

SAUDI MOTORSPORT

FIRST EDITION

SEPTEMBER
2023

*A Path
of Success*

SUSTAINABILITY
THE WAY OF THE FUTURE

WOW!
*We
Won*

 SAUDI
MOTORSPORT
COMPANY
شركة رياضة المحركات السعودية

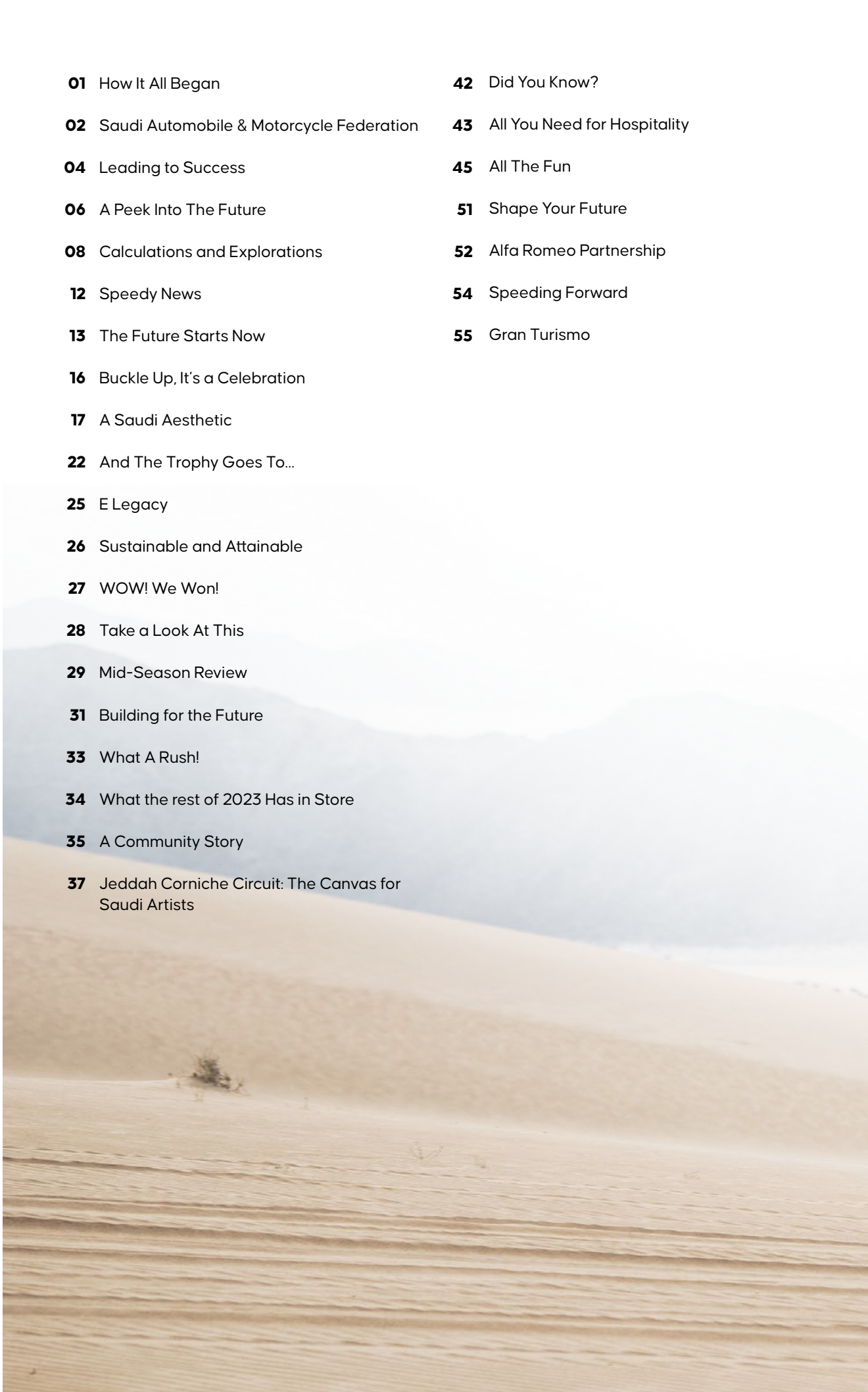
“ We are determined to build a thriving country in which all citizens can fulfill their dreams, hopes, and ambitions.”
HRH Crown Prince Mohammed bin Salman Al Saud





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The Saudi Motorsport Company (SMC) is the dedicated commercial and operational entity established to bring the Kingdom of Saudi Arabia's motorsport events under a single umbrella as well as being the first public body in Saudi Arabia dedicated to commercializing motorsport at a national level.

A fundamental principle of SMC is to develop interest and awareness for motorsport in the Kingdom while providing a platform for the advancement of career opportunities for young Saudis.

As part of its remit, SMC is responsible for hosting and promoting all motorsport events in the Kingdom of Saudi Arabia. The company works alongside its parent company the Saudi Automobile & Motorcycle Federation and colleagues at the Ministry of Sport.

Since its inception ahead of the inaugural Formula 1stc Saudi Arabian Grand Prix in 2021, SMC's portfolio has grown exponentially, with leading international motorsports events now hosted annually in the Kingdom. Aside from Formula 1, these include the world-famous Dakar Rally, first held in the Kingdom in 2020, which continues to evolve under SMC.

The next event in January 2024 is set to be the biggest yet. In 2021, the first electric off-road motorsport championship, Extreme E, visited Saudi Arabia and has returned on an annual basis ever since, with the next edition scheduled for early next year. The series

recently returned to the city of Neom in 2023 for another hugely successful event. Meanwhile, Formula E will also return in 2024 for its fifth event at Diriyah.

New international events continue to be added to the Saudi Motorsport calendar with SMC recently confirming that Saudi Arabia will host the closing rounds of the Fanatec GT World Challenge Europe Powered by AWS for the 2024 and 2025 seasons. Moreover, the GT4 European Series Powered by RAFA Racing Club will also join as the main support event.

Furthermore, in 2022 SMC alongside the MoS announced it had signed a Memorandum of Understanding (MoU) with Dorna Sports, confirming the shared intention to host MotoGP, the world's premier motorcycle racing series, in the Kingdom in the near future.

These recurring major motorsports events are delivering directly against the Kingdom's Vision 2030 with each committed to long-term deals that have helped Saudi Arabia to develop an unrivaled portfolio that is not replicated anywhere else in the world.

How It All Began





الاتحاد السعودي للسيارات والدراجات النارية Saudi Automobile & Motorcycle Federation

The Saudi Automobiles and Motorcycle Federation is a sports body with a legal personality, established in 2006, with the aim of supervising the activities of motorsports and motorcycles in the Kingdom of Saudi Arabia and working on developing and sponsoring them as well as representing the Kingdom in international federations.

The Federation seeks to contribute to the development and sponsorship of motorsports and motorcycle activities and to provide high-quality and complete services to its members, always within the highest international standards of safety.

In November 2021, the Saudi Automobile & Motorcycle Federation (SAMF) announced the launch of the Saudi Motorsport Company- a new and dedicated commercial entity established to bring the Kingdom of Saudi Arabia's motorsport events under a single umbrella. The Saudi Motorsport Company is the first public body in Saudi Arabia dedicated to commercializing motorsport at a national level.





Leading *to* Success

An interview with HRH Prince Khalid Bin Sultan Al-Abdullah Al-Faisal.

Returning to the year 2021, most international media doubted the readiness of the Jeddah Corniche Circuit within the specified time. Could you share the moments and your level of confidence in the success of the project?

The Saudi Arabian Grand Prix race, I'd say, is the largest project we have worked on. The most critical challenges we faced was the timing and conditions surrounding the first race, which took place amidst the spread of the COVID-19 pandemic, greatly impacting the world at that time. On top of these challenges, the designated time for hosting the race was very short. However, with the grace of God, we managed to face all these challenges. Because we had faith in our leadership, along with the significant support from the Ministry of Sports and relevant government entities, and with the determination of the people of the Kingdom, we were able to achieve our aspirations despite the numerous doubts from both foreign and domestic media. This is a historic accomplishment for us, and we set a record of building a completely new circuit and hosting an event of Formula 1's size within a very short period of time.



"This success confirms the journey of excellence that the Kingdom is experiencing across various sectors,

especially in the past five years. It has achieved things that the world wouldn't have believed the Kingdom capable of. It made significant leaps in all fields, particularly in sports, with direct support from His Royal Highness the Crown Prince and the Minister of Sports. The workforce of the Saudi Motorsport Company and the Saudi Automobile and Motorcycle Federation have proven their abilities and potentials. They continued to work to turn this dream into a concrete reality and earned the trust placed in them.

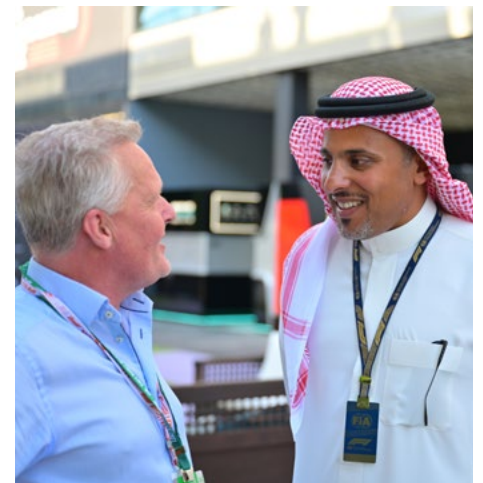
Thanks to God, the feedback after the race was entirely positive. We are hugely proud of the fact that the majority of those who executed and oversaw this project were young men and women of the kingdom. They believed in their ambitions, their confidence in themselves, their country, their rulers, and their people. Personally, throughout my life, I have never felt pride and honour like what I felt on this day, specifically at the moment the race lights illuminated and under the auspices of His Royal Highness the Crown Prince on this day. He is, indeed, the greatest supporter and motivator."

"When did you realize that the Kingdom of Saudi Arabia had become a hub for motorsports?"

With the grace of God, the Kingdom is always known for its excellence in many fields. It is characterized by human resources that possess determination, confidence, and resilience. This has been evident in the challenges the Kingdom has faced throughout its rich history. Its people have managed to preserve their identity over centuries. From this standpoint, our actions within the Kingdom must be distinctive, given the significant status it holds.

Hence, we have worked on gaining experiences and benefiting from the best

practices of our neighbours in the Gulf countries. When we had the opportunity of entering this sport era, the Kingdom solidified its position even further, especially amidst the ongoing journey of transformation and development. This is a natural progression that aligns with the Kingdom's size and leading role. Relying on our human resources, we've reached an advanced stage in serving the sports sector within the Kingdom. We've embarked on a journey through which we can introduce something new to the world.



Now, we can potentially be the only nation in the world to host this number of motorsports championships, such as Formula 1, Formula E, Rally Dakar, World Desert Rally Championships, Extreme E series, World Touring Car Cup, and more, all in the field of cars and motorcycles. Furthermore, with the promising visionary outlook of His Royal Highness, the Crown Prince, and the directives of His Royal Highness the Minister of Sports, and with the completion of Qiddiya Circuit and its infrastructure, the contribution to the development, dissemination, and increased investment in motorsports will grow. We are working on preparing new generations to take the helm and continue the journey, transitioning to a new phase of prosperity and growth. Our future

plans go beyond ordinary hosting; we aim to develop Saudi champions and teams capable of competing on the global stage. This is in addition to making Saudi Arabia a hub for industry and technology, capitalizing on the immense potential of major Saudi companies. A prime example is Aramco, which plays a significant role in the advancement of motorsports.

In conclusion, the Kingdom has the capability to offer things that no other country in the world can, but we merely need time to reach this stage, God willing.

What has been the social impact of Saudi Arabia hosting these major motorsports events?

Certainly, there is an entertainment aspect behind hosting events and international championships, especially those with a global audience and followers from all around the world. We attract members of the community here to watch and draw in audiences from neighbouring countries as well. This includes people of all ages and families, as our events encompass a wide range of activities that cater to various tastes and age groups, opening the door for everyone to enjoy everything. On the other hand, the presence of top drivers and athletes from around the world can inspire our youth to learn more about the sport.

This is the power of sports that we can harness to provide an opportunity for anyone interested in the field to find a source of inspiration that could drive them to achieve their aspirations someday. This applies not only to drivers, but also to marshals, organizers, commentators, engineers, or team managers. There are many areas they can explore while watching the races first-hand, observing closely how teams work and are organized, among other things. Our role here is to increase society's awareness of the benefits and importance of sports and how it can become a lifestyle for them. All of this will have a positive impact on various levels.

How does motorsport, especially the Saudi Arabian Grand Prix, align with the Kingdom's Vision 2030?

Through our observations of the statements made by His Royal Highness, the Crown Prince, he frequently mentions sports and tourism, highlighting the importance embedded in sports. Now, we witness the significant scale of investment in this sector, whether direct or indirect, from the government or the Public Investment Fund. As previously mentioned, sports constitute a fundamental element in the advancement and development of society. Sports also play a substantial role in enhancing tourism and acting as a catalyst for the local economy. When discussing events like the Formula 1 and Rally Dakar, we observe a significant international presence participating in and following these races. This contributes to drawing attention directly and realistically to the Kingdom. Moreover, broadcasting these championships worldwide through media and social platforms to millions of followers sheds a direct light on the capabilities and development the Kingdom is undergoing. All of these factors significantly contribute to achieving the objectives Kingdom's Vision 2030.

And how does the motorsports sector contribute to enhancing economic diversification in the Kingdom?

The motorsports sector significantly contributes to enhancing economic diversification in the Kingdom of Saudi Arabia. Particularly car and motorcycle racing, have a large following and a wide audience. For example, events like Formula 1 races and motorcycle races attract hundreds of millions of fans and spectators, both within the Kingdom and through live broadcasts. This amazing engagement with motorsports events presents a crucial opportunity to promote the Kingdom and attract global attention to it. Thanks to promotional campaigns and advertisements accompanying these events, the world can become acquainted with the beauty, culture, and tourist attractions of the Kingdom, encouraging more people to visit. In addition to promotion, these events result in positive economic flows. They increase hotel stays, car

rentals, spending at restaurants and retail stores, and even transportation bookings. All of this contributes to driving the local economy.



Furthermore, organizing a variety of sports events allows for the operation of different economic sectors throughout the year, rather than relying on specific events at certain times. As sports events continue to diversify the economy, they provide employment opportunities and stimulate economic activity in various regions of the Kingdom. With this diversity in events and sports, the Kingdom shines as a multi-specialty sports destination, promoting sports tourism and contributing to economic diversification and sustainable development.

What is the best feedback you have received regarding the Saudi Arabian Grand Prix?

Certainly, praise be to God, the satisfaction of His Highness the Crown Prince about the performance we delivered and the level that was manifested in the first race and the noticeable progress that occurs year after year. This is a badge of honour, and I wear it proudly on my chest. In conclusion, we all strive to serve the nation and achieve the aspirations of His Highness the Crown Prince and his vision. This means a lot to us, and it's a great, unexpected honour as only a few can achieve it. This is indeed the satisfaction I seek to achieve. It means more than words can express; His Highness' satisfaction is the best reward.

A Peek into The Future



Dakar Rally
5-19 January 2024

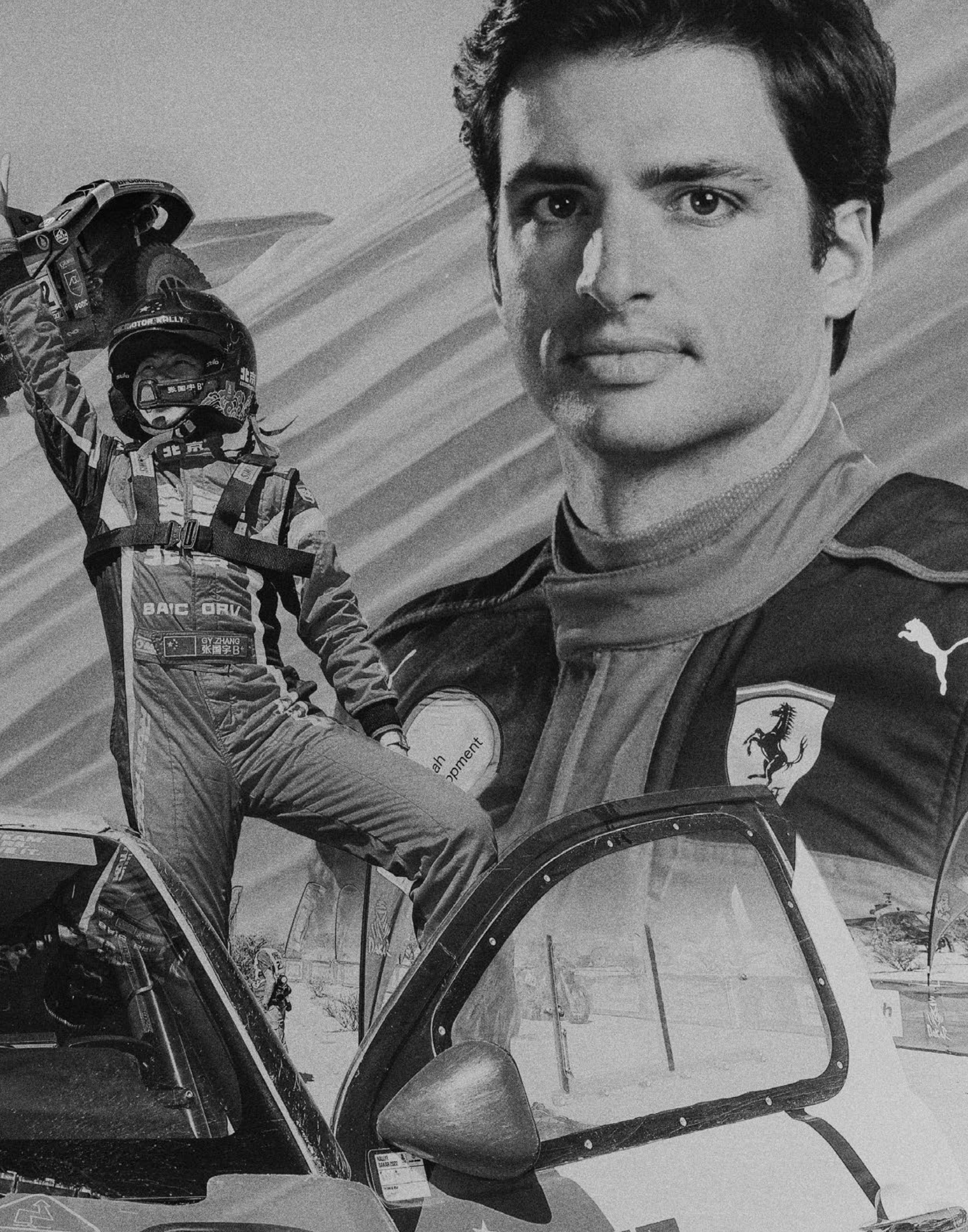
Extreme E
17-18 February 2024

SMC Awards
March 2024

Formula 1 Saudi Arabian Grand Prix
7-9 March 2024

Saudi GT
21-23 November 2024

MotoGP
2027 TBC



Calculations and Explorations

Formula 1

Fast facts

- Saudi Arabia was the second stop for the Formula 1 2023 calendar.
- Three F1 races were staged by SAGP in 16 months.
- The Jeddah Corniche Circuit is the fastest street circuit with an average of 252kph
- The Formula 1 SAGP Opening Ceremony was broadcast live for the first time on TV in 2023.

Formula 1 SAGP is committed to inclusivity. In 2023, a total of 55% of the workforce who joined the event were Saudi, and 31% of the workforce were female. Saudi Motorsport Company (SMC) ensured inclusivity by partnering up with 20 local organizations to host 700+ people with disabilities and kids. Formula 1 SAGP 2023 attendees 135K total attendees 82% of the attendees were of Saudi nationality

Formula 1 SAGP 2023 attendees

- 135K total attendees 82% of the attendees were of Saudi nationality
- +24% nationalities attended SAGP 2023
- +4.5% attendees were reported in 2023 than the previous SAGP
- +5% attendee satisfaction in 2023 than 2022

Total economic activity in 2023 SAR 2.39Bn

+28K online press articles
73.3M broadcast viewership
+180 global broadcasters
215M SAR media value
1.3Bn social media impressions
99% positive or neutral sentiment

Other Races

Formula 2

11 Teams, 22 Drivers
Saudi Supercar Club
28 Supercars, 11 Manufacturers
Porsche Sprint Challenge
20 Cars, 4 Saudi Racing Drivers

The Dakar Rally 2023

“Dakar in Saudi encapsulates our nation’s remarkable ability to transform dreams into reality, to succeed against the odds, and overcome any obstacles placed in our way. The competition is more than just a race or an endurance challenge. It is about looking to the future and teaching our sons and daughters about the important role sports plays in helping realize dreams. It is about accomplishing our goals to build a future that our people deserve, one that is in line with the objectives of Vision 2030”

HRH Prince Abdulaziz bin Turki Al-Faisal Minister of Sports

Fast facts

- The Dakar Rally 2023 featured as the 1st round of the FIA-FIM World Rally-Raid Championship for the 2nd time.
- An entry of 455 vehicles was reported, with 313 vehicles crossing the finish line.
- Bio-fuels were introduced for sustainable racing by using renewable energies.
- Dakar partner BFGoodrich conducted a desert clean-up with 40+ volunteers and 70+ bags filled.

The Dakar Rally 2023 completed 14 stages with a total distance of 8,549km. A total of 822 competitors entered the race with 5 previous champions crossing the finish line.

Total economic activity in 2023 SAR 718m

+24.1% video views on social media,

with a total of 266m
+19.6% more fans on social media, increasing up to 6.7m
96% positive and neutral sentiment
186.4m impressions on the SMC “Dream and Dare” campaign video

Extreme E

“We are very excited to welcome Extreme E back to the Kingdom. It perfectly aligns with one of the most important pillars of Saudi Arabia’s Vision 2030 to make the Kingdom the leader in the development and promotion of alternative energy sources and the preservation of the environment for future generations.”

HRH Prince Khalid bin Sultan Al-Abdullah Al-Faisal
Chairman of the Saudi Automobile and Motorcycle Federation and the Saudi Motorsport Company

Fast facts

- By 2023, the Desert X Prix rehabilitated 1.5m hectares of land in support of NEOM’s greening initiatives as a continuation of the 2022 Legacy Program.
- The event assisted NEOM Nature Reserve to reintroduce the Arabian Sand Gazelles and the Red Necked Ostrich.
- 43% renewable and recycled materials were used on and off the track.
- 80% of the materials used for the event are compliant with sustainability guidelines.

Championship Winners
Veloce & Acciona | Sainz

R.01 Molly Taylor, Kevin Hansen
R.02. Laia Sanz, Mattias Ekstrom

Total economic activity in 2023 SAR 69m

+30% higher press releases
+37.5% total broadcast audience, with a total of SAR 23.1m
+33% higher media value, with a total of SAR 579.4m

Formula 1



Formula 2



The Dakar Rally 2023



Extreme E





1ST

SAUDI ARABIA

SAUDI ARABIA

CASTROL

TAG
HEUER

Mobil 1

SAUDI ARABIA



Saudi Arabian Grand
Prix 2023 Trophy



Speedy IN News



As Saudi Arabia evolves into the new home of motorsports in the region, more and more major international racing series are choosing to compete in the Kingdom.

New international events continue to be added to Saudi Motorsport calendar with SMC recently confirming that Saudi Arabia will host the closing rounds of the Fanatec GT World Challenge Europe Powered by AWS for the 2024 and 2025 seasons. Moreover, the GT4 European Series Powered by RAFA Racing Club will also join as the main support event.

The record breaking Jeddah Corniche Circuit will host both championships on 21st -23rd November next year, with both series set to race on the world's fastest and longest street track.

Acknowledged as the global benchmark in GT3 racing, Fanatec GT World Challenge Europe Powered by AWS will run a 1,000-kilometre contest at the high-speed Formula 1 circuit, placing the event behind only the CrowdStrike 24 Hours of Spa in terms of distance. The fiercely competitive GT4 European

Series Powered by RAFA Racing Club will contest its usual pair of one-hour races on the renowned F1 street track.

Moreover, in 2022 the Saudi Motorsport Company and Dorna Sports, the commercial rights holder of MotoGP, also confirmed the signing of a Memorandum of Understanding (MoU) outlining their shared intention to bring the motorcycle racing series to the Kingdom.

The FIM MotoGP World Championship is watched by more than 800 million people, broadcasting live to more than 200 countries around the world. The addition of Saudi Arabia to the MotoGP calendar on an annual basis will see the sport expanding further into the Middle East, with Qatar currently hosting the only round in the region.

The partnership initiative between SMC and Dorna Sports will also see the establishment of a new talent development program for young Saudi riders, in conjunction with SAMF, designed to increase awareness of and accessibility to the sport in the Kingdom, as well as educational and vocational opportunities off the track. This Road

to MotoGP program will provide young racing talent in Saudi Arabia with pathway opportunities to compete at the highest levels of the sport, with a clear aim of developing Saudi MotoGP champions of the future. This aligns with Dorna Sport's ongoing commitment to young rider development all over the world, using its platforms and championships to launch new riders' careers and develop pathways to racing in MotoGP.

MotoGP in Saudi Arabia will be staged on a newly constructed, multi-purpose FIM and FIA homologated circuit.

As a current host of Formula 1, Formula E, Dakar Rally and Extreme E - as well as staging last years' FIA World Touring Car Cup Final (WTCR) - these new agreements to host additional major racing championships further establish the Kingdom as the new home for global, prestige motorsport events in the Middle East. In doing so, it strengthens SMC's long-term goal of leveraging the power of motorsports to deliver directly against the Kingdom's transformative Vision 2030 and position itself as the new home of motorsports in the region.

The Future Starts Now

How the Saudi Motorsport Company is Delivering on its Objectives



Martin Whitaker, CEO of the Saudi Motorsport Company (SMC)

“We have been presented with a blank canvas on which to develop motorsport in the Kingdom – how many people get that opportunity?”

You’ve witnessed the rise of motor-sports in Saudi Arabia over the past few years. Can you share your thoughts on the rapid change that the Kingdom has experienced during this time?

MW: It’s been an extraordinary period of time since the Saudi Motorsport Company was created. Officially we launched in November of 2021 but in practice, we realistically only started business in May of last year once the second STC Formula 1 Saudi Arabian Grand Prix was completed. During that time, we’ve learned so many lessons from the events that we have staged, whether it is Formula 1, the Dakar Rally, Extreme E, and other on-track events like the WTCR race. We have been presented with a blank canvas on which to develop motorsport in the Kingdom – how many people get that opportunity? So, this is a world-first in a sense. It is so encouraging to see the sport really starting to build some roots here and, most importantly, a real following. Beginning with a love for the automobile, people are now more informed about the sport; they are suddenly interested in motorsport. This helps the overall direction and color of the sport as we go forward. There are exciting times ahead!

What has been your happiest moment since coming to Saudi Arabia and why?

MW: I think that undoubtedly building the circuit and then staging the first Formula 1 race [was my happiest moment]. I am pretty sure there were a lot of people who imagined that we were not going to make it in such a short space of time and that if we did make it, that the facilities and track wouldn’t be up to scratch. However, we delivered a sensational circuit, a phenomenal set of facilities and infrastructure, and a young team of people, particularly Saudis, who staged their first Formula 1 race in Saudi Arabia to universal acclaim.

Building the track in only eight months was an immense achievement. Can you

take us through the process from start to finish?

MW: It was a pretty intense time. Looking back, it was a phenomenal undertaking in the first place to effectively deliver a circuit within such a short period of time. Also, of course, with Covid and the hot summer months as well here in Saudi – this made it doubly if not triply difficult. But to get everybody working in the right direction on a very narrow strip of land with the Red Sea on one side of you and Jeddah on the other three sides was an extraordinary experience and performance. It was an amazing result for all the contractors and suppliers who were involved. To build a circuit is one thing, to build it within the environment that we had to build it in, was a completely different experience altogether. It has been a huge success and a source of massive pride on behalf of everybody involved.

What has been the feedback from F1’s stakeholders on racing in Jeddah and what kind of commercial and social impact has its arrival had on the Kingdom?

MW: I think Formula 1 sees us as a really strong and important member of the Formula 1 family. We are a promoter of a Formula 1 Grand Prix. There aren’t many of those in the world. Saudi Arabia is on the calendar 365 days of the year. So, we are taken seriously by Formula 1, there is no doubt about that, as well as by the drivers, teams, spectators, and the media.

From a corporate standpoint, it’s been a magnificent success. Clearly, a lot of Saudi companies have got behind Formula 1 – they see it as a significant platform on which to develop their brand, network, and their businesses. As a result, we have probably delivered more corporate sponsorship partner dollars than many other races put together, which is really encouraging from a Saudi perspective.

It's not all about Formula 1 delivering on a race in Saudi Arabia, this is about Saudi delivering on the race, being an integral part of the Championship and the impact that the sport has on business, on tourism, culture, and many other aspects of Saudi's framework. Most importantly, it has a massive impact on the community here, because the Saudi people have embraced Formula 1 and as a direct result, they also embraced the circuit and everything that we do. Building a long-term legacy is of vital importance for us and a major part of our overall objective both for Jeddah and the Kingdom as a whole.

What impact is SMC's community engagement having on Saudi society in general?

MW: I think we play a really important role from a social perspective. Our legacy is all about what we can deliver to the community. It is not just about people, it is about building a platform on which we can promote sustainability, business, and culture by promoting Saudi Arabia, promoting all aspects of this diversely rich country, its color, and the flamboyancy of Saudi Arabia.

We also seek to ensure that everybody who comes here to a race leaves as an "ambassador" for this country. After three races, we are seeing that people enjoy coming to Saudi Arabia, they enjoy the experience. They can now open their eyes to what Saudi Arabia has to offer. It is not just about a Formula 1 race on the shores of the Red Sea, it is about the diverse social impact and social makeup of this country but also about the diverse nature of the geography and the landscape, the cultures, the people, the history, and heritage. So, all in all, this is an extraordinary platform for us to develop those social relationships and create a legacy for the future.

The Saudi Motorsport Company has invested in many community programs for the youth in Jeddah. How do you see this evolving?

MW: I think it's vitally important that we are engaging with young people and students. I have actually just come from a karting activity that we have been running from our Experience Centre at

the new JCC Kart Track. This was with young Primary School children. There must have been 40-50 of them and they all had a fantastic experience. They were driving karts, they were engaged in what was going on, they were learning about motorsports, they were asking lots of questions.

What we can do for the youth of this country is so crucial and I for one love the fact that we are giving young Saudis the opportunity not just to become a racing driver - as not everyone is going to become a Saudi champion of the future - but to develop a career in the sport via the multiple avenues that are available to them.

We have 170 employees here at SMC - many of those are young Saudis, many indeed are young Saudi women, which I think is also a very important statement. And for us to assist these young people in developing a career path in the sport is so important and actually so heartening for all of us on the team.



What are your personal highlights of the community programs?

MW: For me, it has been especially satisfying to see how engaged in the community we have become. When the circuit was built, everybody was interested to see what it was going to look like and what impact it would have on Jeddah. Since our inception, the citizens of Jeddah have gradually experi-

enced the impact the Jeddah Corniche Circuit is having on the community with a circuit that is not operating only one week of the year for Formula 1 but 365 days of the year for the whole community. SMC is able to entertain corporate clients and individual motorsport fans year-round. We regularly host product launches and corporate days. Most importantly, the circuit is open to the community and we are open for those who want to go running, cycling, and exercising safely at night on the circuit.

So seeing that the work we do and facilities we built at JCC are becoming an integral part of the local community is very rewarding

The Jeddah Corniche Circuit is officially the fastest street track in the world. What have the F1 drivers said to you about it behind the scenes?

MW: The drivers love it, which is great. This was apparent from the very first time the cars went out on the track back on December 3rd, 2021. Hearing Valtteri Bottas coming over the radio saying 'Wow, this circuit is awesome, I love this circuit', was very satisfying! This sentiment was echoed by many other drivers. They love the speed; they love the challenge. At the end of the day, they are Formula 1 racing drivers, they are the best in the world. Therefore, a circuit of this nature with its challenging conditions is exactly what they are looking for. They long to race on a circuit of this nature.

I think what was also so important to HRH Prince Khalid bin Sultan Al-Abdullah Al-Faisal (Chairman of the Saudi Automobile & Motorcycle Federation and Saudi Motorsport Company) and the team in building this track was to ensure they delivered a track that had the right surface, a surface that had a strong grip, that was fast, that was 'billiard-table-flat' and this is what has been successfully achieved.

The other important thing to note is that we don't just hear those comments when the drivers are here in Jeddah but we also hear them praising the JCC track when they are at other races around the world. So that is very heartening.



Do you think there is a rich diversity in motorsport within Saudi Arabia?

MW: That diversity is growing. What we are now delivering is a genuine ladder of opportunity for young people to go racing, or rallying, or bike racing. The contracts that we are now developing - whether these be with Formula 1, Moto GP, Dakar Rally, Extreme E, or Formula E - the fact is that we are giving young people the opportunity to find out more about motorsport and the diverse range of opportunities that this sport offers. And clearly, we can stage all of those sports here. The Kingdom is a fantastic playground, if you like, for motorsport.

Our next steps are very much looking towards the creation of academies for young people to go and learn about how to race a kart, a bike, a rally car, and so on. As we develop these projects in the coming years, we will start to see that we have young Saudis who not only have a passion for the sport but have the talent to progress in the sport, and they will start to make a name for themselves - and as a result for the Kingdom - on the world stage.

What can you tell us about SMC's commercial and business plans that we may not be aware of?

MW: From a company perspective - and you might be slightly surprised to hear me say this - one of the most

interesting aspects of our business is our guest management department. We are now able to deliver a guest management or guest journey programs not just for motorsport events. We know that we are doing a very good job in Formula 1, and we do a great job at the Dakar Rally and Extreme E, etc. First and foremost we are a motorsport business, but we have the opportunity to market our internal resources and experience to other companies and other sports and other disciplines. We have recently been involved in the Saudi Games, in the Diriyah Season, in the FIFA World Cup and now we are looking at new opportunities outside of motorsport, outside of sport in general actually, where we can develop business opportunities for SMC.

To my mind that is the exciting part about this company, especially for the young people who work here who can feel that there is a real sense of variety and a diversity around what we are doing on a daily basis.

Do you feel that the Saudi Motorsport Company has achieved its goal of setting the highest standards for event delivery?

MW: Without a doubt. I think we have created some really fantastic standards. I was at an event recently where somebody said to me that the Formula 1 Saudi Arabian Grand Prix this year (2023) was probably one of the most significant events in Formula 1 across the last decade. And that is a very interesting comment because it suddenly makes you realize the impact that this event has had on the global scene. It is not just about race cars circling the track, it is about a team of young Saudis who put on a staggering event, which was showcased and seen across the world. It is a shop window for Saudi Arabia and a really positive, well-received one.

Where do you see the future of motorsport in the Kingdom?

MW: We have got a long way to go and as I said at the top of this discussion, we have a blank canvas on which to work. So, it is up to us to shape and form motorsport in the Kingdom for the future and become global leaders in

this field. First of all, we need to make the right development choices.

I firmly believe that we can become leaders throughout the region for the development of the sport and then other countries within the Middle East can join with us and that will eventually spread further afield.

For example, we are really keen on developing our own events here in Saudi Arabia that have a Saudi-owned IP - be that a racing or rally series or something else entirely. What is most important is to create something Saudi-owned and built that instills pride in the Saudi people and will provide young people with the opportunity to find jobs and develop a career in motorsport by becoming engineers, technicians, logistics people, marshals, and so on. The goal is to offer a broad range of opportunities for young people to get involved in the sport - that is where I really think we can make our mark in the long term.



Buckle Up, It's a *Celebration*

Dakar winners in **2023**



Kevin Benavides



Nasser Al-Attiyah



Alexandre Giroud



Janus Van Kasteren



Eryk Goczal



Saleh Al-Saif secured 6th place in the T3 category with an all-Saudi crew.



Yazeed Al Rajhi won Stage 7 in the cars category



Saudi Driver, Dania Akeel



Empty Quarter Marathon



Riyadh to Al Duwadimi



Al Duwadimi to Riyadh



Empty Quarter Marathon

Sea Camp to Sea Camp



Sea Camp to AlUla



AlUla to Hail



Prologue Stage



Riyadh to Haradh

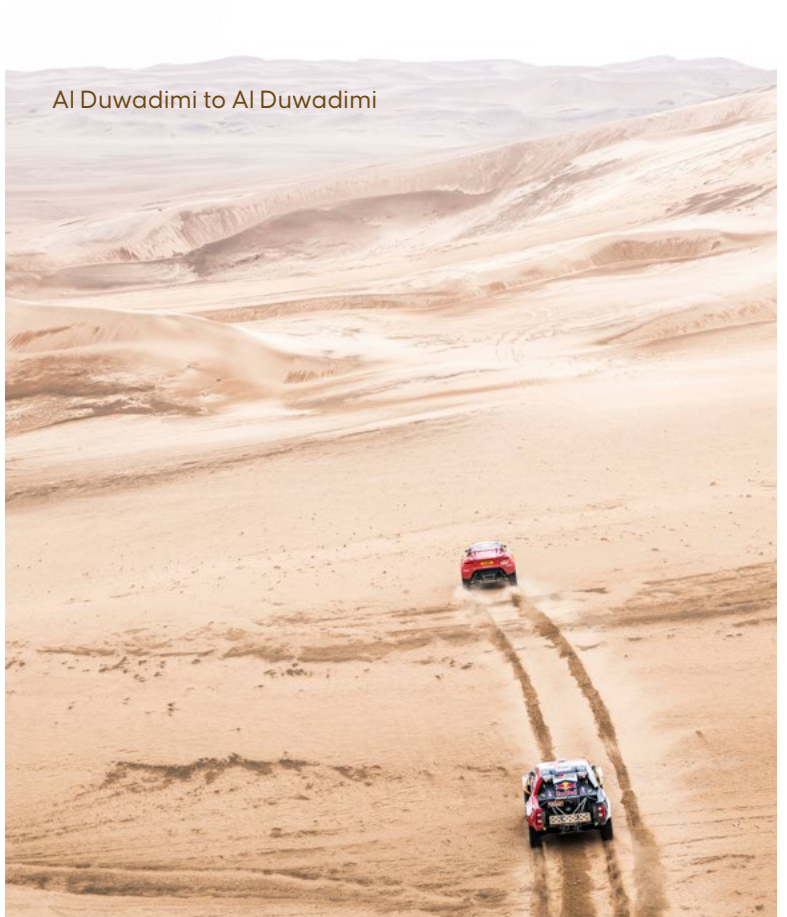




Riyadh to Al Duwadimi



Riyadh to Haradh



Al Duwadimi to Al Duwadimi



Al Duwadimi to Al Duwadimi



Sea Camp to AlUla

And The Trophy Goes To...

*Nasser
Al-Attiyah*

AGE: 52

BIRTH DATE: 21st December 1970

NATIONALITY: Qatari

PROFESSION: Rally Driver and Sport Shooter

CATEGORY: Rally Raid

Five-time Dakar Rally winner

Five-time first winner FIA Cross Country Rally World Cup

Two-time winner FIA World Rally Championship

Sixteen-time winner Middle East Rally Champion





DJ Khalid on a Visit
to Jeddah Corniche Circuit

E I Legacy

Extreme E Leaves a Lasting Legacy in the Kingdom

Extreme E, the revolutionary electric off-road motorsport championship launched its latest Legacy Programme ahead of the 2023 Desert X Prix, which took place in NEOM on the weekend of March 11th - 12th.

Returning to NEOM for the second consecutive year, the sport for purpose championship decided to take a two-pronged approach towards its latest Legacy project, supporting both the rewilding and greening efforts in the developing region located in northwest Saudi Arabia.

Having just completed its third season, Extreme E is a radical off-road racing series, founded by the same team behind Formula E, which showcases electric SUVs and futuristic technologies in some of the world's most remote and challenging environments.

This five-event global voyage utilises its sporting platform for the purpose of promoting electrification, environment, and equality. The series' goal is to highlight the impact of climate change in some of the world's most endangered environments, promote the adoption of electric vehicles to pave the way for a lower carbon future, and provide a world-first gender-equal motorsport platform.

The first sport to ever be built out of a social purpose, Extreme E aims to minimise environmental impact while maximising awareness, racing in places that have already been damaged or affected by climate change or human interference and taking fans deep into the heart of the most pressing issues facing our planet's future.

The programme announced by Extreme E in NEOM in March 2023 build on the efforts of its role last year, which saw the release of lizards into the region's landscape. During the 2023 edition, the championship's drivers and staff travelled to the NEOM's Nature Reserve to assist in the momentous release of Arabian oryx, Red Necked Ostriches, and Arabian Sand gazelles - species that have not roamed freely there for over a century.

Extreme E's help resettling these native species marked a significant step in NEOM's wider nature restoration efforts that started in 2022. With a commitment to protect and enhance biodiversity, rejuvenate natural habitats, reintroduce native species and regreen the environment, 95% of NEOM's land will be reserved for nature conservation, making it one of the largest rewilding programme in the world at 25,000 km2.

This latest Legacy Project will provide the surrounding ecosystems with a reset to a time when the landscape was healthier and self-sustaining.

Paul Marshall, Head of NEOM Nature Reserve, spoke about the impact of the legacy project on the NEOM region: "Through a combination of active and passive greening, we will add 100 million native trees, shrubs, and grasses to NEOM by 2030 as part of the overall Saudi Greening Initiative (SGI).

"The use of recycled black and grey water will also ensure that we don't deplete the local water resources. While we are irrigating in the beginning, we

are using methods that will increase the likelihood of long-term sustainability and a healthy self-sustaining native vegetation ecosystem in this landscape.

"We are not wanting to create something that never existed, but instead mitigate against previous damage to this landscape, and rejuvenate the native desert and its flora and fauna to a time before external factors degraded it."

Emma Gilmour, NEOM McLaren Extreme E Team, also commented: "We were here last year releasing lizards into the wild, and to think that there are now a thousand of them out there in their natural habitat is really special.

"Then this year, we released gazelles and ostriches which was an amazing sight to see. The scale of what is happening here in NEOM, having seen it a year ago, the work and development and passion that is going into these greening and rewilding projects is amazing."

To learn more about Extreme E [click here](#).



Sustainable and Attainable

Extreme E is an offroad motor-sport championship that uses zero-emission hydrogen cells to produce all its energy for its vehicles. Numerous methods are used for this championship to reduce its carbon footprint and improve the environment in the locations it races in. Ever since the first sustainability strategy was implemented in 2021, this sport has been carbon neutral by improving its methods for reducing carbon emissions. It aims to work towards improving the environment and focusing the efforts to maximize the impact by collaborating with local groups in order to fund and promote its Legacy Programmes.

- In season 1 of the Championship, the total emissions reached 8.870 tonnes of CO₂ while Season 2 peaked at a total of 9.045 tonnes of CO₂ emitted.

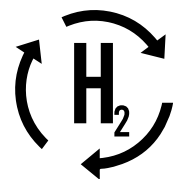
- To further reduce carbon emissions caused by air freight, the event infrastructure, equipment, and vehicles are transported by the St. Helena 7,000-tonne sea freight



Extreme E uses 100% electric-powered SUVs

ZENOBE

Zenobe batteries reduce generator usage and produce extra energy on-site.



The main hydrogen fuel cell is energized by on-site renewable power sources.

WOW! We Won

WOW Award

The Saudi Motorsport Company (SMC), Promoter of the FORMULA 1 SAUDI ARABIAN GRAND PRIX, was recognized as the 'Best F1 Event in the Region' at the renowned WOW Awards Asia, which took place at the Jio World Convention Centre in Mumbai, India in July 2023.

The WOW Awards Asia is the largest awards platform recognizing the achievements of Experiential Marketing, MICE, LIVE Marketing, Entertainment & Social Events & Events / Projects industry in Asia. Across two action-packed days, this year's event saw 5000+ attendees, participants, exhibitors, and live artists attend the biggest celebration of the year for the event and experiential industry.

SMC's award recognized its staggering accomplishment of delivering three Formula 1 races in less than 16 months on a brand new, state-of-the-art street circuit, culminating in the latest edition which took place in March 2023 and delivered one of the most exciting races of the Formula 1 season. Alongside the on-track action, fans also enjoyed a weekend of non-stop live music by some of the world's most famous performers as well as incredible activities for all the family.

Sharmila Nadarajah, Chief Operating Officer, and Sajid Sayeed, Event Director, accepted the award on behalf of the Saudi Motorsport Company.



Other Awards won by SMC

Best Motorsport Campaign F1 stc SAGP 2021-2022
PR Arabia 9th National Auto Award

Promoter of the Year Award 2022
Autosport Awards 2022

Best Innovation Campaign Saudi National Day F1 LEGO Car 2021
PR Arabia 9th National Auto Award

Best Fan Engagement at a Professional Sporting Event **2022**
Sports Industry Awards



Mid-season review

Taking the **Bull** by the Horns

After the opening thirteen races of 2023, Max Verstappen has dominated the season so far to stamp his authority over this year's championship fight. Right from the off at the season-opener in Bahrain, the Dutchman has been the class of the field, while his team-mate Sergio Pérez emphasized the strength of the Red Bull RB19 with second place.

But the early-season shock was the performance of Aston Martin's Fernando Alonso, who took his 99th podium in F1, but more importantly, his first rostrum visit since his last win 13 years ago.

As the World Championship descended on Jeddah for the second race of the year, it was once again another dominant Red Bull display, but this time it was Pérez that took the pole and won the race. The ease of his victory was aided by team-mate Verstappen suffering a driveshaft failure in qualifying. It meant he lined up 15th on the grid, but still came through to second at the flag, giving the Saudi fans another exhilarating race to remember.

Verstappen managed to survive the mayhem in Melbourne, despite the chaos of numerous red-flag restarts,

while more street racing followed in Baku and Miami. Pérez managed to get one up on Verstappen in Azerbaijan, but the tables were turned once more in Florida. The two-time champion charged from ninth on the grid to overhaul his team-mate just nine laps from the chequered flag.

The momentum shift towards Max appeared to unsettle his Mexican team-mate. Pérez crashed in qualifying at Monaco, meaning he had to start from the rear of the grid at a venue where overtaking is effectively impossible (Max won), and in Spain, Pérez again failed to make Q3 in qualifying. He was off the pace in Canada and got caught out by track limits in Austria. Meanwhile, Verstappen began to reel off a series of perfect weekends, with pole, fastest lap, victory, and every lap led.

Alonso maintained his position as best of the rest, accruing five podiums in the opening six races, but as the season developed, so did the performance of the opposition. Both Ferrari and Mercedes began to close the gap, and in Austria McLaren added speed to their MCL60 with revised sidepods, a new floor, and front and rear wings. The result was a leap up the order and at

Lando Norris' home race at Silverstone he thrilled the capacity crowd with a front row start and powered ahead of Verstappen at the beginning of the race.

A podium was a great result for the team celebrating its 60th anniversary this season and a strong comeback from a disappointing start to the year. Another comeback of note was that of Daniel Ricciardo. After thinking his time in F1 was over, he was welcomed back into the Red Bull family and after a series of lacklustre performances from rookie Nyck de Vries, Ricciardo was drafted in to replace the Dutchman at AlphaTauri from the Hungarian Grand Prix onwards.



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Building *A Future*

In collaboration with the University of Business & Technology (UBT), the Saudi Motorsport Company signed an agreement to promote and strengthen talents and career development programs for Engineering, Business, and Advertisement in the field of motorsport.

The programmes are developed to support students by creating innovative educational opportunities and a growing future for motorsport careers.



SAUDI ARABIAN GRAND PRIX



WHAT A RUSH!

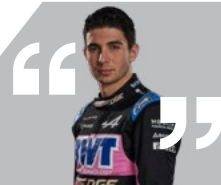
"It is always fun driving around this track. It is high-speed and high adrenaline; I think we all enjoy the challenge."

Lance Stroll



"It's nice to come back to a track like Jeddah as it's a really fast and thrilling street circuit, which forces everyone to be on their toes at all times."

Esteban Ocon



"Jeddah is a really fun street track and I'm looking forward to it, however, it's one of those tracks where confidence is very important, and you need to build up to through the weekend."

Alex Albon



"It's got a really good grip; you can go to the limit and actually really push. Driving under the lights always makes it that extra bit special too."

Max Verstappen



"It's a really fun track, especially the first sector. I've never driven a circuit with corners like this before, so it's been pretty special."

Yuki Tsunoda



"It is good for Formula 1 to open our sport to new countries and new fans"

Fernando Alonso



"It's unbelievably quick. It's really incredibly fast and a lot of grip as well. If you can get the rhythm, it's a beautiful track."

Lewis Hamilton



"I feel like we are on the beach, right on the water, which is also kind of cool!"

Daniel Ricciardo



What the Rest of 2023 Has in Store

8 Rounds to Go

During the first weekend in September, the European stage of the season had one last hurrah when the Formula 1 circus visited the Temple of Speed at Monza to witness Max Verstappen clinch a record breaking 10th successive Grand Prix win.

With their hero Max Verstappen comfortably ahead of everyone else at the top of the points table, there has been plenty for his fans to celebrate as the two-time champion edges ever closer towards his third crown. With no real challenger in sight, the only question for the final half of the season will be at which race he clinches the title?

But beyond Max's success, there are plenty of reasons to keep a close eye on the exciting racing at some of the sport's classic circuits between September and the final race of the season in Abu Dhabi on November 26.

One of the highlights will be the challenging streets of Singapore, where the heat and humidity are an extreme test for every driver as they wind through

the floodlit roads of the Lion City. Only the fittest and most skilful will conquer Marina Bay's tricky layout.

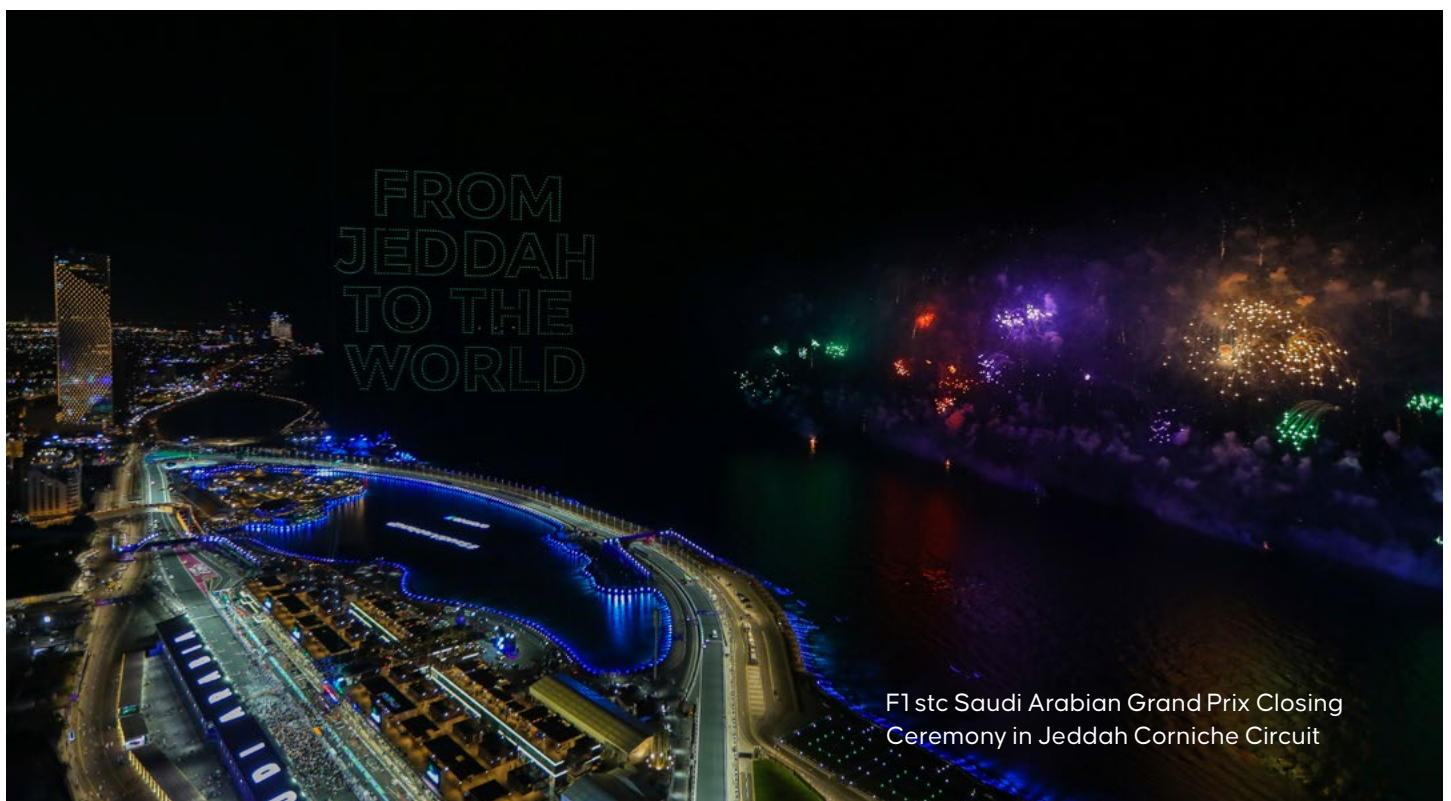
After visiting Japan – where typhoons can't dampen the spirits of the enthusiastic Suzuka fans – Formula 1 returns to the Middle East for another race after sunset. Missing last year because Qatar was busy hosting the FIFA World Cup, the Losail track north of Doha is returning for another high-speed thrill ride.

There follows a short hop across the Atlantic for the ever-popular United States Grand Prix in Austin. The Circuit of The Americas track has been hosting F1 races for over a decade and enjoyed a record crowd of over 440,000 spectators last year. Expect the same as American audiences continue their love affair with Grand Prix racing. Indeed, for only the second time in the history of the World Championship, the USA will host three races in a calendar season with a highly anticipated street race in Las Vegas also added this year.

The famous, neon-lit Strip will play host to speeds of over 200mph as the city, famous for its casinos, will provide the backdrop to a thrilling Saturday night race. But with the start time set for 10pm, it might be surprisingly chilly in the desert in November.

Just a week later, F1 makes its final trip to the Middle East in 2023 with the modern Yas Marina facility again hosting the curtain closer to the season. Often this race provides a tense setting as teams and drivers battle for their final positions in the points tables.

Behind the all-dominant Red Bull, where can Aston Martin finish? Can Lando Norris score his first Grand Prix victory? Or will Haas achieve a podium? There are so many things to look out for as this year's exciting season enjoys the final ten rounds of 2023.



A Community Story

How the Formula 1 Saudi Arabian Grand Prix is helping its people Overtake the Future

Since making its debut in December 2021, the Formula 1 Saudi Arabian Grand Prix has dedicated itself to leveraging the arrival of the world's premium motorsport series in Saudi Arabia as a catalyst to drive the Kingdom's transformative Vision 2030 programme - designed to launch the nation into a progressive future as a regional and global leader and help all its citizens fulfil their dreams, hopes and ambitions.



With 70% of the population under the age of 30, major motorsport events such as Formula 1 give the Saudi people the chance to work at the biggest live events, to learn and be inspired by the best practitioners in the business and to embrace new career opportunities that may not have seemed available to them previously.

By exposing its young, talented population to the best of the best in the fields of racing, engineering, hospitality, and marketing, the Formula 1 Saudi Arabian Grand Prix hopes to inspire future generations and help them to develop into the leaders of the future.

HRH Prince Khalid bin Sultan Al-Abdullah Al-Faisal, Chairman of the Saudi Automobile & Motorcycle Federation, and the Saudi Motorsport Company - the official Promoter of the Grand Prix - commented on the work done so far when interviewed earlier this year: "The intention is to inspire people, to give them new career prospects. We want to create future engineers, team managers, team principals - and to have

companies attracted to motorsport so we have cars being constructed here and more people engaged with the industry. This all comes back to the Jeddah Corniche Circuit and the hosting of a Formula 1 race and this is the lasting legacy we have created."

Below we highlight some of the inspirational; CSR activities carried out by the Formula 1 Saudi Arabian Grand Prix over the past 12 months.

Formula 1 Saudi Arabian Grand Prix Educational Engagement Programme

A wide ranging series of educational initiatives took place in the lead up to the Formula 1 stc Saudi Arabian Grand Prix 2023 at the Jeddah Corniche Circuit on the weekend of March 17th- 19th, 2023. This carefully curated programme was aimed at primary, middle and high school students with the aim of raising awareness of the many, varied career opportunities that exist in the field of motorsports.

Overall, 64000 students ranging from ages 6 to 11 were engaged in an educational campaign focusing on the main elements that go into delivering a successful F1 Race - including a special focus on teamwork, healthy competition and safety.

The race promoter also partnered with F1 in Schools - a not-for-profit, global educational programme that aims to provide students with in-depth experiences in the field of Formula 1 racing, in addition to encouraging their interest in science, technology, engineering and math (STEM) and other disciplines related to the pinnacle of motorsport.



It is the only global multi-disciplinary challenge in which teams of students aged 9 to 19 deploy CAD/CAM software to collaborate, design, analyse, manufacture, test, and then race miniature compressed air powered cars made from F1 model block. In 2022, three Saudi teams successfully qualified for the World finale, held at the famous Silverstone circuit in the UK.

Moreover, 2500 lucky students from 32 Saudi schools and universities were invited to visit the Formula 1 stc Saudi Arabian Grand Prix 2023 paddock which included a guided tour of the Pitlane including face-to-face sessions with the engineers and mechanics from the Red Bull, Aston Martin and Haas F1 Teams as well as a Q&A session with F1 legends Johnny Herbert and Felipe Massa in the Pirelli garage. During these session they

Of these students, 40 were F1 in School scholars who also received the chance to speak directly with three F1 tams including the Williams drivers Alex Albon and Logan Sargeant, while a further 25 students were offered the unforgettable opportunity to engage with Aston Martin's two-time F1 World Champion, Fernando Alonso, at a specially organised karting event.

Additionally, 25 fans with disabilities were given the opportunity to realise a dream come true by visiting the F1 Paddock during the 2023 F1 race weekend. Further engagements were also activated with the Children with Disability Centre and Al Bir orphanage (in collaboration with Al Baik Restaurants) and the Jeddah Autism Centre.

British International School of Jeddah and Johnny Herbert

SMC arranged for legendary Formula 1 driver, winner of the renowned 24 Hours of Le Mans and popular racing pundit, Johnny Herbert, to visit The British International School of Jeddah on the eve of the Formula 1 stc Saudi Arabian Grand Prix 2023 where he spoke to



American International School of Jeddah & MoneyGram Haas F1 Team

SMC also arranged for MoneyGram Haas F1 Team - the only American team on the Formula 1 grid - to bring its Senior Race and Performance Engineers, Gary Gannon, and Trevor Green-Smith to meet with a selection of STEM scholars at the American International School of Jeddah (AISJ) on the Thursday morning ahead of the Formula 1 Saudi Arabian Grand Prix 2023. During their visit, both Gary and Trevor

spoke about their roles in F1 and answered the many questions posed to them by the scholars. This meeting was organised as part of SMC and MoneyGram Haas F1 Team's dedication to making motorsport accessible and creating a positive legacy. This inspirational meeting with the scholars at AISJ helped to highlight that there is a pathway into the 'elite' world of Formula 1 and showcased the many potential work opportunities a career in motorsport can offer to the young men and women living and studying in Saudi Arabia.

Neighbourhood Community Engagement

As part of its community outreach and engagement, SMC remained in constant communication with local residents to ensure they were fully aware of the timings of road closures ahead of major events, with over 2800 car permits and complimentary tickets distributed to locals. As a result over 2,000 families from the neighbourhood attended the 2023 F1 race weekend. In addition, SMC worked closely with local

restaurants and cafes to help them maximise the commercial opportunities presented by the arrival of the pinnacle of motorsport in Jeddah.

Outside of race weekends, SMC also offers track access to locals who can run, walk, or cycle the famous circuit on specially designated track days every week, thereby further contributing to the mental and physical health of the residents.

Ultimately, when one assesses the wider impact that hosting global motorsport events has had on the Kingdom, it quickly becomes clear this is a serious undertaking. The Quality of Life programme - which sits under the Vision 2030 umbrella - was launched with the core aim of using sport as one of the tools to drive positive social change and it is obvious the Formula 1 Saudi Arabian Grand Prix has a genuine ambition to use the power of motorsport to further educate and inspire a new generation of Saudi men and women to continue to build on the vast progress the Kingdom is currently experiencing.



Bright Minds School Visit for Karting Day with Martin Whitaker, CEO of Saudi Motorsport Company

JCC *A Canvas for Saudi Artists*

In the lead up to the first ever FORMULA 1 SAUDI ARABIAN GRAND PRIX in 2021, the Ministry of Sport, Ministry of Culture and SMC - in association with Formula 1 - launched the innovative and inspiring 'Race through Art' Competition.

Aimed exclusively at Saudi nationals, the purpose of this competition was to provide flourishing artists in the Kingdom with the once-in-a-lifetime opportunity to have their artwork displayed to a global audience of millions on the fastest and longest street circuit in the world - the Jeddah Corniche Circuit - during the showpiece F1 race weekend.

The aim of the competition was to provide a platform for homegrown, creative Saudi talent to showcase their work during the biggest sporting and entertainment event ever staged in the country.

The competition was open to all Saudi nationals over the age of 18 - living anywhere in the world - including professional and amateur artists, who wanted to use the opportunity of the inaugural F1 race in the Kingdom to present their unique vision of this historic sporting occasion to the world. The three winning entries would see their artwork displayed on one of the three run-off areas each on the record-breaking Jeddah Corniche Circuit. Considering the global TV audience for the F1 race in Saudi averages approximately 80 million, this was truly an opportunity unlike any other for the successful artists.

In addition to having their work exhibited to a global audience of millions, the three winners also collected a cash prize of 50,000 SAR, 25,000 SAR & 10,000 SAR respectively. As part of the terms of the competition, all applicants were asked to engage

with the unique culture and history of Saudi Arabia as a host country when creating their entries - with a special focus on demonstrating originality and creativity throughout their work.

The winning entries helped to further generate an identity unique to the richness of Saudi culture, developing a greater sense of place that both local and visiting fans have been able to connect with whilst quite literally enriching the physical environment of the Jeddah Corniche Circuit with the beauty of their winning artwork on display.

In 2022, the push to support Saudi artists continued when world-renowned Saudi artist Rex Chouk, whose work has been celebrated from Jeddah to New York, was asked to decorate the circuit's run-off area with his distinctive artwork for the second F1 race weekend in the Kingdom.

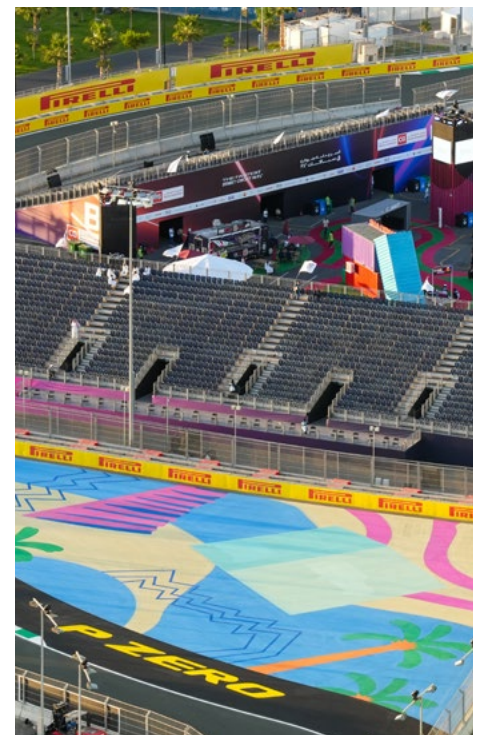
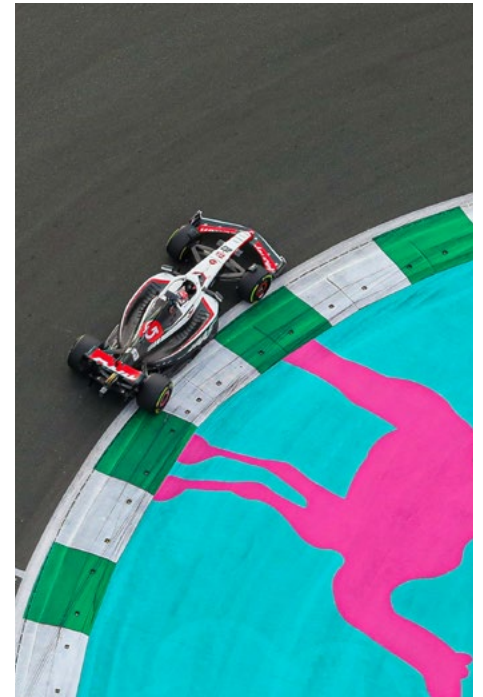
Sometimes referred to as the 'Saudi Banksy', Rex Chouk always keeps his true identity hidden, wearing a mask in public and allowing the art to always be the main attraction.

The Jeddah native - who is back living and working in his hometown after previously being based in New York - combines pop culture and Arab influences in his work to produce hugely innovative creations that are both edgy and eclectic and symbolic of a modern, vibrant culture that beautifully epitomizes contemporary Saudi Arabia.

His art also adorns the Jeddah Corniche Circuit offices and was on full show to the whole world when the 2022 F1 cars battled it out on the shores of the Red Sea in March 2022.

For the 2023 race, the Race through Art competition was held again with many more incredible and inspiring entries resulting in the top three de-

signs one again decorating the record breaking circuit's run off areas for the most recent thrilling edition of the F1 Saudi Arabian Grand Prix.





The Jeddah Corniche Circuit





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Fernando Alonso in Saudi
Arabian GP 2023

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Did You Know

The Jeddah Corniche Circuit was built within a record-breaking 7 months.

Max Verstappen is the only driver to finish on the podium at every Saudi Arabian Grand Prix to date

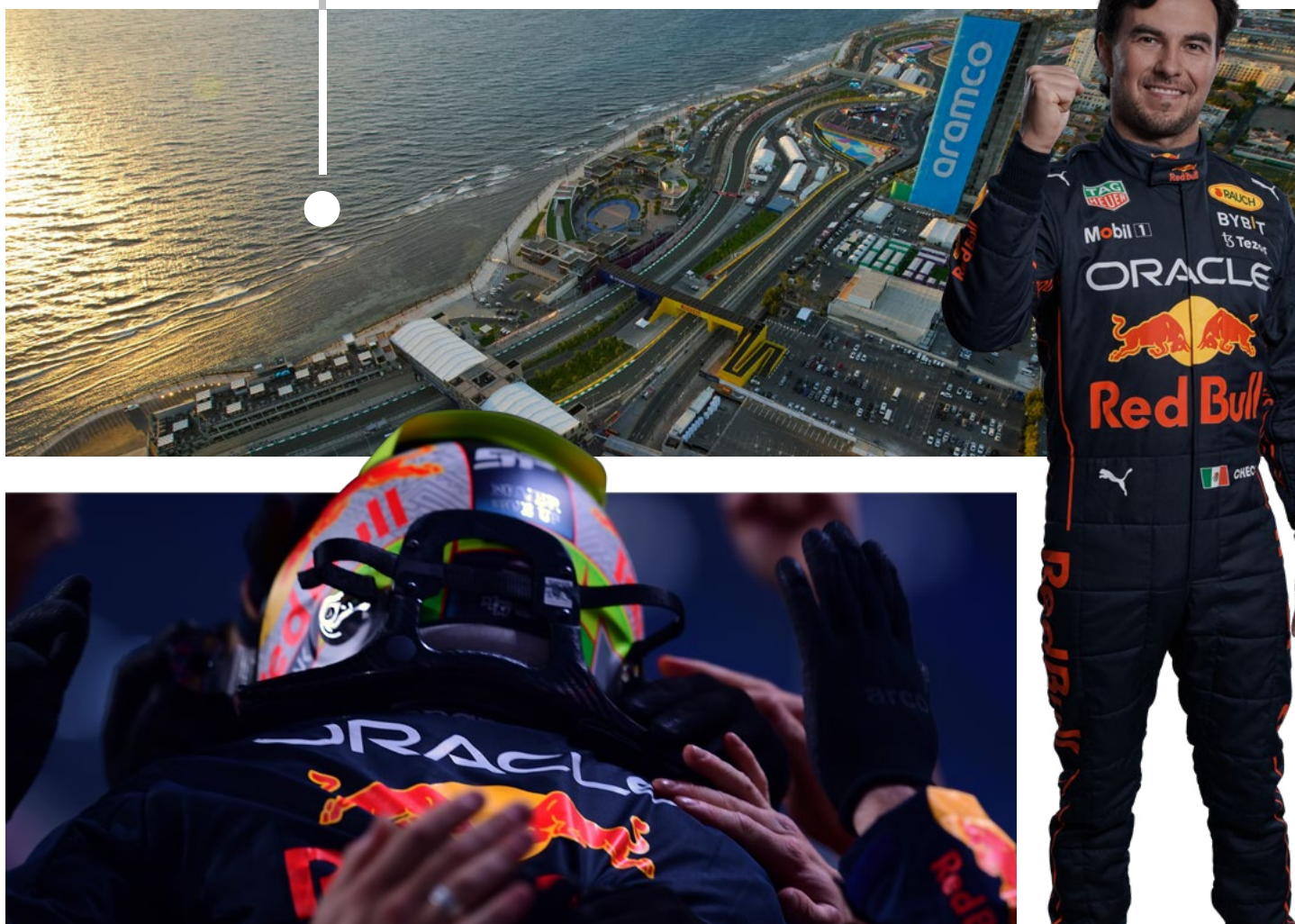
The Jeddah Corniche Circuit sits on 150,000 sqm of land reclaimed from the Red Sea, equal to 30 football pitches.

The Saudi Motorsport Company has engaged with numerous projects to create a positive environmental impact across the Formula 1 Saudi Arabian Grand Prix. The Jeddah Corniche Regeneration Programme enhanced the biodiversity and natural assets of the Lagoon.

The Jeddah Corniche Circuit is 6.174km long with average speeds in excess of 252km/h, making it the longest and fastest street circuit in the world.

The most race laps led at the Jeddah Corniche Circuit have been by Sergio Perez: 47 in total

Over 2,000 LED flood lights illuminate the Jeddah Corniche Circuit.



All You Need for *Hospitality* at the Jeddah Corniche Circuit

Paddock club

The Paddock Club is located on Levels 2 & 3 of the magnificent Pit Building at the Jeddah Corniche Circuit, offering lucky guests a bird's-eye view of the Pit Lane and Pit Straight.

Guests have the privilege of looking straight down on the action as the teams put their skills to the test when executing the vital mid-race pit stop manoeuvres- in literal seconds! - from the comfort of this luxurious vantage point. With first-class service and tailor-made gastronomical delights guaranteed to keep guests satisfied, this extravagant experience includes all the trimmings you would expect, this is how F1 is meant to be enjoyed.

In addition, a Paddock Club ticket also guarantees access to each of the nightly post-racing headline concerts featuring some of the biggest names in world music today!

Premium Hospitality

Experience Saudi Arabian hospitality at its finest. The Premium Hospitality lounge is an Indoor/Outdoor purpose-built venue overlooking the track. This lounge space reflects the level of first-class hospitality that Saudi Arabia has grown accustomed to with premium seating, world-class service, and delectable cuisine on offer to all guests.

In addition, your ticket also guarantees access to each of the nightly post-racing headline concerts featuring some of the biggest names in world music

today! Make your F1 experience unforgettable and join us.

Main Grandstand

The Main Grandstand A is located at the very core of the Jeddah Corniche Circuit, where all the action begins and ends. Situated opposite the main pit building and offering stunning panoramic views that stretch out across the home straight and peer directly into the pit lane and F1 team garages, this key position allows ticket holders to witness the major F1 action as it happens in real time. This includes clear views of the pre-race grid, where drivers get 'in the zone' before the start of the race, the vital pit-stops that can decide the final outcome, and most importantly the chequered flag when the winner crosses the finish line! In addition, your ticket also guarantees access to each of the post-racing headline concerts featuring some of the biggest names in world music today.

Central Grandstand

Central Grandstand A places the fan right at the heart of a Formula 1 race at the very section where a race can be won or lost in the blink of an eye. With views overlooking both Turns 5 and 20 on either side of the narrow, high-speed track, it offers spectators a central view of the action as drivers battles for a position at key sections of the world's fastest street circuit. In addition, your ticket also guarantees access to each of the nightly post-racing headline concerts featuring some of the biggest names in world music today.

General Admission

General Admission tickets are suited for those who want to enjoy the excitement of the biggest sporting and entertainment event in the Kingdom at a reasonable price. This standing-only option is perfect for any fan who wishes to watch the action from different locations on the track at various standing areas, enabling them to witness the greatest drivers in the world speed through the Jeddah Corniche Circuit up close and in person. It is also an ideal ticket for family and friends to enjoy this special weekend and create unforgettable memories together at the Formula 1 Saudi Arabian Grand Prix. In addition, your ticket also guarantees access to each of the post-racing headline concerts featuring some of the biggest names in world music today.

[Get your tickets here](#)



Preparations
Before the Race

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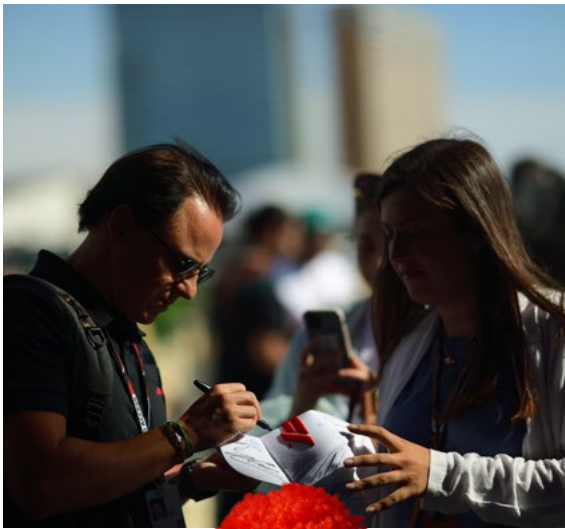
Premium Hospitality Terrace



Premium Hospitality



Fan Activities from The Main Grandstands & The Paddock Club





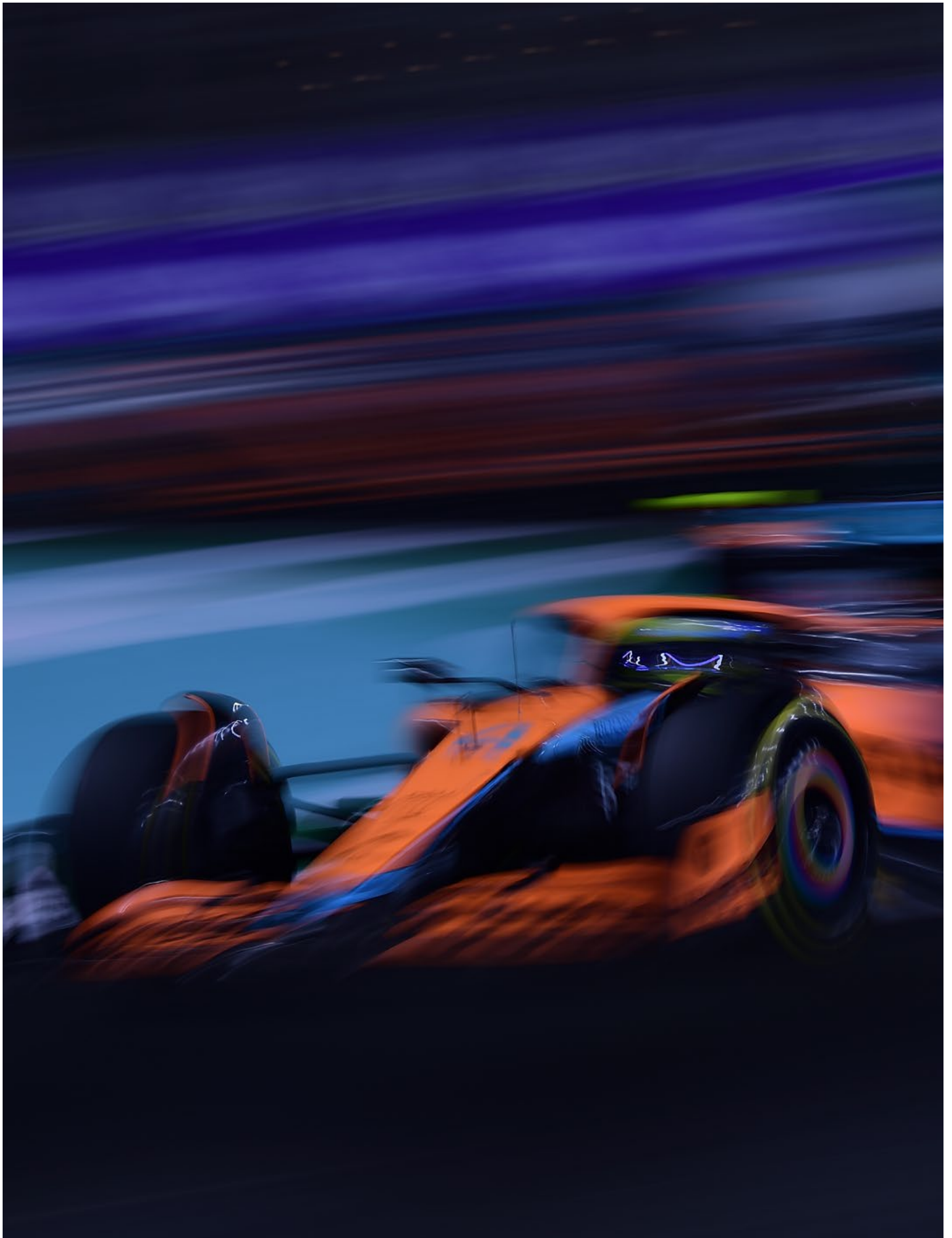
Former Formula 1 Driver, Nico Rosberg with Ibrahim Alzubaidi, Motorsport Content Creator



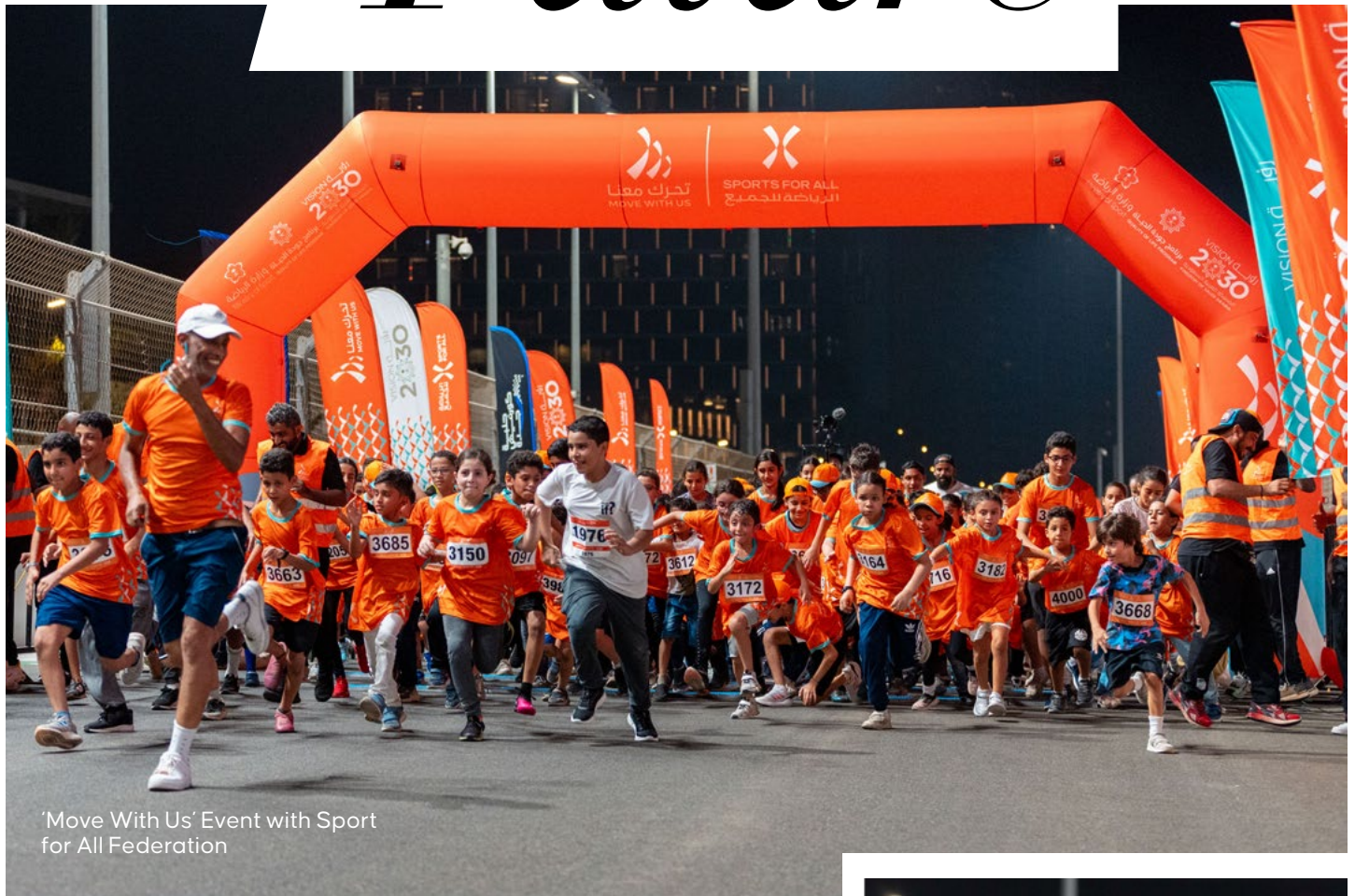
Will Smith Attending the F1 stc Saudi Arabian
Grand Prix from Paddock Club







Shape Your *Future*



'Move With Us' Event with Sport for All Federation

The goal of the JCC Fit project is to promote a healthy lifestyle to Jeddah residents by introducing innovative solutions for cycling, jogging, and rollerblading (to name just a few) initiatives aimed to create a community of sports enthusiasts who will support each other in their fitness goals whilst also enjoying the beauty of the redeveloped waterfront promenade by the Jeddah Corniche Circuit.

The programme will focus on building a supportive community in a safe and healthy environment. Moreover, it is collaborating with major sports brands such as Decathlon for special brand activations.

The project is open to anyone who wishes to participate in regular community activities at the JCC, with registration now open online..

[Click here](#) to join our *JCC Fit community*



JCC cycling day

Alfa Romeo

Partnership

In partnership with Alfa Romeo (Petromin Stellantis Saudi), we hosted an event to unveil three newly released Alfa Romeo models with, hundreds of guests and media in attendance.

The Chief of Operations for Alfa Romeo, Arnaud Leclerc, was present to provide insight into the new models, providing answers to questions about the Tonale, Giulia, and Stelvio, the innovative technologies used, and the high-performance engines they feature.

It was a great opportunity to showcase the cars to our guests, who had the chance to test drive them on the #JeddahCornicheCircuit and explore their many fantastic features. The Alfa Romeo Owners Club also attended, taking their own cars for a drive around the track.

We were proud to partner with Alfa Romeo and thrilled about the event's success.

To get more information about renting the Jeddah Corniche Circuit Track & Venue

For Jeddah Corniche Circuit Track [click here](#)

For Jeddah Corniche Circuit Venue [click here](#)



CEO of Saudi Motorsport Company, Martin Whitaker, Alpha Romeo COO, Arnaud Leclerc, and Saudi Motorsport Company CCO, Joseph Lambert



Speeding Forward

SAUDI YOUNG STARS eKarting Competition

In 2021, The Saudi Motorsport Company (SMC) in association with the Saudi Automobile & Motorcycle Federation (SAMF) - Promoters of the FORMULA 1 SAUDI ARABIAN GRAND PRIX - launched the 'Saudi Young Stars' e-Karting competition in partnership with former F1 engineer Rob Smedley to help generate grassroots engagement with motorsport amongst the Saudi youth.

This inspirational initiative is primarily aimed at 6-12-year-old Saudi drivers, with the fastest 20 drivers going into a final to compete on a specially designed karting track in the Fanzone at the F1 race weekend in Saudi Arabia.



The goal of the competition is to bring together a rich and diverse group of young Saudi talent over a series of karting events, inspiring the next generation of Saudi motorsport drivers by giving young enthusiasts the opportunity to experience racing. The competition showcases Saudi Arabia's expanding grassroots motorsport programme and helps to further introduce motorsport to the Saudi youth as the Kingdom continues to flourish into the home of world-class racing in the region.

Qualifying events for the maiden competition in 2021 took place at a purpose-built karting racetrack throughout Jeddah with the most talented drivers at each event selected to compete in the 'Saudi Young Stars' final at the inaugural F1 race weekend at the Jeddah Corniche Circuit at the

purpose-built Southern Fan Zone Karting Track.

Young drivers receive the incredible opportunity to harness their talent in equal-performance, electric race karts, that reach speeds of 70km/h. The e-karts use innovative technology where the power output can be regulated so the same e-kart can be used for training on a low power, as well as racing on its full power making them the perfect go kart for kids to compete and learn in. Moreover, this programme is open to all Saudi children with no previous karting experience required as training was provided during the qualifying rounds.

The 2021 competition saw a diverse group of young drivers compete before a final selection of 20 drivers was chosen based on performance in a variety of different areas including classroom-based learning, to compete at the showpiece eKarting finale in the F1 Fanzone.

The success of this initiative has led to repeated competitions taking place for the 2022 and 2023 F1 race weekends, with thousands of young Saudis competing for their shot at glory on the karting track to date.

The programme's success has also led to SMC actively looking into the feasibility of building new karting tracks throughout the Kingdom, to further grow the racing community in KSA and develop opportunities for youngsters who want to explore a career in motorsports.



HRH Prince Khalid bin Sultan Al-Abdullah Al-Faisal, Chairman of the Saudi Automobile & Motorcycle Federation (SAMF) and Saudi Motorsport Company has noted the importance of the karting programme: "The arrival of F1 in Saudi Arabia goes beyond just three days of unforgettable sport and entertainment. It is also destined to leave a lasting legacy for the people of Saudi Arabia and none more so than our youth. We want to inspire our young people to dream big. In offering so many kids the chance to showcase their karting talents with these incredible machines, we are providing them with a chance to realise their potential and reveal to them the many possibilities that are available for them through motorsport."



To find out more about Saudi Young Stars competition [click here](#).



GRAN TURISMO

A Hero's Journey

Supported by the Saudi Automobile and Motorcycle Federation, Amber Entertainment held a premiere event for the film at Real Cinema Granada Mall in Riyadh. The event saw the presence of Saudi champions like Abdulaziz Al Fudhili, Israa Al Dakheel, Khaled Al Ahmadi, Ahmed bin Khanen, Reem Al Aboud, along with media experts, celebrities, motorsports enthusiasts, and representatives from Nissan, PlayStation, Michelin, and Asus. The event showcased Nissan cars modified for racing by the Riyadh Japanese Automobile Club. The film narrates the journey of a young simulator player named Jann, who transitions to becoming a professional car driver. The film's release marks the start of a national initiative by the Saudi Automobile and Motorcycle Federation to identify the best racing players from simulator gamers and train them to be professional racers, through a partnership with the Saudi Federation for Electronic Sports. The premiere occurred in Saudi Arabia and is set to screen worldwide, including the United States, starting August 10th.



سوني بيكثشرز ريليسينغ انترناشيونال
 إمبير أنترتاينمت و ريل سينما
 يرحبون بكم في
 العرض الأول لفيلم

GRAN TURISMO
 غران تورزمو

بدم من

الاتحاد السعودي للسيارات والدراجات النارية
 Saudi Automobile & Motorcycle Federation

شركاء استراتيجيين

بمشاركة

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Logo of the Saudi Automobile & Motorcycle Federation (SAMF) with Arabic text: **الاتحاد السعودي للسيارات والدراجات النارية**

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