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Motorsport Industry – Interesting and Challenging Career Opportunities

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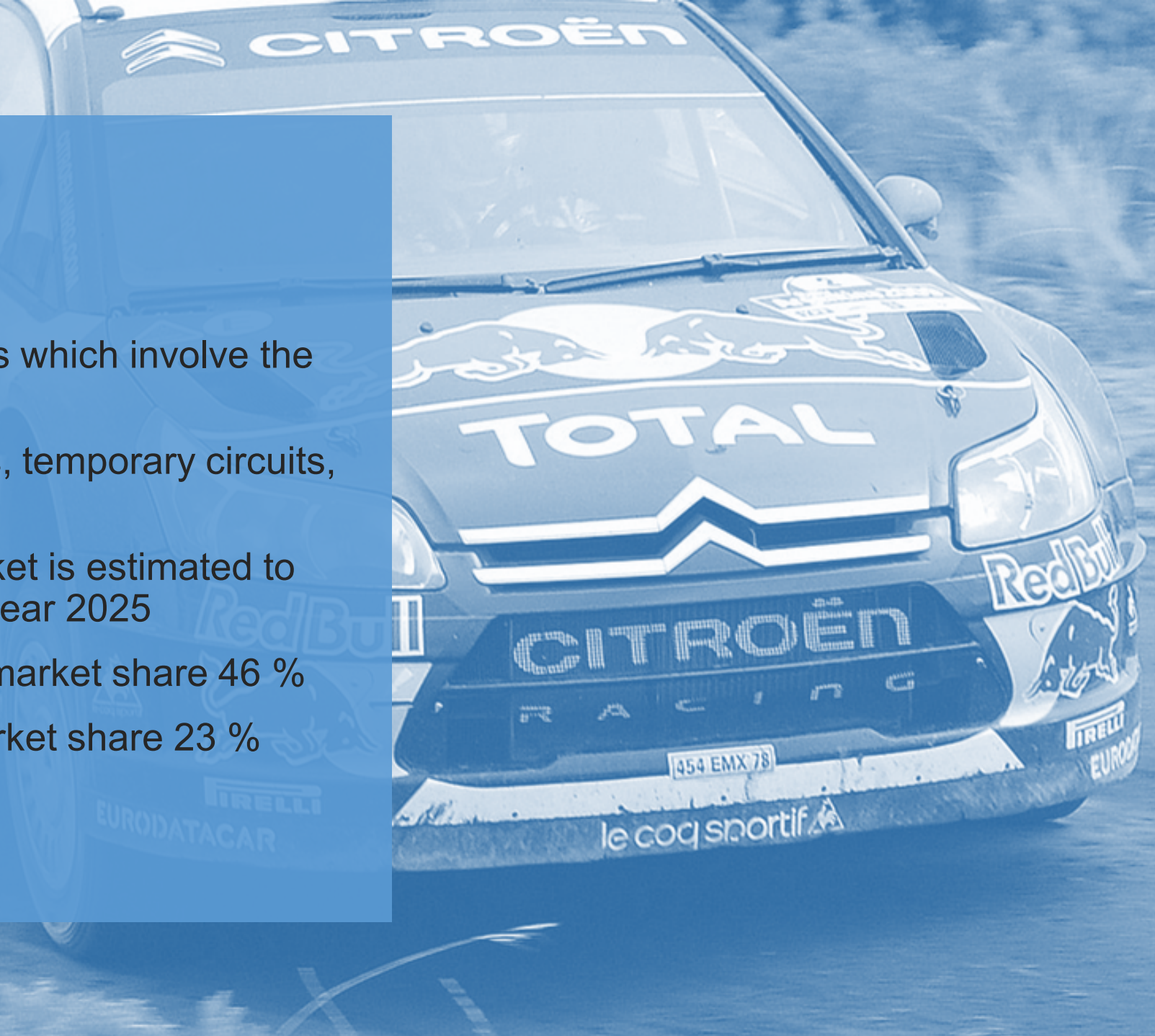


South-Eastern Finland
University of Applied Sciences



Motorsport

- Competitive sporting events which involve the use of motorized vehicles
- Competitions on racetracks, temporary circuits, on streets and off-road
- The global Motorsport Market is estimated to cross USD 8.55 Billion by year 2025
- The European motorsport market share 46 %
- Asia Pacific motorsport market share 23 %



Governing Bodies

For world motorsports: FIA, Fédération Internationale de l'Automobile.

FIA brings together 243 international motoring and sporting organizations from 146 countries on five continents.

AKK-Motorsport registered association is the rights holder of FIA in Finland.



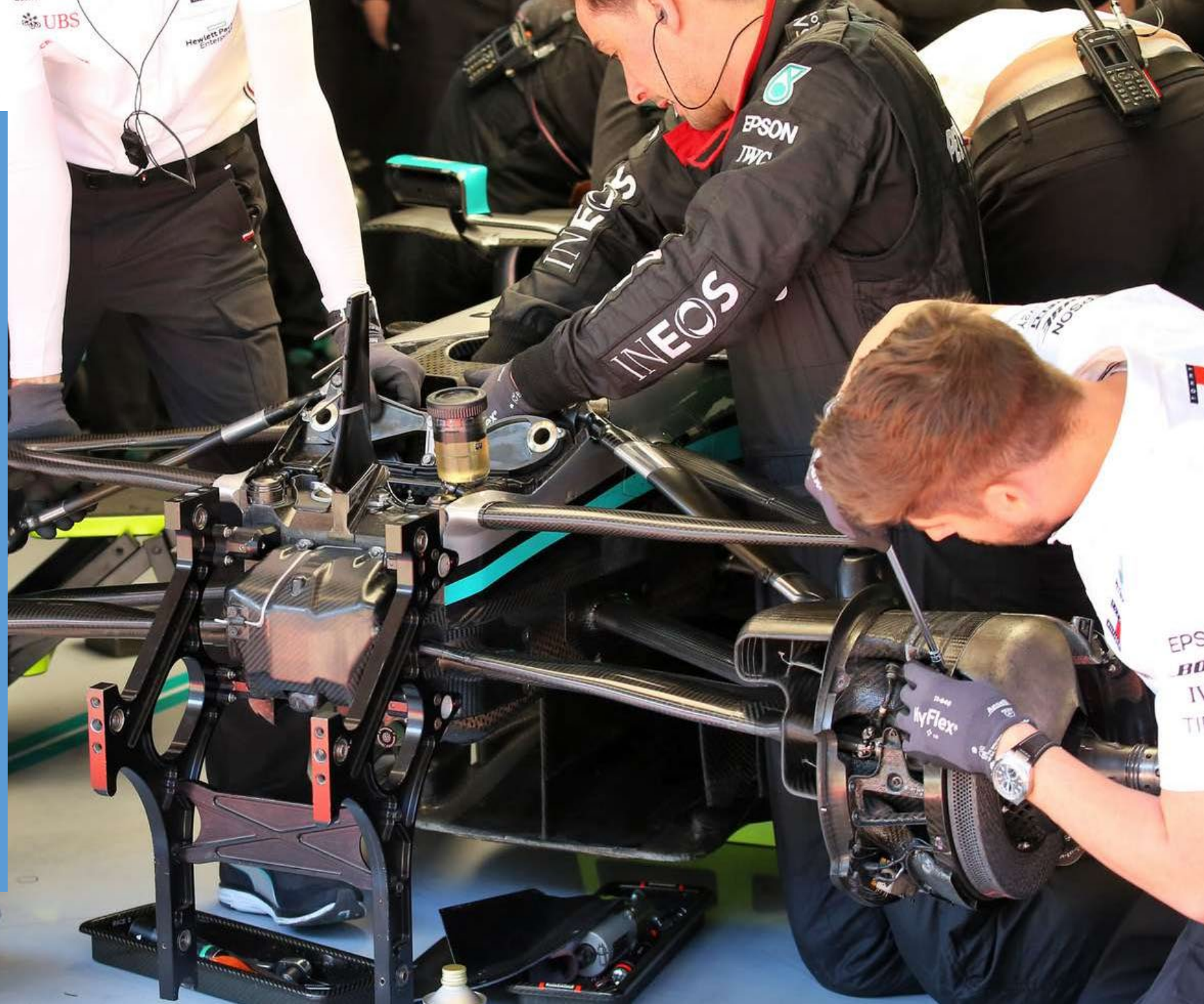


Trickle-down effect

- Motor racing provides an ideal environment and race teams ideal capabilities for the automotive industry to develop and test technological innovations.
- Motorsport is a platform to demonstrate new technologies on the global stage.
- Especially Formula 1 is a forerunner of technological innovation that have directly benefitted the wider automotive industry.
- Semi-automatic gears, disc brakes, carbon fibre chassis, rear-view mirror, AWD (all-wheel drive), joypad steering wheels, active suspension
- Testing and development methods e.g wind tunnel and sensor technology

Latest innovations

- Dual Axis Steering (DAS) by Mercedes
- Data transfer – V2X (Vehicle to everything)
- Aerodynamics



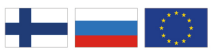
Sustainability in Motorsport

FIA environment and sustainability commission was created in 2017.

FIA Environmental Accreditation Program

In 2019 Formula 1 announced a sustainability plan to have a net-zero carbon footprint by year 2030.





Formula E – vision for the future of motorsport

ELECTRIC

EVERY CAR, TRUCK, BOAT, TRAIN
AND PLANE IS ELECTRIC



CLEAN

CELLS CHARGED USING RENEWABLE
ENERGY SOURCES



CONNECTED

SAFER ROADS WITH DATA SHARING
BETWEEN CARS



SHARED

CAR SHARING FLEETS AND COLLEAGUES
TRAVELLING TOGETHER



AUTONOMOUS

SELF-DRIVING CARS PROMOTING
PRODUCTIVITY



Career in Motorsport Can do, will do, done!

- Resilient
- Motivated
- Precise and disciplined
- Enthusiastic
- Self confident
- Team player
- Innovative and proactive
- Willing to travel and even live abroad
- Not homesick



Job seeking

- From bottom to top
- Hobby activities
- Networking
- Referees
- Demonstration of skills and motivation



Key ideas/findings

- Motorsport is a forerunner in sustainability.
- Formula E – a vision for the future motorsport
- Features of a top mechanic in motorsports

