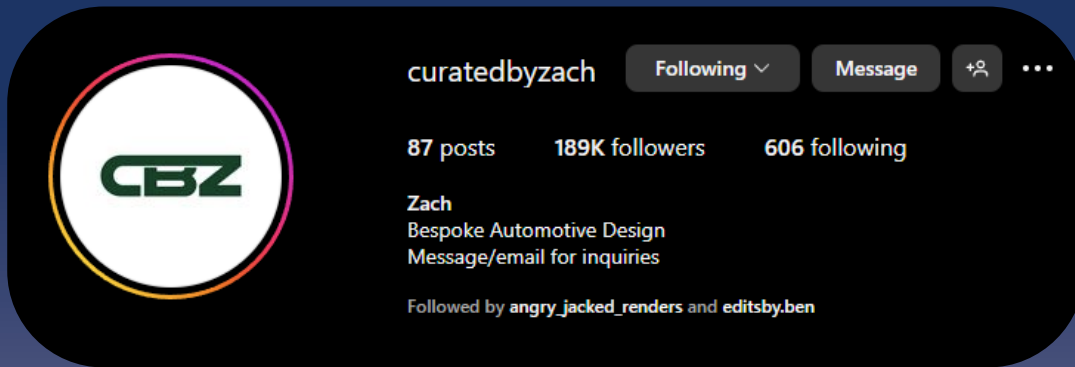


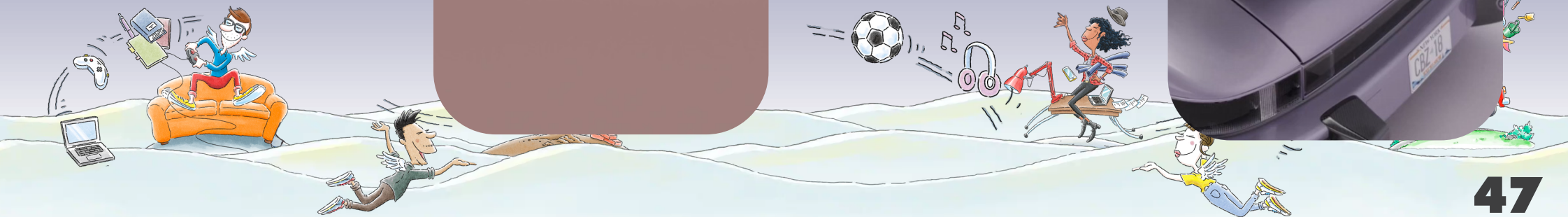
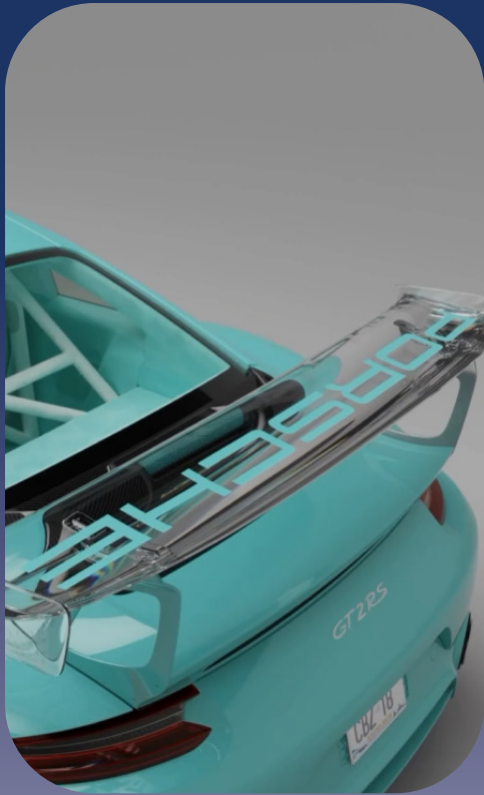
Partners

ORACLE



Visual References: Automobile

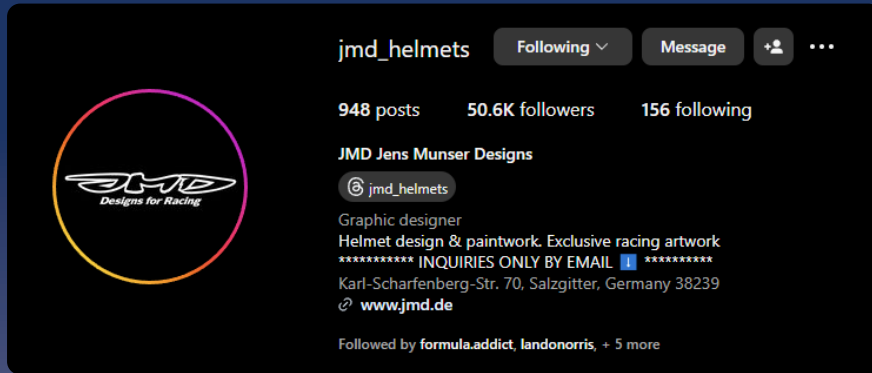




Visual References: Blu Tack



Visual References: Helmet



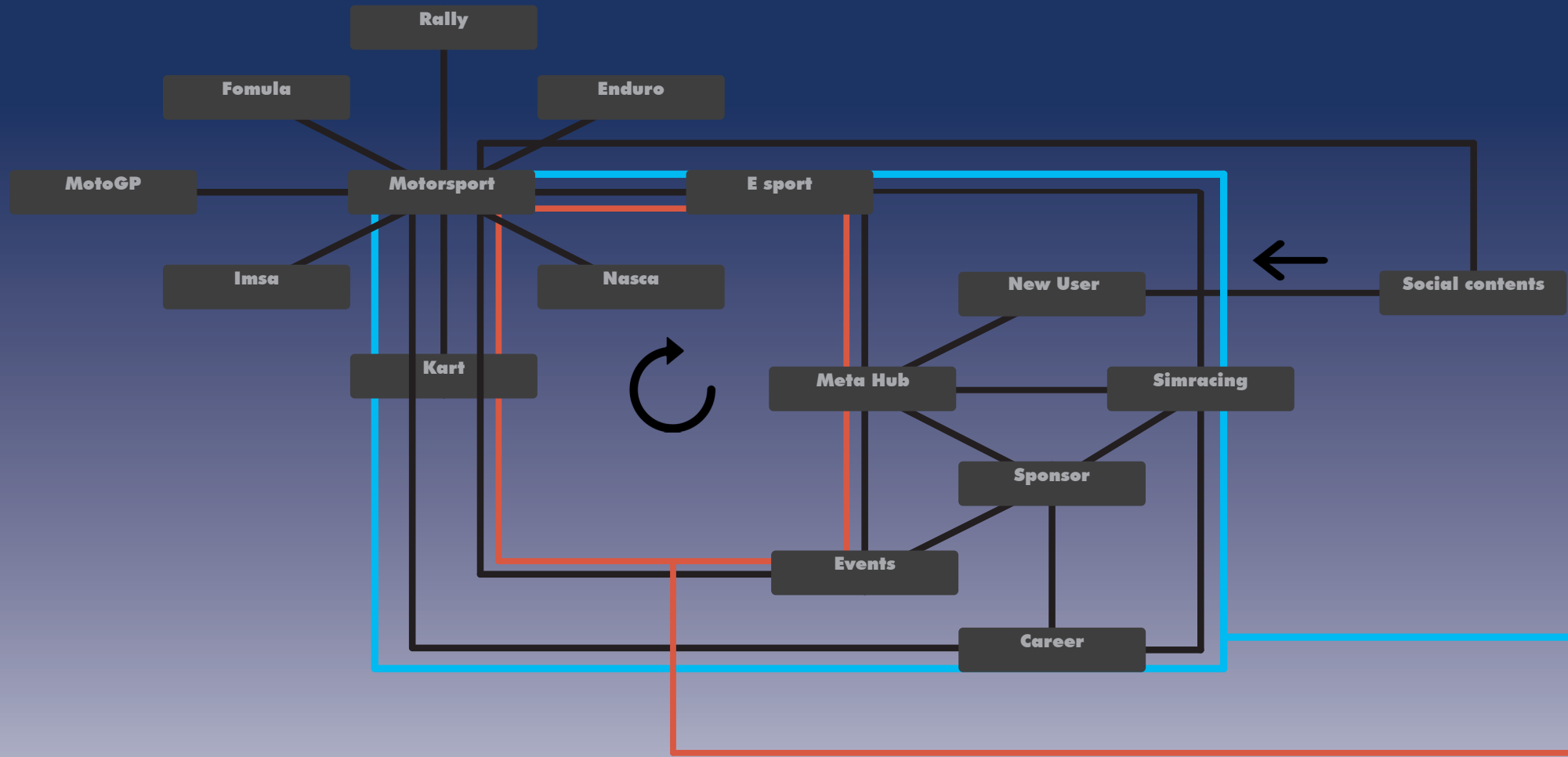
[illegible]

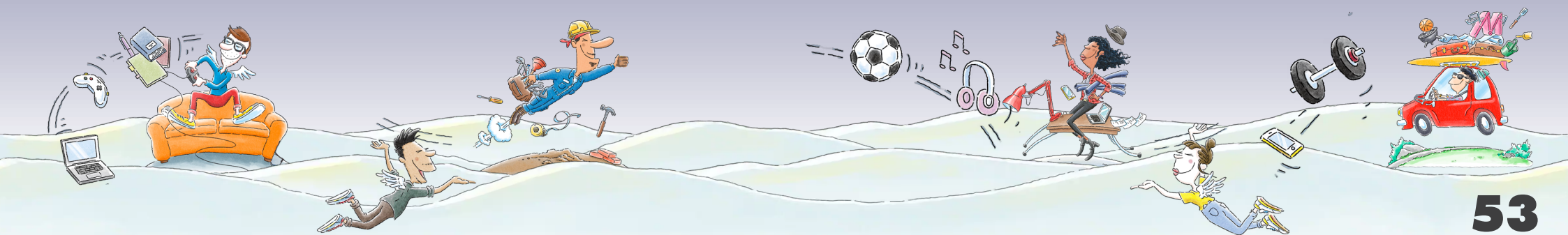
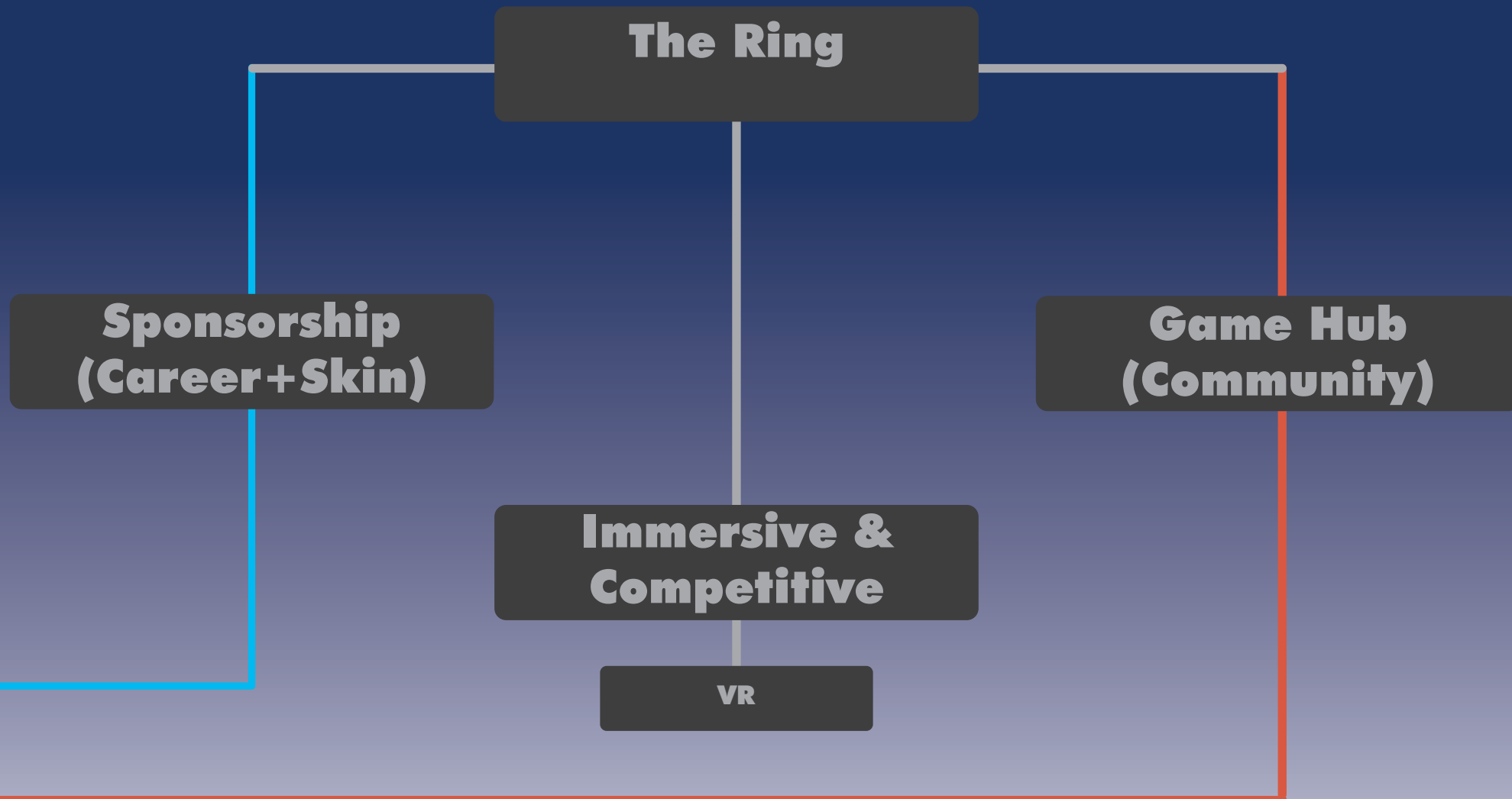
A complex hand-drawn mind map with various nodes and connecting lines. The central node is 'Accelerator' (yellow circle). Other nodes include 'Red Bull' (top left), 'Caffeine (energy)' (top left, inside a red circle), 'P1' (top center), 'Car' (top center), 'Prinks' (top right), 'P1' (top right), 'Real' (top right), 'Virtual' (top right), 'Speed' (green circle), 'Energy' (green circle), 'New word' (yellow circle), 'Well being' (bottom left), 'Connection' (bottom left), 'Research' (bottom center, inside a blue circle), 'Connect on' (bottom center, inside a blue circle), 'USB' (bottom right), 'Followers' (bottom right), and 'Net' (bottom right). Lines connect these nodes in a complex web, with some lines being red, green, or blue.

Moodboard

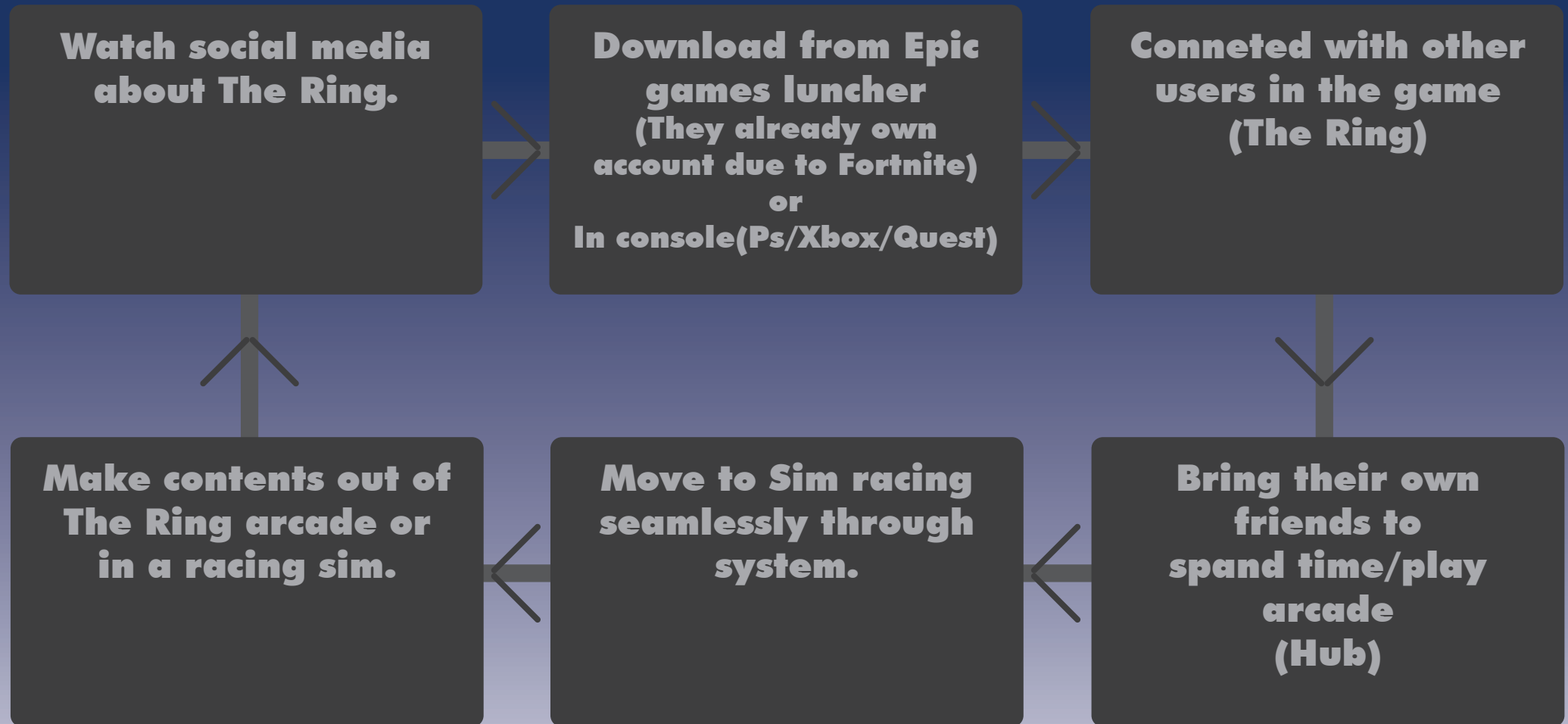


Wireframing





User Journey



User Journey: Sim Platforms



Prototyping

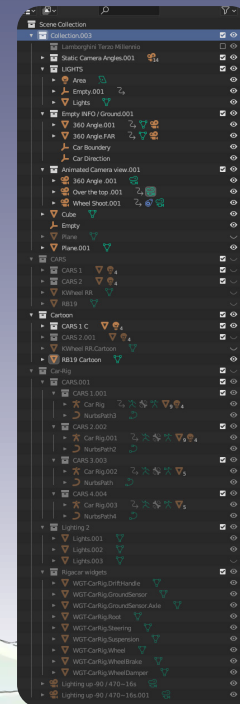
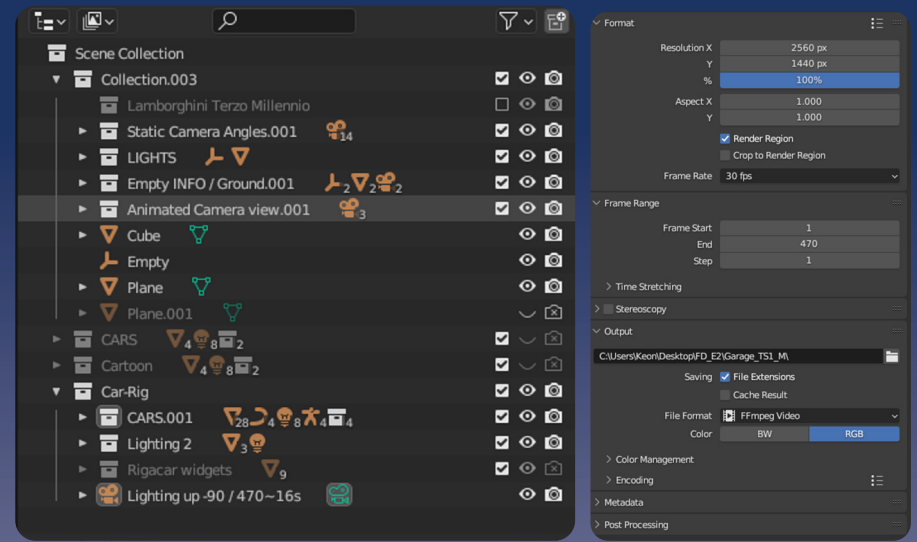
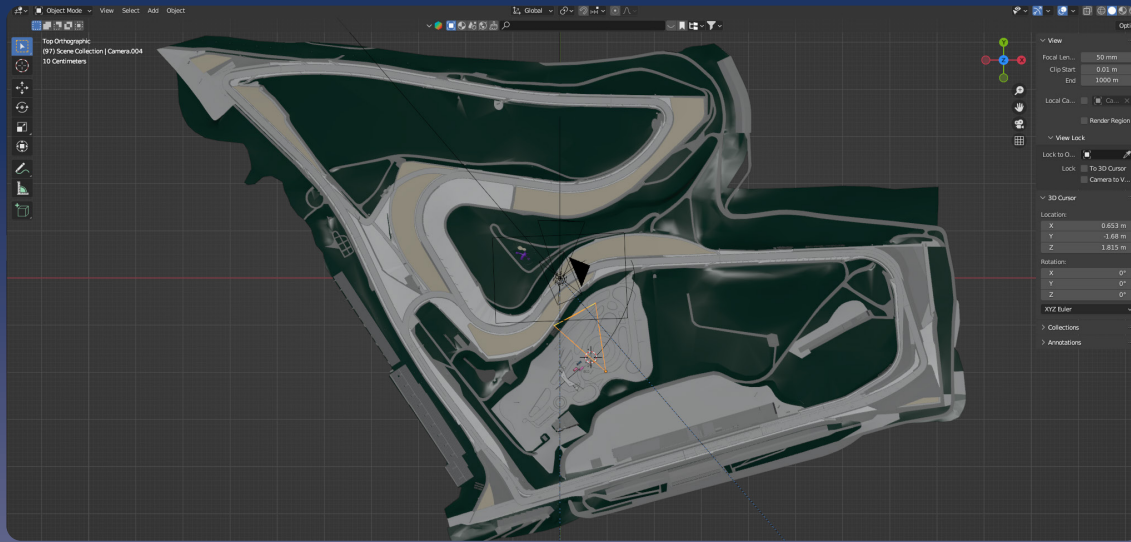




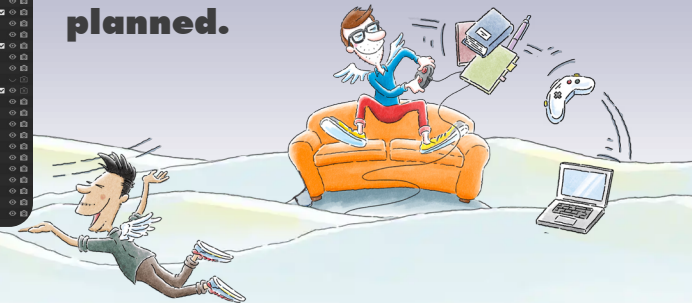
To save time, high-quality models are transferred from Assetto Corsa (sim racing game) for the Red Bull Ring circuit, including vehicles, drivers, and engine sounds.
However, converting Kn5 (Game Protocol) to FBX or OBJ proved difficult because many of the textures and shadings were incompatible with common 3D modelling programs (DDS).
I had to reshade and texture every model.

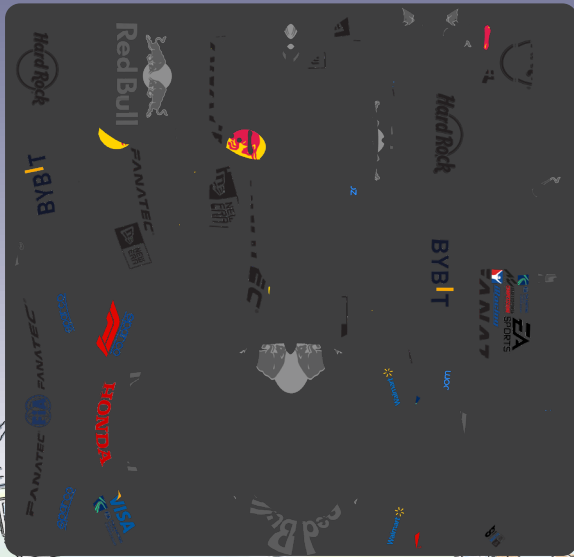
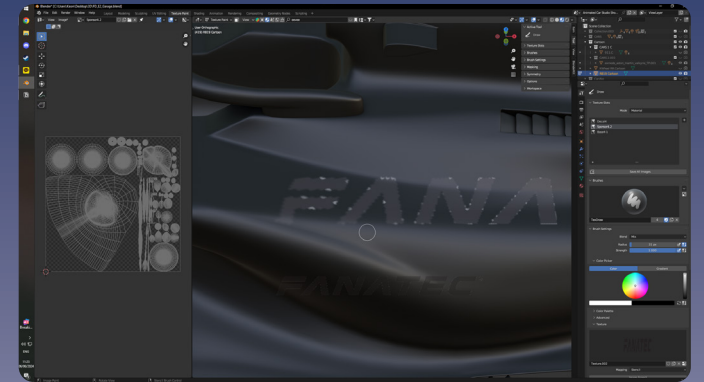
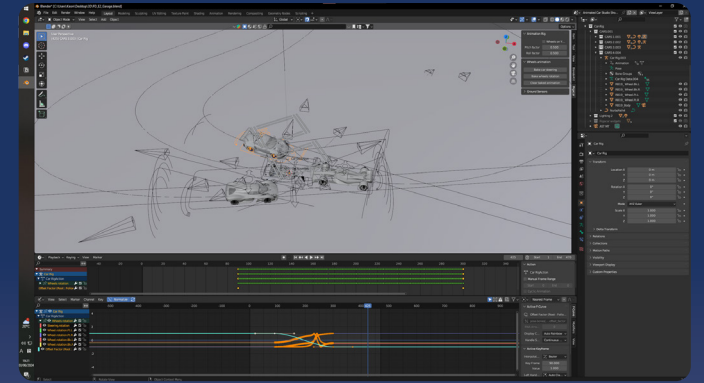
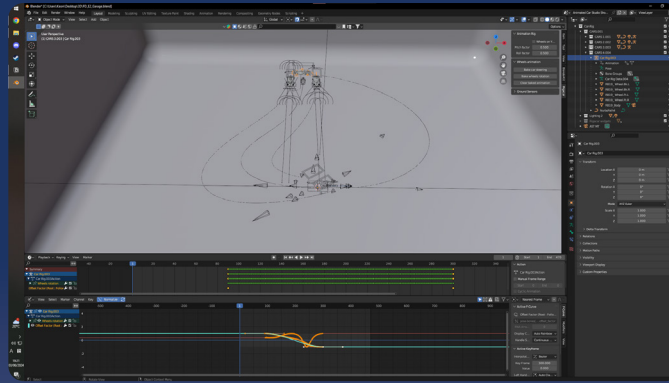
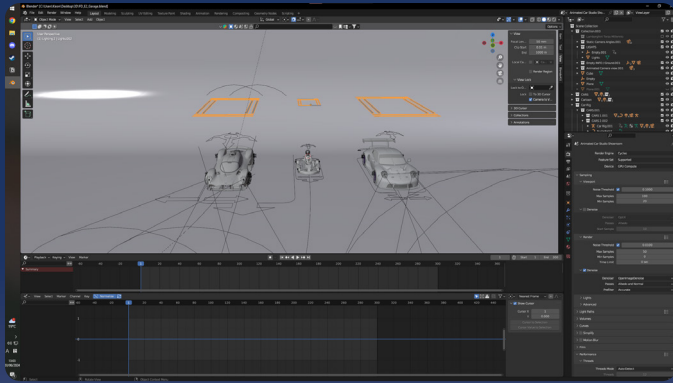


Prototyping

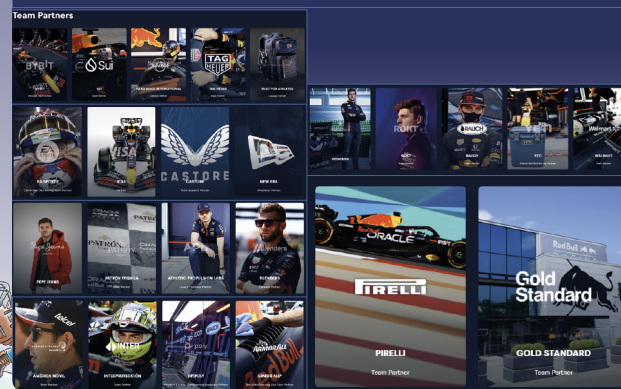


Converted AC objects to Blender and separated all portions according to the texture map. Then I rigged the automobile using the rigging a car add-on in Blender to animate cars. I intended to complete this process with UE5, but things did not go as planned.

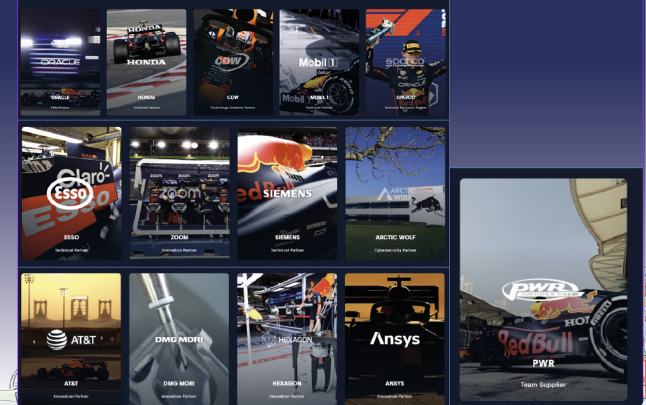


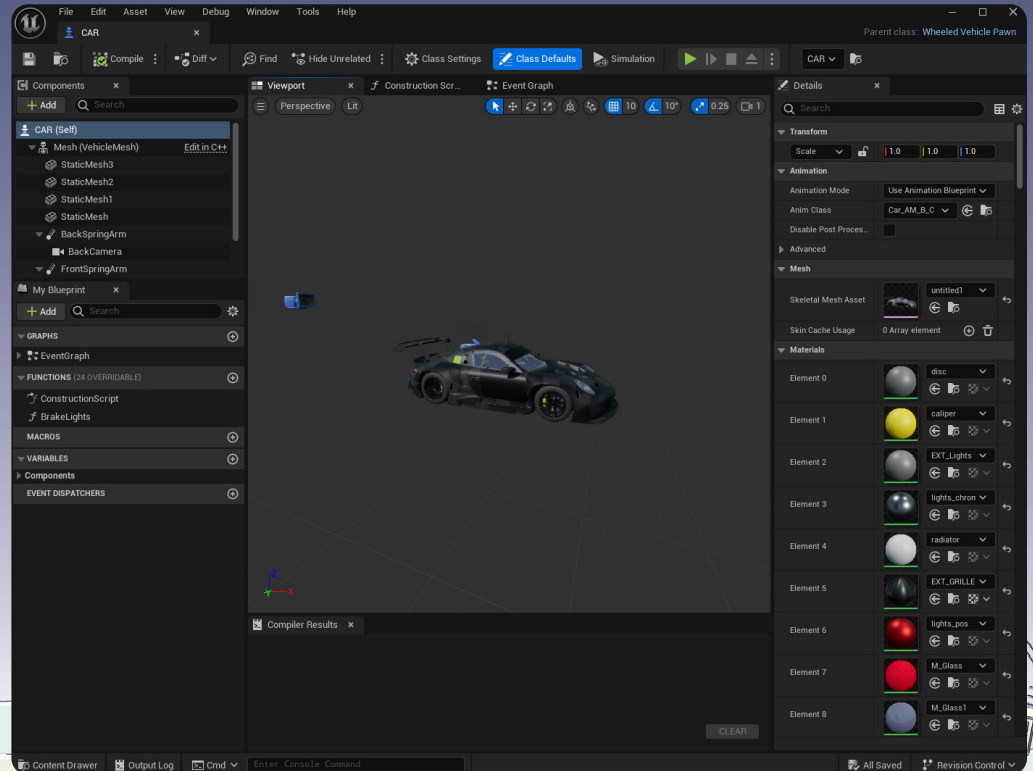
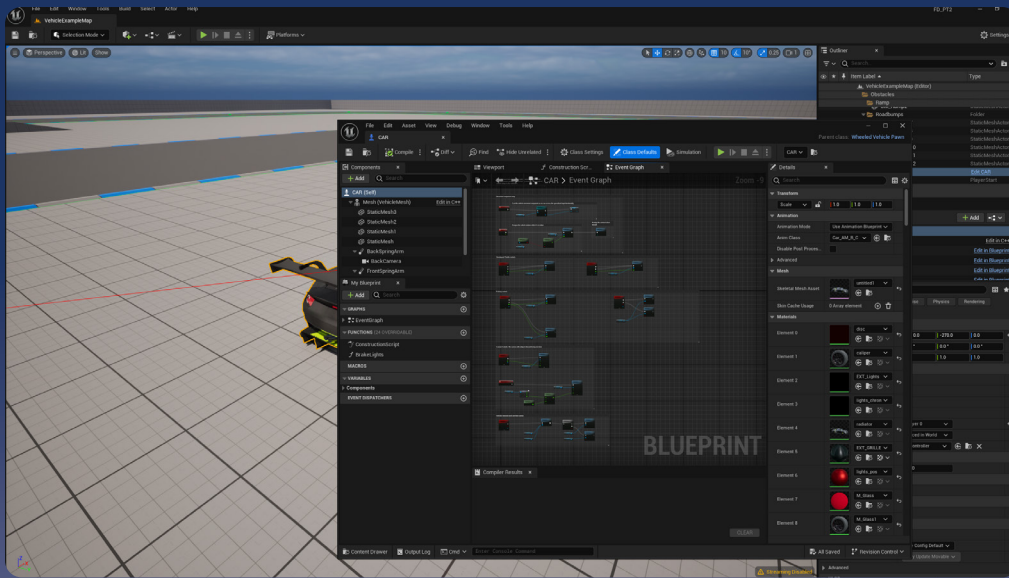


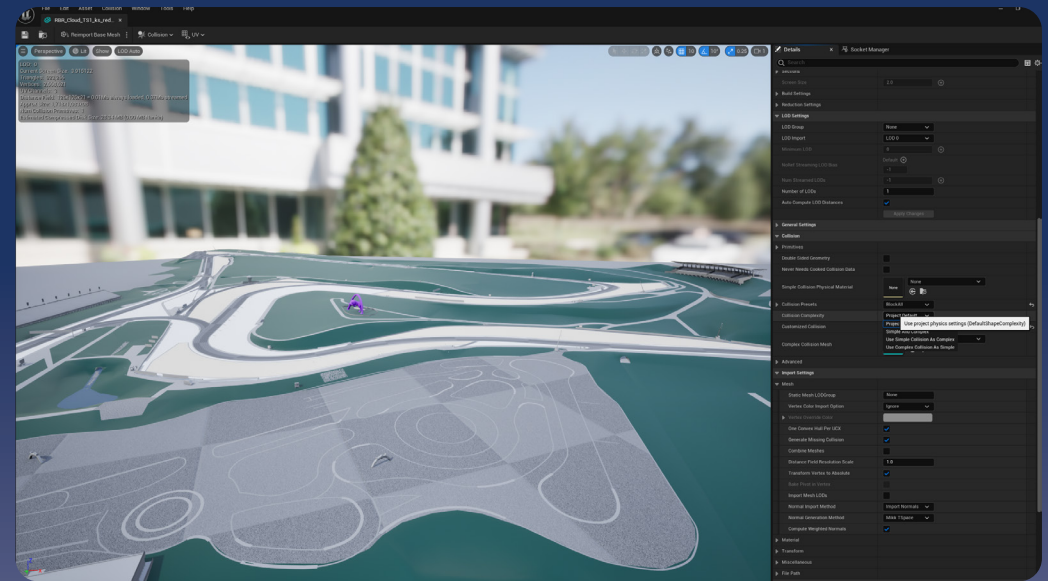
Red Bull: Partners



Technical Partners

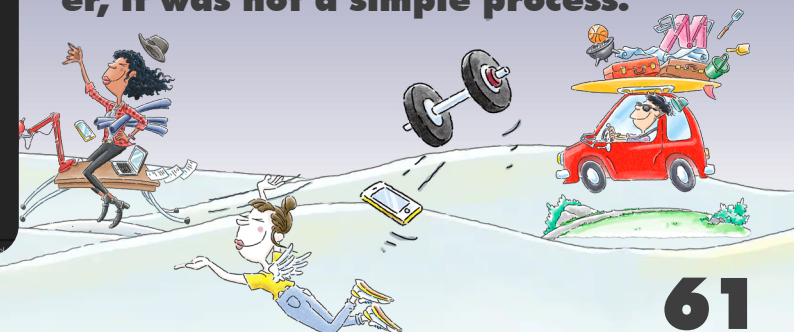




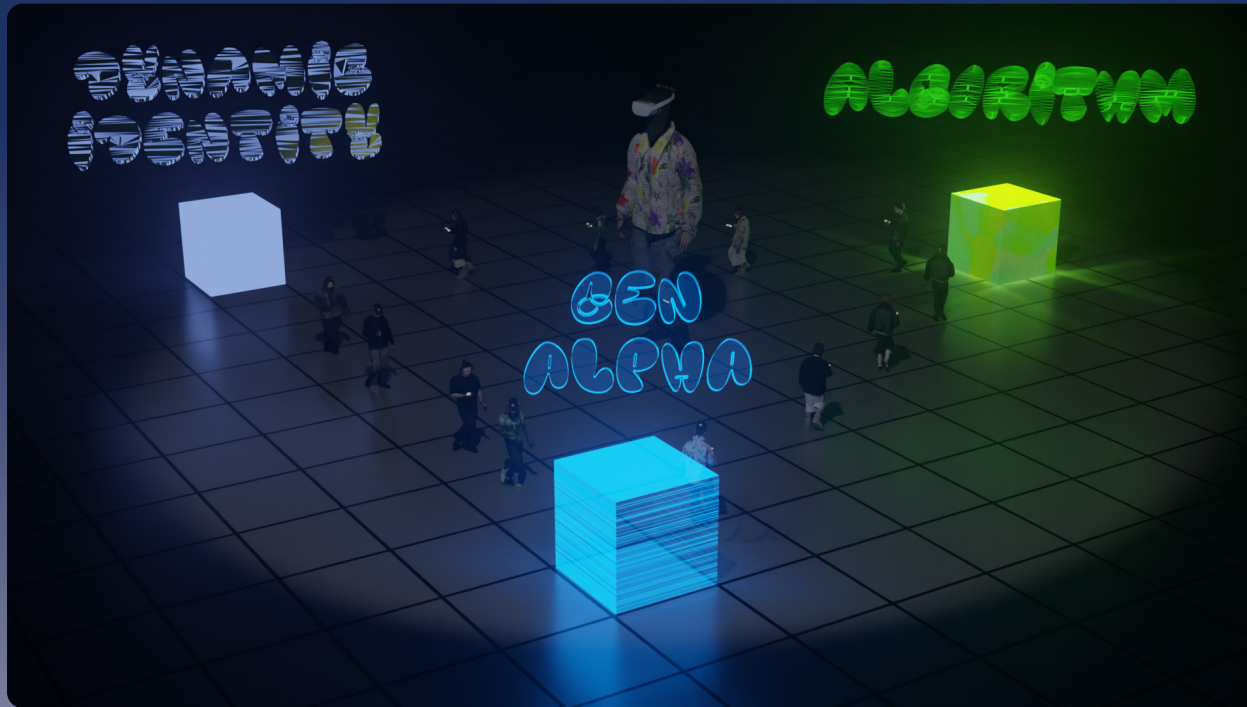


Working on the UE5 vehicle was a complete disaster. Additionally, the pre-made sponsor livery did not work properly in UE5. The UV map in UE5 was so bad that I gave up.

Due to technical difficulties, I found a different technique to integrate my car modeling into an existing blueprint in UE5. However, it was not a simple process.

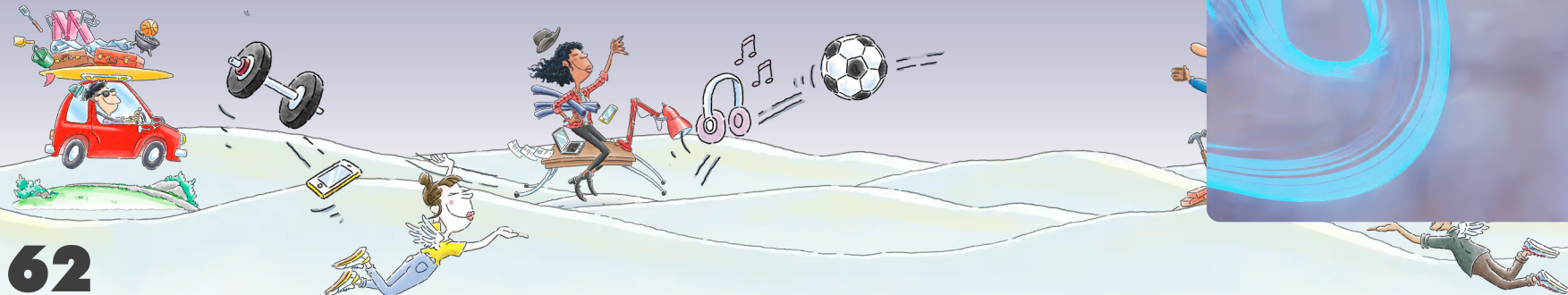


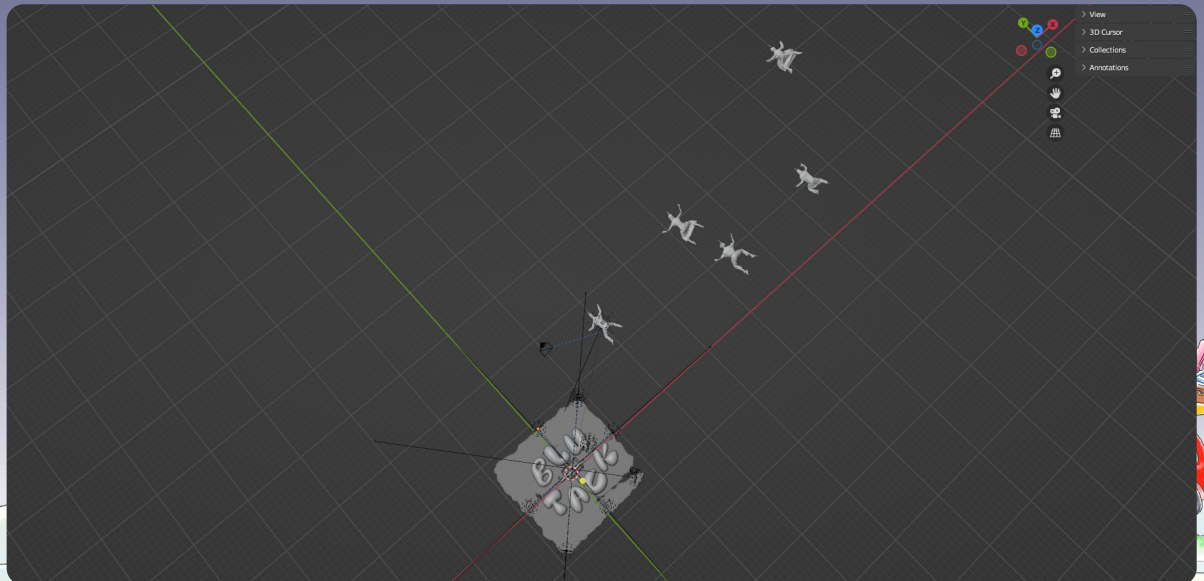
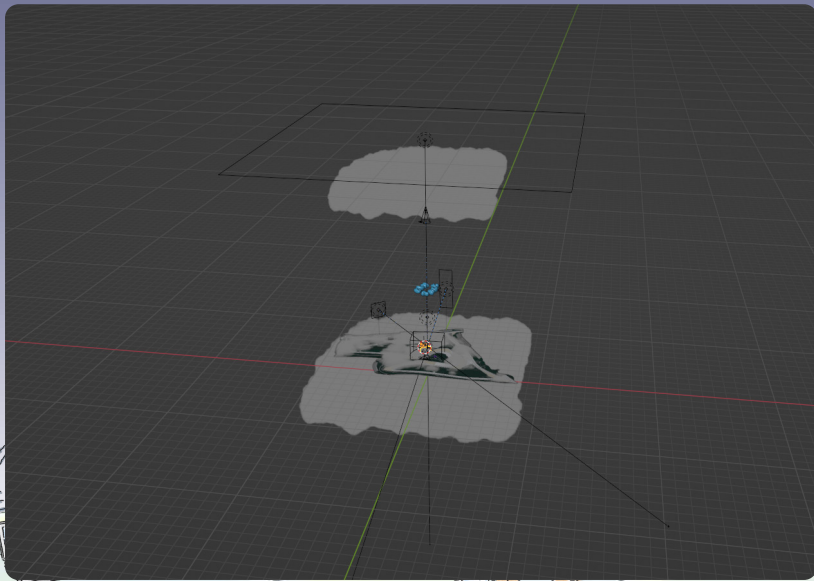
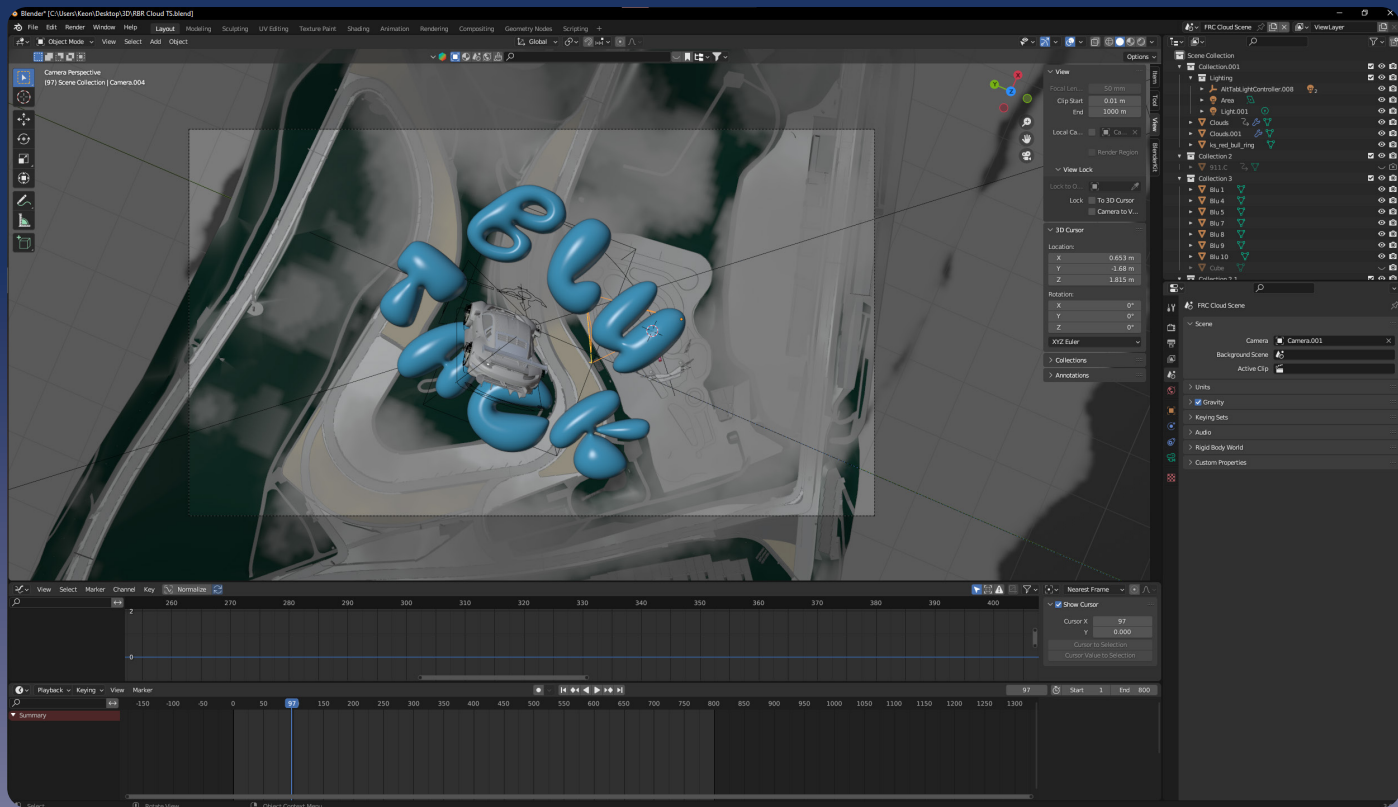
BLU TACK Lab Brand Identity



For the brand identity, I used the same font and cloud that appeared in our element 1 outcome. The cloud landing was one of Blu Tack Lab's most distinctive design elements. It conveys the concept of a safety net in the digital world.

For this project, I chose to drop an automobile from the sky as a tiny tribute to our element 1 outcome.





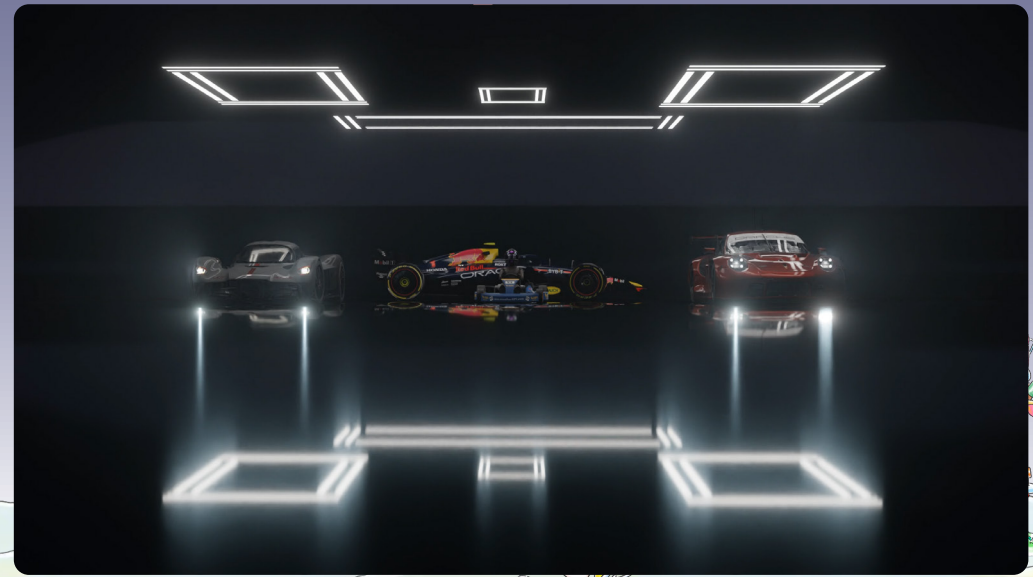
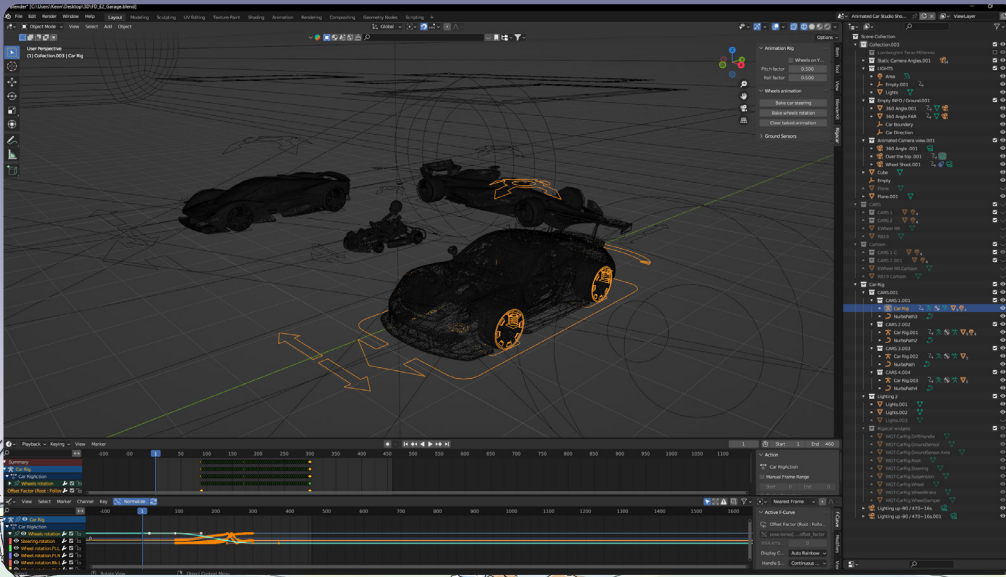
Testing: Blender Car Rig



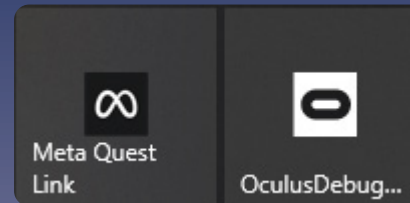
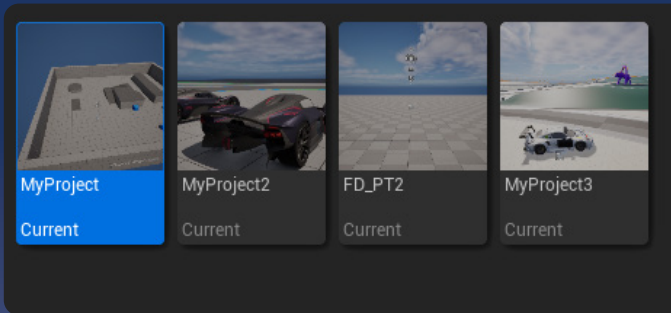
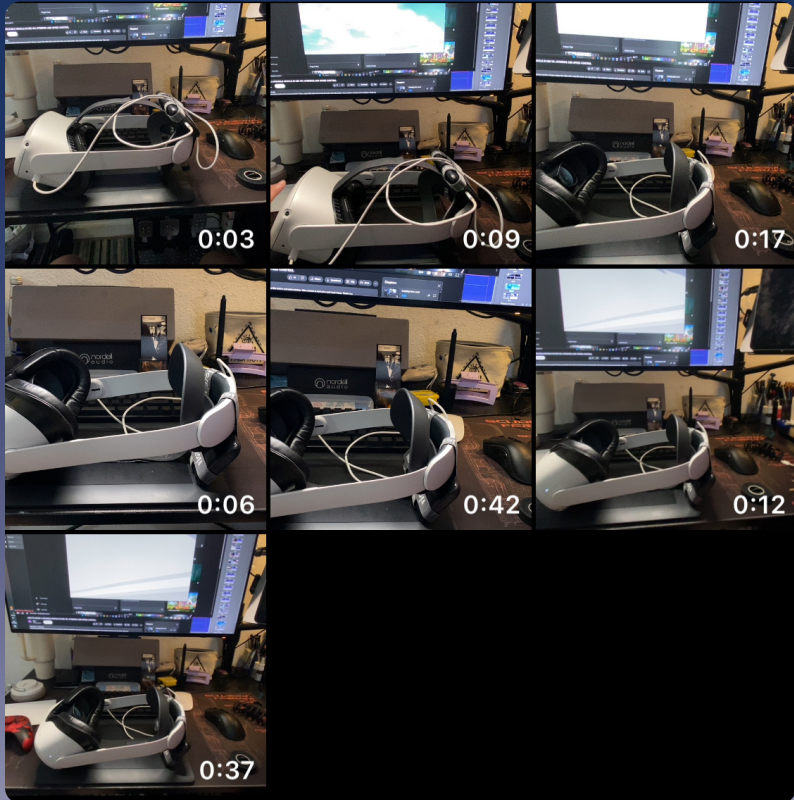


Blender testing focused mostly on texture and realistic scenes.

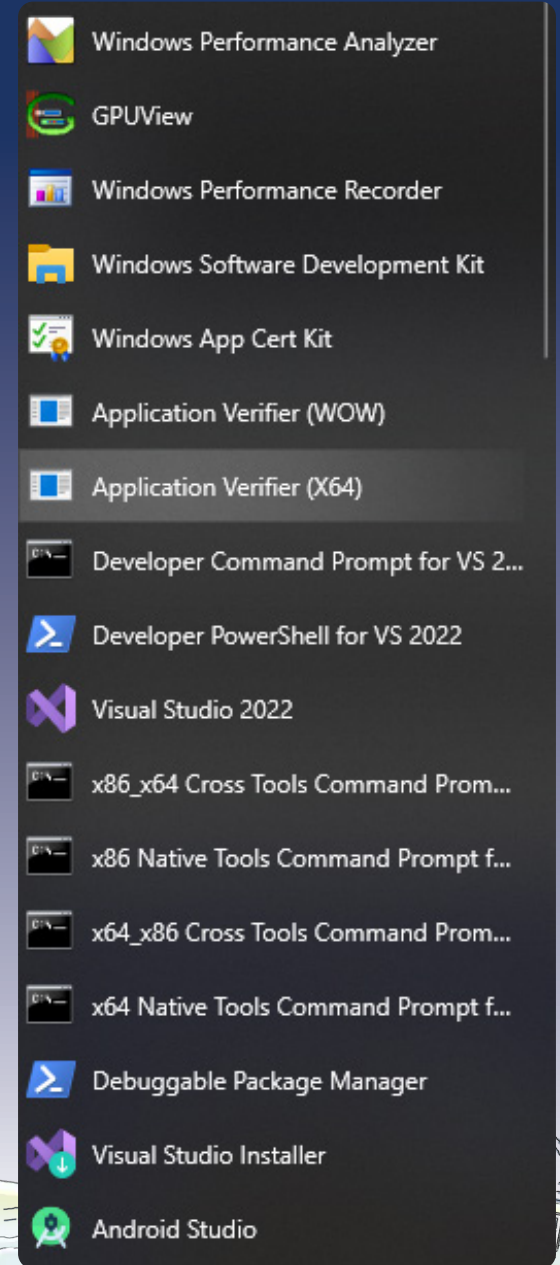
The realistic setting was intended to convey the evolution of motorsport from real to virtual, as well as to elevate the virtual and sim racing environments to real-life values.



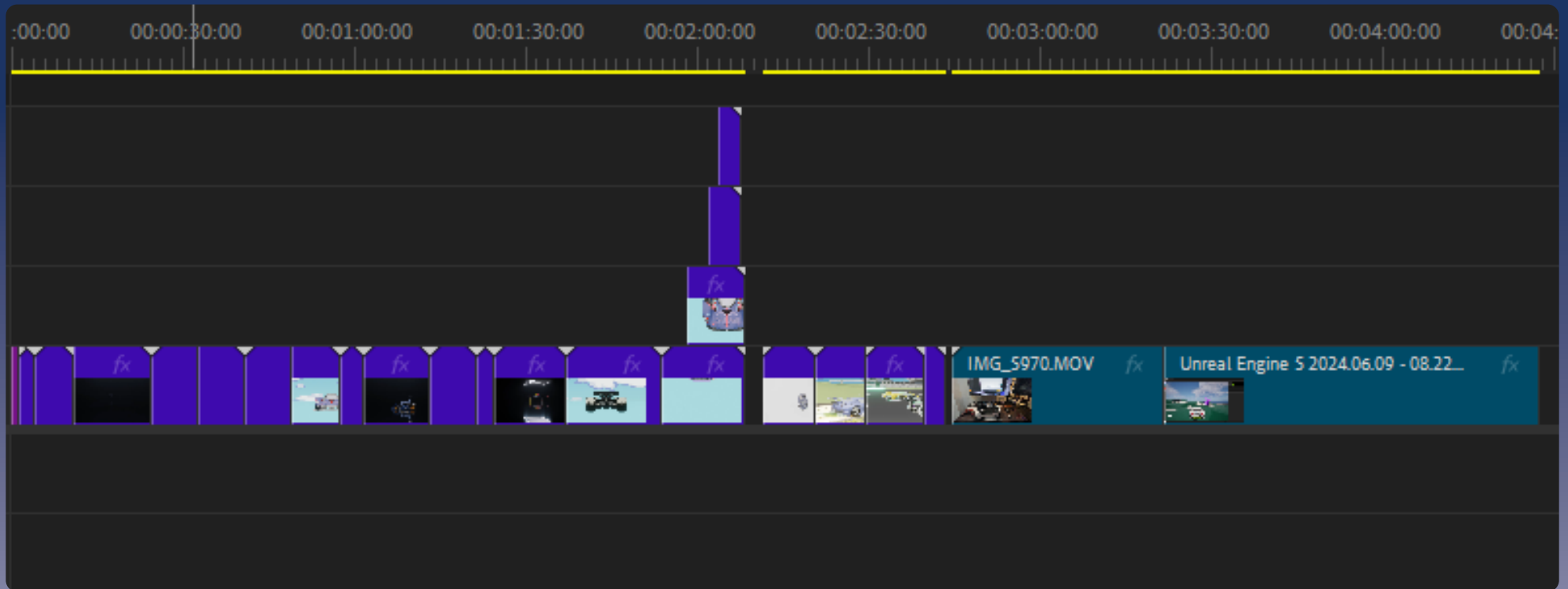
Testing: VR



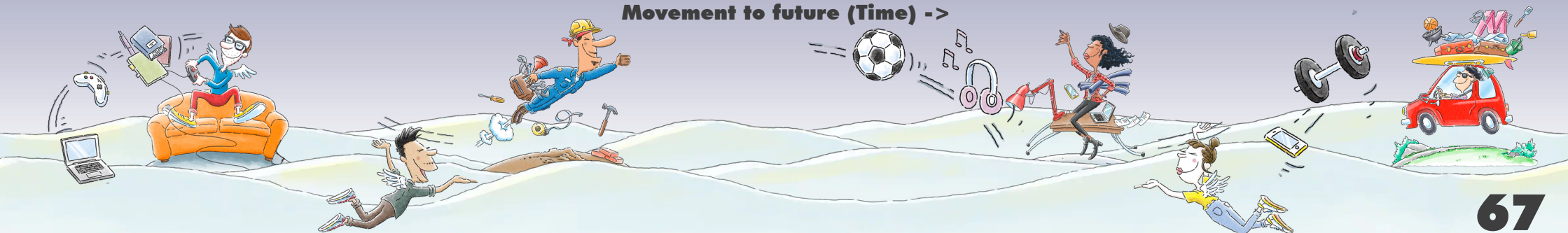
To put my project into VR, I had to convert my automobile model to a UE5 VR preset project. As a result, I was unable to enable VR mode when driving through Vidio. The vehicle and VR game modes were not working simultaneously.



Testing: Timeline



Movement to future (Time) ->



Testing: Sound

Porsche 911 RSR 2021 Sprint

BRANDS COUNTRIES CATEGORIES DLCs
TAGS RATINGS & FAVOURITES ALL

PORSCHE

Filter:

- Porsche 911 RSR 2021 Sprint
- Porsche 718 Boxster S
- Porsche 718 Boxster S PDK
- Porsche 718 Cayman GT4 Clubsport
- Porsche 718 Cayman GT4 RS | No Hes Tuned
- Porsche 718 Cayman S
- Porsche 718 RS 50 Spyder
- Porsche 908 LH
- Porsche 911 (993) Carrera
- Porsche 911 (993) Carrera 4
- Porsche 911 (996) GT3 "Tonkatu"
- Porsche 911 Carrera RS 3.0
- Porsche 911 Carrera S
- Porsche 911 GT1-98
- Porsche 911 GT3 (992)
- Porsche 911 GT3 (992) Racing Manual
- Porsche 911 GT3 Cup 2017
- Porsche 911 GT3 R 2016
- Porsche 911 GT3 RS
- Porsche 911 GT3 RS (992) | No Hes Tuned
- Porsche 911 GT3 RS (992) Weissach | No Hes Tuned
- Porsche 911 K
- Porsche 911 RSR 2017
- Porsche 911 Turbo (930) Blackbird
- Porsche 911 Turbo S
- Porsche 917 K
- Porsche 917RS Spyder
- Porsche 918 Spyder
- Porsche 918 Hybrid 2015
- Porsche 918 Hybrid 2016

#GTE-GT3 rwd race sequential gt gt2 germany mid engine gte wec

Brand: Porsche Country: Germany
Class: race Year: 2020
Parent: Porsche EGT 2021
Specs: 550 bhp, 495 Nm, 1240kg, 2.25 kg/hp, 300 km/h, 2.9s 0-100

Rating: ★★★★★
Notes: None
Total driven: 102.2 km
Speed achieved: 302.9 km/h
Best laps: None

Porsche puts its faith in the brand-new 911 RSR 2021 model year to defend the FIA World Endurance Championship (WEC) title. The race car competing with the FIA GTE regulations is a completely new development. The vehicle from Weissach has undergone improvements in all areas and will replace the successful 911 RSR with

Aston Martin Valkyrie AMR Track Performance Pack

BRANDS COUNTRIES CATEGORIES DLCs
TAGS RATINGS & FAVOURITES ALL

ASTON MARTIN

Filter:

- Aston Martin Valkyrie AMR Pro
- Aston Martin Valkyrie AMR Track Performance Pack
- Aston Martin Victor

lwd sequential race Germany

Brand: Aston Martin Country: England
Class: race Year: 2023
Parent: Aston Martin
Specs: 1014 bhp, 0.99 kg/hp

Rating: ★★★★★
Notes: None
Total driven: 0.0 km
Speed achieved: 0.0 km/h
Best laps: Red Bull Ring GP 02:17.382

Deschamps & Messing

Formula Hybrid X 2022 EVO

BRANDS COUNTRIES CATEGORIES DLCs
TAGS RATINGS & FAVOURITES ALL

Formula rwd race sequential gp singlesater RSS

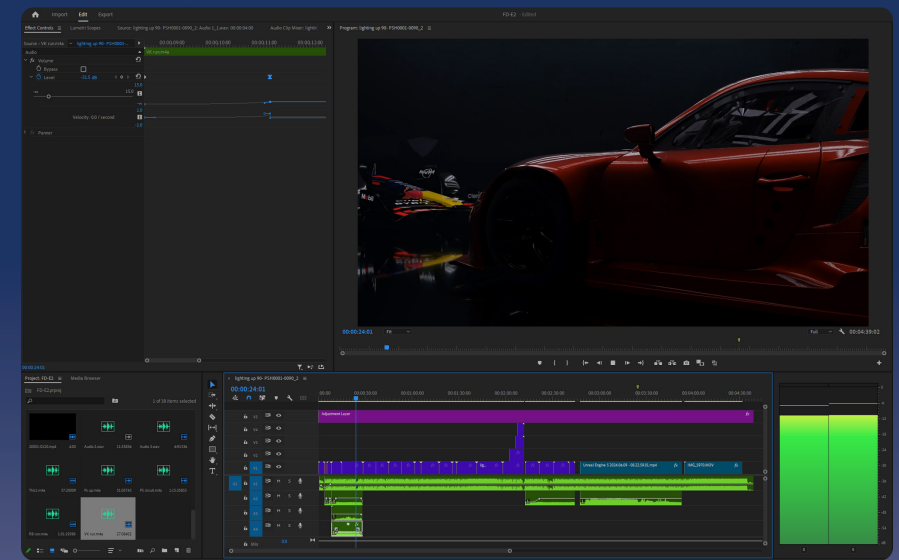
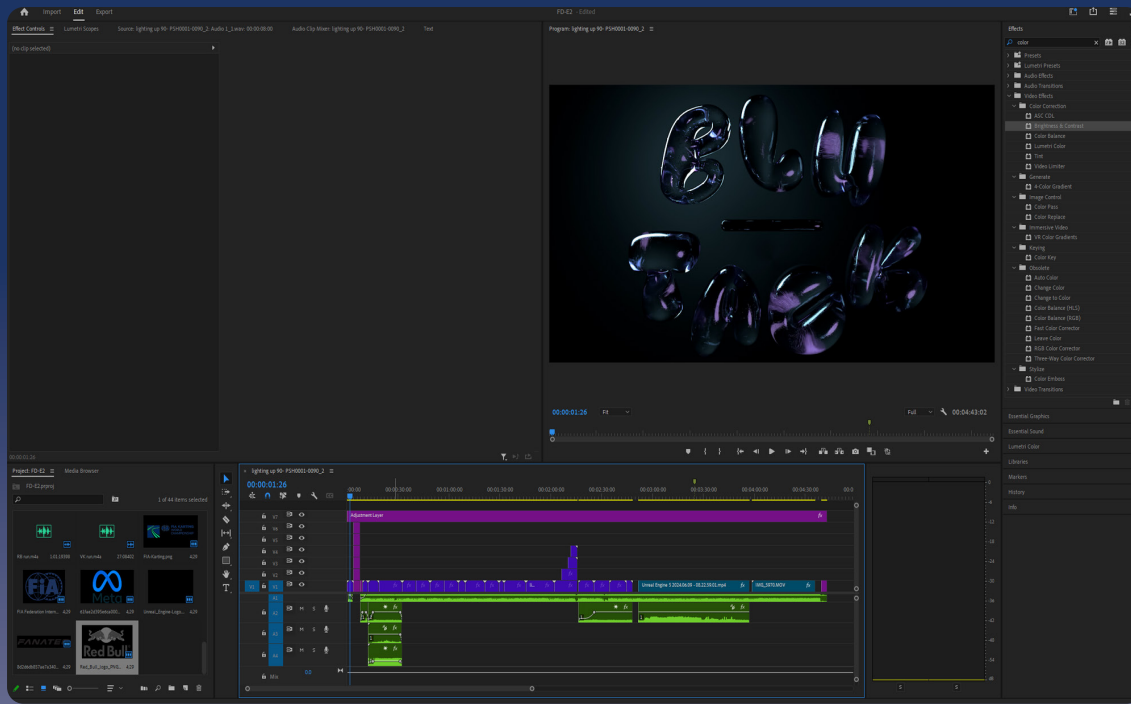
Brand: Race Sim Studio Country: Great Britain
Class: race Year: 2022
Parent: Formula Hybrid X 2022
Specs: 990bhp, 360Nm, 790kg, 0.8 kg/hp, 2s 0-100

Rating: ★★★★★
Notes: None
Total driven: 0.0 km
Speed achieved: 36.3 km/h
Best laps: None

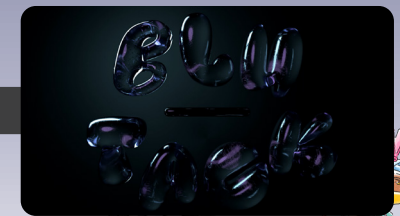
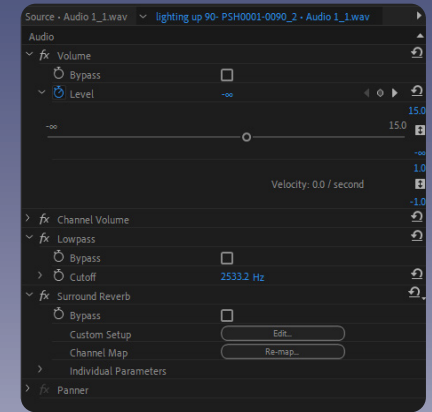
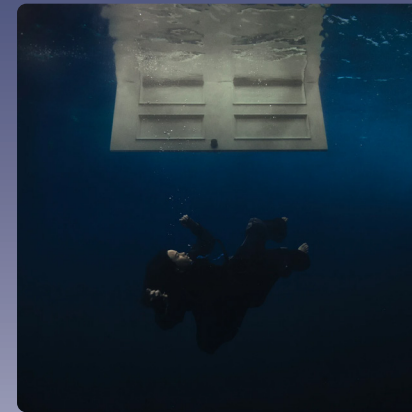
Formula Hybrid X 2022 EVO by Race Sim Studio

* Weight includes driver.

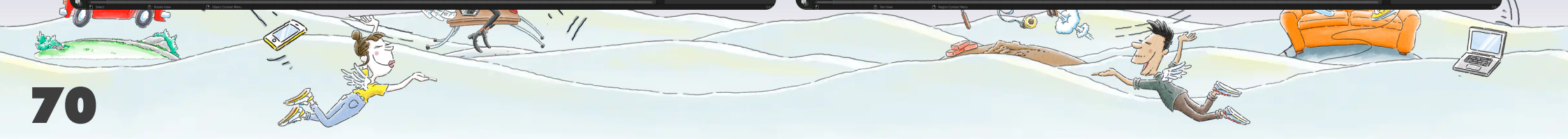




I created an intro theme music on my guitar. The sound with logo is striped down F cord, which was inspired by VALVe, and our project is about the gaming environment.



Iteration





The UE5 vehicle proved difficult to operate.

The figure on the left represents the first adoption, while the one on the right represents the eighth attempt using various approaches.

The primary issue was that the UE5 auto skeletal system could not recognise my model with wheels, so I had to rig the car in Blender and export it with only the basic skeleton.

This procedure worked, although I needed to carry the original wheel separately.


Unfortunately, most of the iteration process has not been recorded. The majority of my revisions included finding texture for the automobile. I have tried almost 30 different textures.

Finally, the black realistic wood texture for the realistic scenario and the blue 2D texture were confirmed.

After that, I decided to make 2D the major concept of the Ring environment.



Collaboration

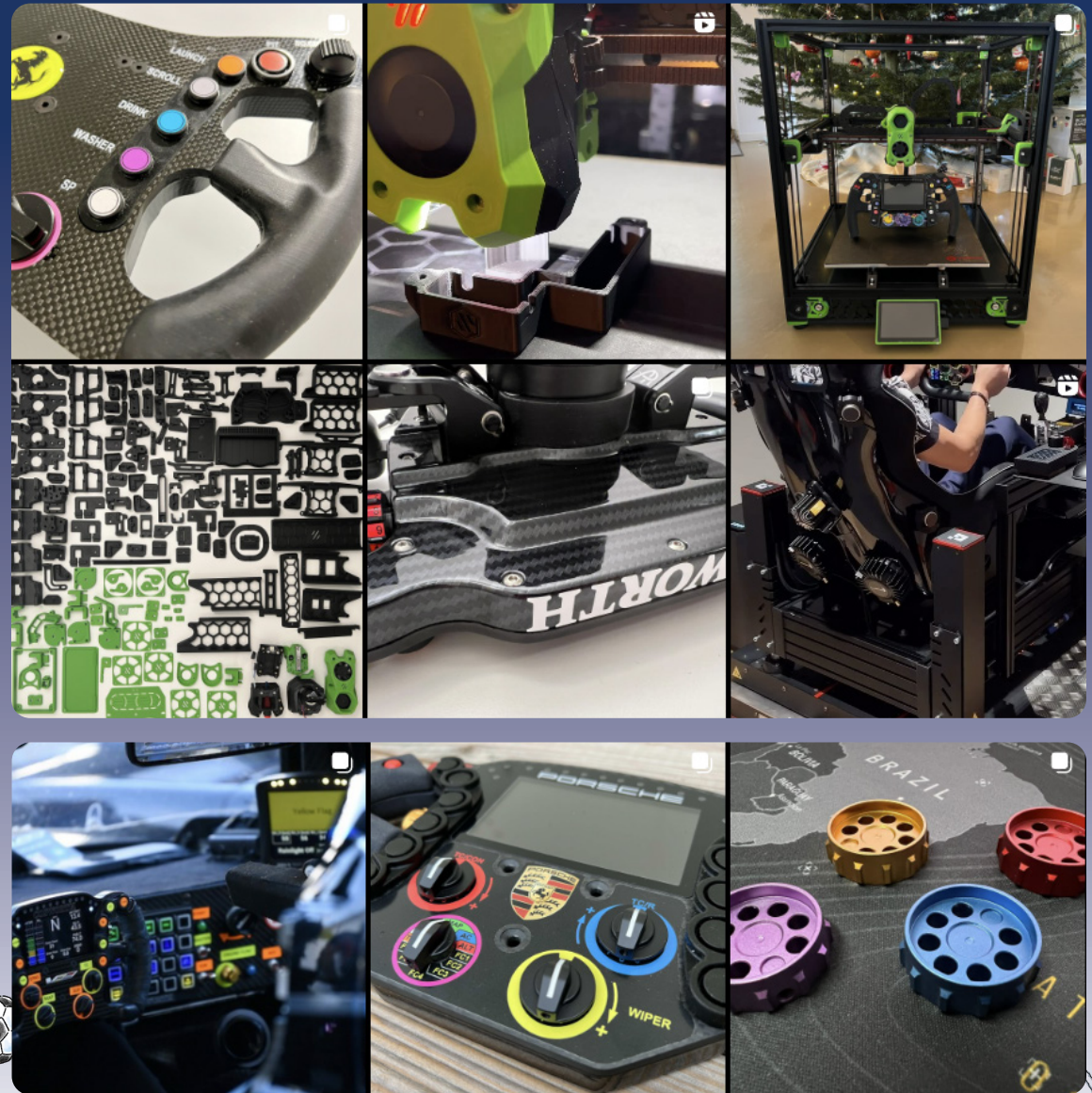


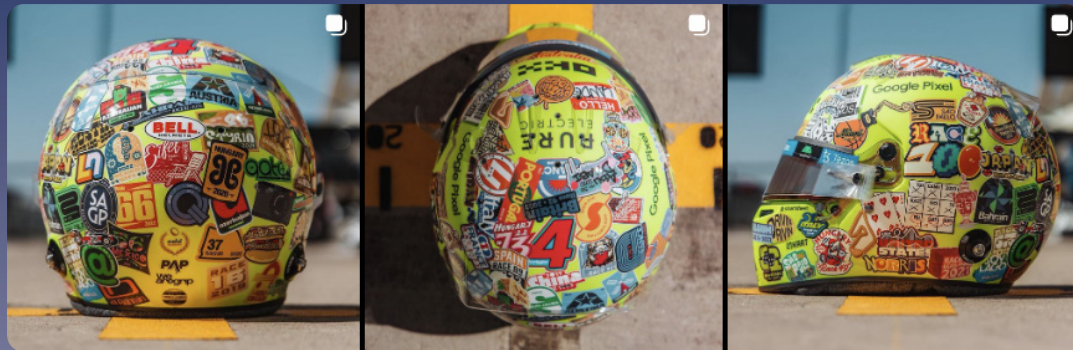
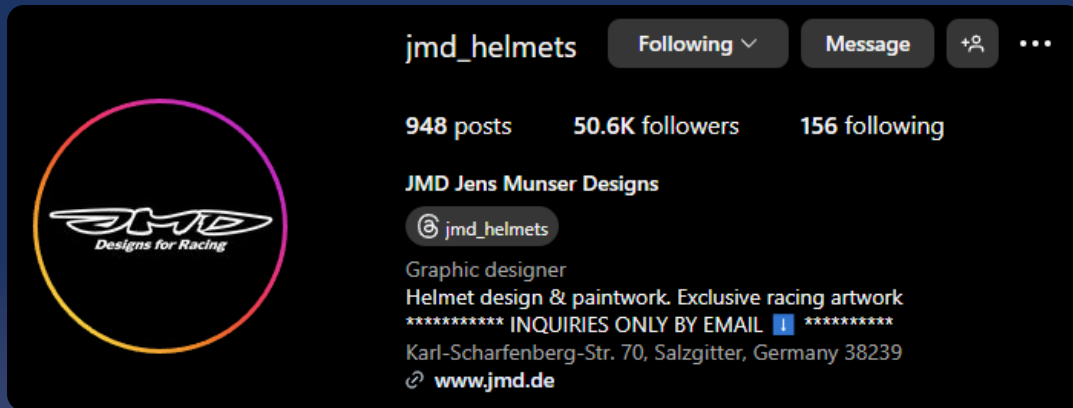
pwistudio Following ▾ Message + ...

181 posts 14K followers 86 following

PWlstuDio

Followed by [unkredible.studios](#) and [simracingpc](#)



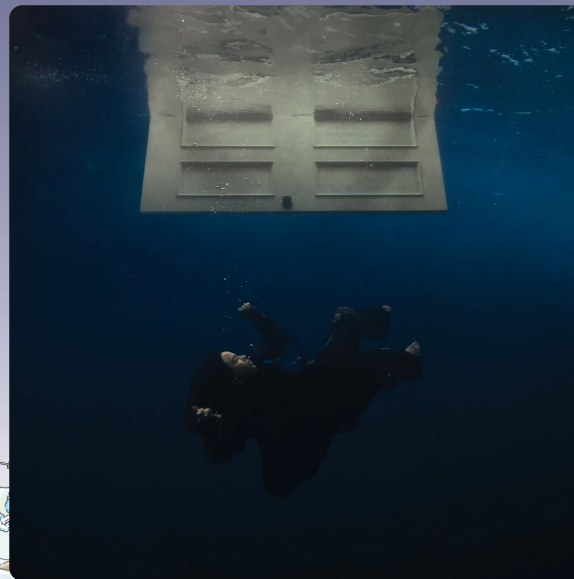
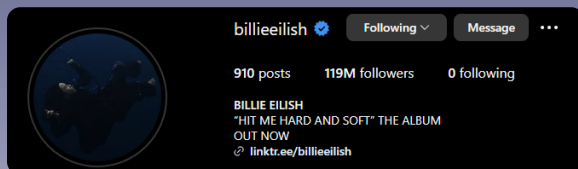


I have not officially collaborated, although there was some opportunity for collaboration on this project.

@pwistudio is a sim racing steering wheel tuner, which will be excellent cooperation while we build on our own steering wheel for The Ring.

@jmd_helmets are racing helmet designers who created the majority of motorsport stars' helmets.

Finally, I decided to use Billie Eilish's "Chihiro" as the main soundtrack for my video, the concept of the album and the wording of the song were exactly what I was looking for.



Reflective Statement: Group

Working as part of a creative studio was extremely helpful to me.

The major lesson gained from the first element was separating the working process based on peers' strengths and supporting each other's weak points while working efficiently. I joined the team to provide technical support with 3D modelling and because of that, there were communication issues among team members. Our group opinion was divided into three parts, and research was conducted to define the main idea without bias. Accepting ideas rather than pushing them pushed the group out of their comfort zone, and the project itself became no one's comfort zone.

However, it meant that our project forced us to challenge ourselves, and it was the least biased project we had ever completed. Even though we were outside of our comfort zone when it came to researching and deforming ideas, we made the most of our skill set. (Because we formed our group based on our skill set, we spent a long time on the idea but not on the production section.) We formed our group with primary, video editing, and 3D modelling specialists. Work progressed more quickly after secondary research, and we didn't have to spend as much time as we did before compared to secondary research. In my case and Tanya, we spent only 3-4 days creating all of the 3D scenes and editing the final video because we had already completed all of the research, mood boards, and colour palettes. It was the most delightful time I've ever spent studying at CDFE. (I didn't like working in a group, and it was unpleasant to step outside of anyone's comfort zone, but I eventually understood the benefits of group work.)

Pushing our comfort zone and comfy ideas may accelerate our ideation and discovery of hindsight, insight, and foresight, allowing us to devote more time to video creation. However, as we broadened our opportunities and discovered hidden sights, we gained a better awareness of our audience and the phenomenon that we were aiming for.

Also working with the group was syncing different workflows to the middle. All of the group members had different workflows and schedules, but at the same time, it was a great moment to try different workflows and get to know which workflow was suit for specific works, and how to work with different areas of people more fluently. It was like when we were forced to start primary research to make sure other parts, or video edits and 3D modelling needed specific order from the main visual research process. It helped us understand what is great power/time distribution to get outcomes within a limited schedule.

As we worked very hard to create videos that capture the mood of Gen Alpha and explain current & Gen Alpha social media trends to our audiences, the results are incredibly eye-catching with my satisfying 3D works and social media memes. To achieve a higher quality and more interesting project in the future, I would want to work collaboratively with someone who works in 3D or who shares my interests.



Reflective Statement: Individual

As we had completed fundamental research on element 1, I could fully focus on my interests, which include vehicle culture and racing, as well as furthermore simulated racing cultures that are rapidly rising in response to COVID and environmental rules. The concept began with a simple idea: soften the barrier between IRL and URL of Karting Gen Alphas using Red Bull's culture echo system.

However, I underestimated the amount and difficulty of the labour and could not produce a satisfactory solution. I was overly enthusiastic about the project and expanded it beyond its scope. When I recognised I was running out of time, the project was beyond my hands.

Also, I had a problem scheduling a personal instruction; I was unable to plan the Unreal Engine 5 tutorial on time, which created a delay in final production. Also, the difficulty of work was impossible to determine with David Reason (He used work from Cinematic, but we worked it out together in the end). So, following the tutorial, I had to spend more time figuring it out on my own. Then I decided to take a different approach, which involved focusing more on Blender and using Unreal Engine for a brief demo. But, even though I shifted it to my comfort zone (Blender), the quantity of work was too high, and time resources were already leaking out.

Trying Unreal Engine 5, which is outside of my comfort zone, was more difficult than I anticipated.

My attempt to step outside of my comfort zone was completely unsuccessful.

My original aim was to create a virtual third space that links Gen Alphas in various scenarios depending on economics, community, and experience. However, my outcome was unable to correctly contain those data.

Aside from the technicalities, my outcome does not accurately reflect my research.

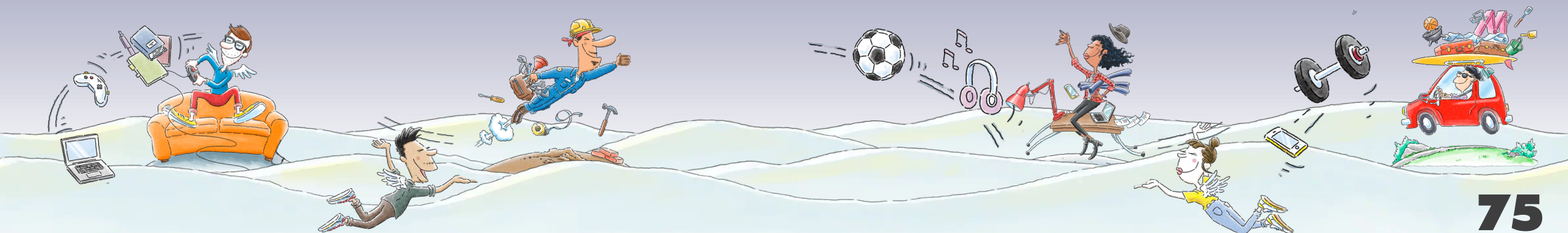
In addition, working on Blender and UE5 required a lengthy and extensive iterative process. However, I did not record such excursions, and my R&D document's iteration section was nearly empty.

On that side, I have made numerous blunders and been unprofessional throughout this process.

However, I was able to summarise the final outcome by compromising R&D documentation and reducing the amount of material used in UE5 development.

But when I compare it to other projects, I can still see significant improvements. First and foremost, the number of document pages and material for the project increased dramatically; secondly, the project wireframe is far more advanced than past projects.

For future projects in the third year, I intend to sharpen my hard skills. I also thought I needed to improve my InDesign and communication abilities for the documentation job.



Bibliography

- Peters, D. (2020) Racing Sponsors. How it REALLY works, what it really is, and how to get it. Available at: <https://nomoneymotorsports.com/2020/08/18/racing-sponsors-how-it-really-works-what-it-really-is-and-how-to-get-it/> (Accessed: 20, May).
- Franco, M. and Haase, H. (2017), "Success factors in university sport partnerships: a case study", EuroMed Journal of Business, Vol. 12 No. 1, pp. 87-102. <https://doi.org/10.1108/EMJB-04-2016-0011> (Accessed: 20, May).
- RedBullracing. (NA) Partners. Available at: <https://www.redbullracing.com/int-en/partners> (Accessed: 20, May).
- RedBullracing. (NA) F1 Academy. Available at: <https://www.redbullracing.com/int-en/f1-academy> (Accessed: 20, May).
- F1. (NA) Formula 1 Partners. Available at: <https://www.formula1.com/en/toolbar/partners.html> (Accessed: 20, May).
- Gorilla tag. (NA) Gorilla tag. Available at: <https://www.gorillatagvr.com/> (Accessed: 20, May).
- Meta Horizon. (NA) Meta Horizon. Available at: https://horizon.meta.com/?locale=en_US (Accessed: 20, May).
- Fanatec BMW. (NA) Fanatec BMW. Available at: <https://bmw.fanatec.com/> (Accessed: 21, May).
- Fanatec. (2020) BMW M4 GT3 wheel revealed | Fanatec + BMW Motorsport | Podium Series. Available at: <https://www.youtube.com/watch?v=PFZVFsRJ10U> (Accessed: 21, May).
- Fanatec. (2023) Get yourself a wheel that does both!. Available at: https://www.youtube.com/shorts/ma_NmWYL8nY (Accessed: 21, May).
- Fanatec. (2021) Bentley GT3 Steering Wheel | Extraordinary starts here. | Fanatec Podium Series. Available at: https://www.youtube.com/watch?v=WVz2zVH6o_o (Accessed: 21, May).
- Toyota Gazoon Racing. (NA) Toyota Gazoon Racing. Available at: <https://toyotagazooracing.com/e-motorsports/> (Accessed: 21, May).
- IMDb. (2023) Gran Turismo. Available at: <https://www.imdb.com/title/tt4495098/> (Accessed: 25, May).
- F1. (2024) Albon and Leclerc to compete at F1 24 launch event in Monaco. Available at: <https://www.formula1.com/en/latest/article/albon-and-leclerc-to-compete-at-f1-24-launch-event-in-monaco.1cNe1JdvQfjg1F5T1hWbZg> (Accessed: 25, May).
- Lurkam, L. (2024) Max Verstappen wins virtual Nurburgring 24 Hours whilst competing in F1 race. Available at: <https://www.crash.net/f1/news/1048793/1/max-verstappen-wins-virtual-nurburgring-24-hours-whilst-competing-f1-race> (Accessed: 26, May).
- AssettoCorsa. (NA) AssettoCorsa. Available at: <https://assettocorsa.gg/> (Accessed: 26, May).
- Campbell, B. (2016) Meet the Man Who Turned Video Games into a Real Racing Career. Available at: <https://www.iracing.com/meet-the-man-who-turned-video-games-into-a-real-racing-career/> (Accessed: 26, May).
- LFM. (NA) LFM. Available at: <https://lowfuelmotorsport.com/> (Accessed: 26, May).
- ABKC. (NA) About ABKC. Available at: <https://www.abkc.org.uk/about/> (Accessed: 26, May).
- NKA. (NA) The National Karting Association. Available at: <https://www.nationalkarting.co.uk/> (Accessed: 26, May).
- British Kart Championships. (NA) British Kart Championships. Available at: <https://www.britishkartchampionships.org/> (Accessed: 26, May).
- NA. (2016) Number of people participating in go karting in England from 2006/2007 to 2015/2016. Available at: <https://www.statista.com/statistics/490414/go-kart-participation-uk/> (Accessed: 26, May).
- FIA. (2024) FIA KARTING SEASON 2024. Available at: https://backend.fiakarting.com/sites/default/files/PRESENTATION_DOSSIER_FIA_KARTING_2024_vEN_v8_0.pdf (Accessed: 26, May).
- ABKC. (NA) Costs & Classes. Available at: <https://www.abkc.org.uk/costs-classes/> (Accessed: 26, May).
- Gallant, I. (2023) Energy drinks can harm teens' health. Here's what experts say parents can do. Available at: <https://www.cbc.ca/radio/whitecoat/energy-drinks-can-harm-teens-health-here-s-what-experts-say-parents-can-do-1.6966718> (Accessed: 26, May).
- RedBull. (2021) Red Bull The Edge. Available at: <https://www.redbull.com/int-en/projects/the-edge-matterhorn-vr> (Accessed: 28, May).
- X Studios. (2021) Red Bull®: The Edge - Matterhorn VR Experience | NOW OPEN!. Available at: <https://www.youtube.com/watch?v=0aRj-CcQSXU> (Accessed: 28, May).
- RedBull. (2016) Dreamer's dilemma. Available at: <https://www.redbull.com/gb-en/episodes/dreamers-dilemma-screenland-s01-e01> (Accessed: 28, May).
- BRAHAM, B. (2008) AN INVESTIGATION INTO MOTORSPORT SPONSORSHIP: A COMPARATIVE ANALYSIS OF TWO AND FOUR WHEELED SPONSORSHIP. (Accessed: 28, May).
- Braham, B. and Britton, J. (2012) Motor racing, tobacco company sponsorship, barcodes and alibi marketing. (Accessed: 30, May).
- CORNWELL, T. (2024) Sponsorship-Linked Marketing: The Role of Articulation in Memory. (Accessed: 31, May).
- Alphatauri. (NA) Alphatauri. Available at: https://alphatauri.com/en-int/?utm_source=redbull.com&utm_medium=markets_activation&utm_campaign=ss22_collection_launch&utm_content=hero_image&utm_placement=redbullcard&utm_country=uk (Accessed: 31, May).
- Dunning. (2024) History-making wingsuiters fly through Tower Bridge at 153mph. Available at: <https://www.redbull.com/gb-en/wings-through-tower-bridge> (Accessed: 31, May).
- RedBullWingFinder. (NA) Key areas for professional success. Available at: <https://www.redbull.com/int-en/wingfinder/strengths> (Accessed: 31, May).

