

ROBORACE

NEWS ALERT

EMBARGOED FOR PUBLICATION UNTIL MARCH 31st 04:00 BST

THE CAR OF THE FUTURE IS HERE – DRIVERLESS, ELECTRIC & CONNECTED – ROBORACE CONFIRMS DANIEL SIMON AS ITS ‘CHIEF DESIGN OFFICER’ AND REVEALS THE ROBOCAR

Thursday 31st March 2016 – London

Roborace today announced its Chief Design Officer as Daniel Simon, a global force in futuristic, automotive design. Re-known for his work on Hollywood Sci-Fi phenomena such as Tron:Legacy and Oblivion, Daniel has previously been Senior Designer at Bugatti and later went on to design everything from Drones, Motorcycles, Spaceships and Le Mans cars throughout his adventurous career. Daniel has been working with racing engineers relentlessly on the Robocar and shares a first look at the concept today.

“We’re living in a time where the once separated worlds of the automobile and artificial intelligence collide with unstoppable force. It’s fantastic to be part of this journey; it triggers all my big passions – motor racing, design and advanced technologies. My goal was to create a vehicle that takes full advantage of the unusual opportunities of having no driver without ever compromising on beauty. Racing engineers and aerodynamicists have worked with me from the beginning to strike that balance. The Roborace is as much about competition as it is entertainment. Therefore – and quite unusual in today’s racing world – beauty was very high on our agenda and we work hard to merge the best performance with stunning styling.

It was important to us that we generate substantial downforce without unnecessary parts cluttering the car to maintain a clean and iconic look. This is largely made possible by using the floor as the main aerodynamic device and we are currently developing active body parts that are more organic and seamless than solutions today. I am excited to be part of the daring team of people who are making this happen”.

Daniel Simon - Chief Design Officer - Roborace



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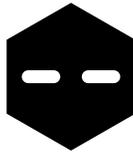
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“We are honoured to have Daniel working with us on this project as Chief Design Officer. His passion and experience are undeniable and I believe it’s already set to be one of the most iconic vehicles in automotive history. We nicknamed the competition the ‘global championships of intelligence’ as an open challenge to the worlds smartest minds, so its only fitting that the car should be one of the smartest ever to be made, thanks to Daniel it may also be the most beautiful car ever to touch a road surface. Its gaming, motorsport, technology and entertainment all rolled into one. I passionately believe that the future of cars is about software; driverless, electric and connected and Roborace will help to make that a reality.

Denis Sverdlov – CEO -- Roborace

The first Roborace “shows” will take place during the 2016/17 Formula E season with disruptive and innovative new formats showcasing safety and extreme driving capabilities.

For press enquires contact media@roborace.com



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NOTES TO EDITORS:

In a world exclusive Formula E and Kinetik announced the first ever driverless car competition “The Roborace Championship.” The events will see electric cars race without any drivers in the car – just the power of self driving technology, directed by engineers using real time data algorithms, pushing the cars to the limits of racing perfection.

The Roborace championship is a partnership between Formula E and Kinetik the innovative London based futures investment firm founded by Denis Sverdlov.

The Roboraces will be scheduled before each Formula E race, in major cities around the world and will be televised in over 100 countries to millions of viewers globally starting from 2016/17.

“The Roborace is a celebration of the ground-breaking technology and innovation that exists today. I passionately believe in the near future all of the world’s vehicles will be powered by electricity transforming the environment and our safety. The Roborace is a wonderful way to humanize that and share it with millions of people around the world. These technologies will transform our everyday lives in a way we could never have imagined and the intensity and excitement of the races will be simply magical.”

Denis Sverdlov

All the teams will have identical cars ensuring that the only competitive advantage can be gained through superior real time computing analysis in a contest of the most advanced technological minds.

In another world first the Roborace will allow one crowdsourced team to enter and pit their wits against the greatest technological minds and industries of our time.