

FUTURE OF RACING

MARLON ARBOLEDA

"There are only three sports: bullfighting,
motor racing, and mountaineering; all the rest are merely games."
Ernest Hemingway



PAST

TARGA FLORIO

The Targa Florio was an open road endurance automobile race held in the mountains of Sicily.



PRESENT

FORMULA ONE

Formula One is the highest class of international auto racing for single-seater formula racing cars



FUTURE

EXTREME E

Extreme E is an off-road racing series that uses spec electric SUV's to race in remote parts of the world



DIVERSITY

The sport is historically white and male-dominated, how could racing include more people?



SUSTAINABLE

Motor sports will always exist. Racing culture will always drive innovation. How can we better target these efforts to make them sustainable?



EXPERIENCE

Racing is married to the sounds, smells and the culture of gas engines. However, alternative experiences open new doors to new public to consume the race



PROFITABLE

To change the world resources are needed to push innovation

48 HOURS OF REYKJAVIK





INSPIRING NEW GENERATIONS TO PIONEER AN UNKNOWN
FUTURE AND CREATE INNOVATION FOR THE BENEFIT OF HUMANITY



U K U



NIOBIUM

Niobium is a naturally occurring element. It is a readily available, reliable, soft metal that is ductile, malleable and highly resistant to corrosion



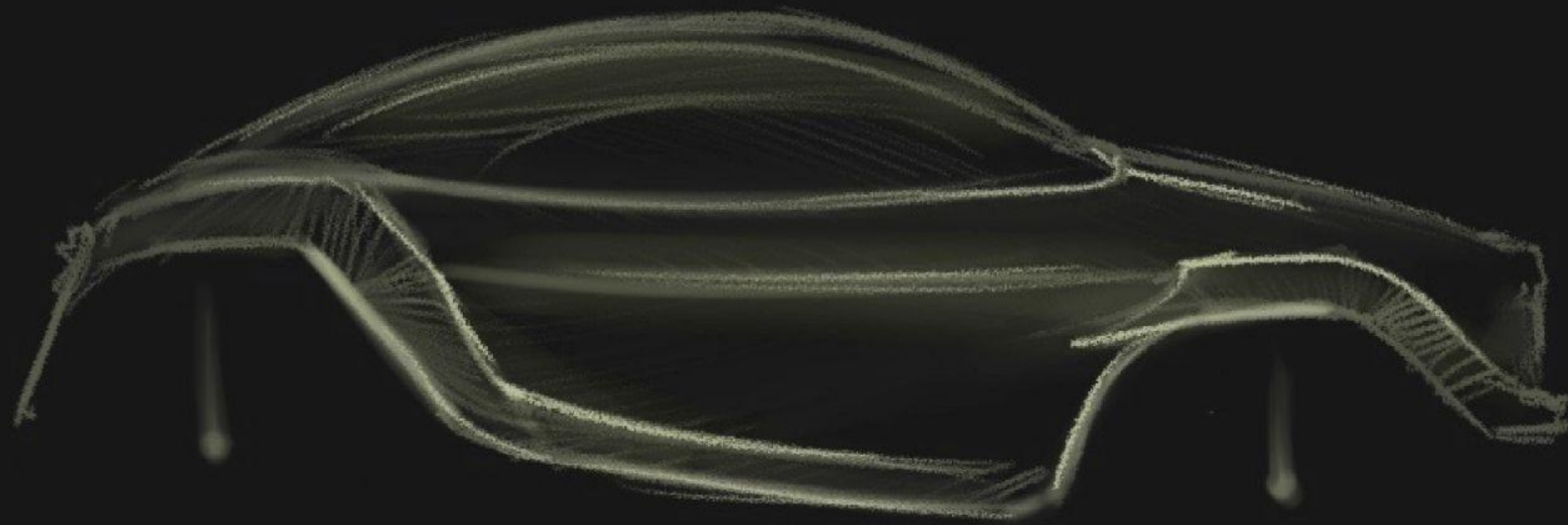
ELECTRIC MOBILITY

Electric vehicles pollute less than the normal combustion engine. However, keeping only one alternative, we are doomed to repeat history



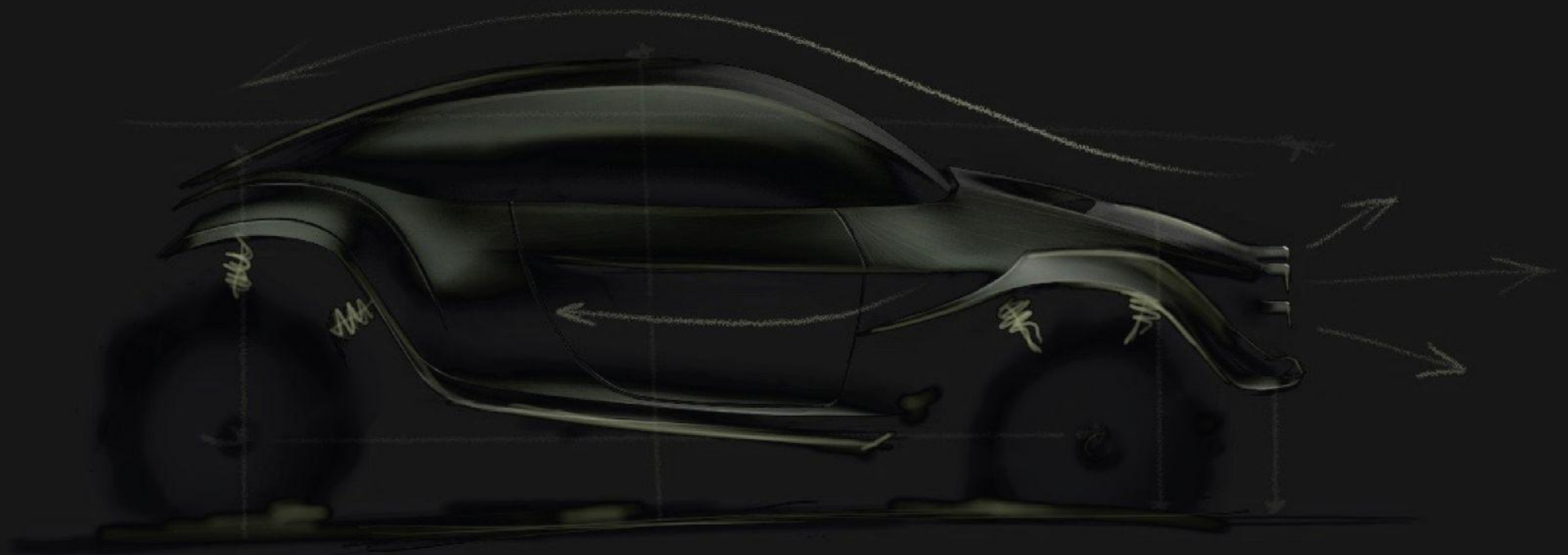
AI

Vehicles that are capable of sensing its environment and moving safely with little or no human input.



2 DOMINANT GESTURES

DRIVER + COPILOT

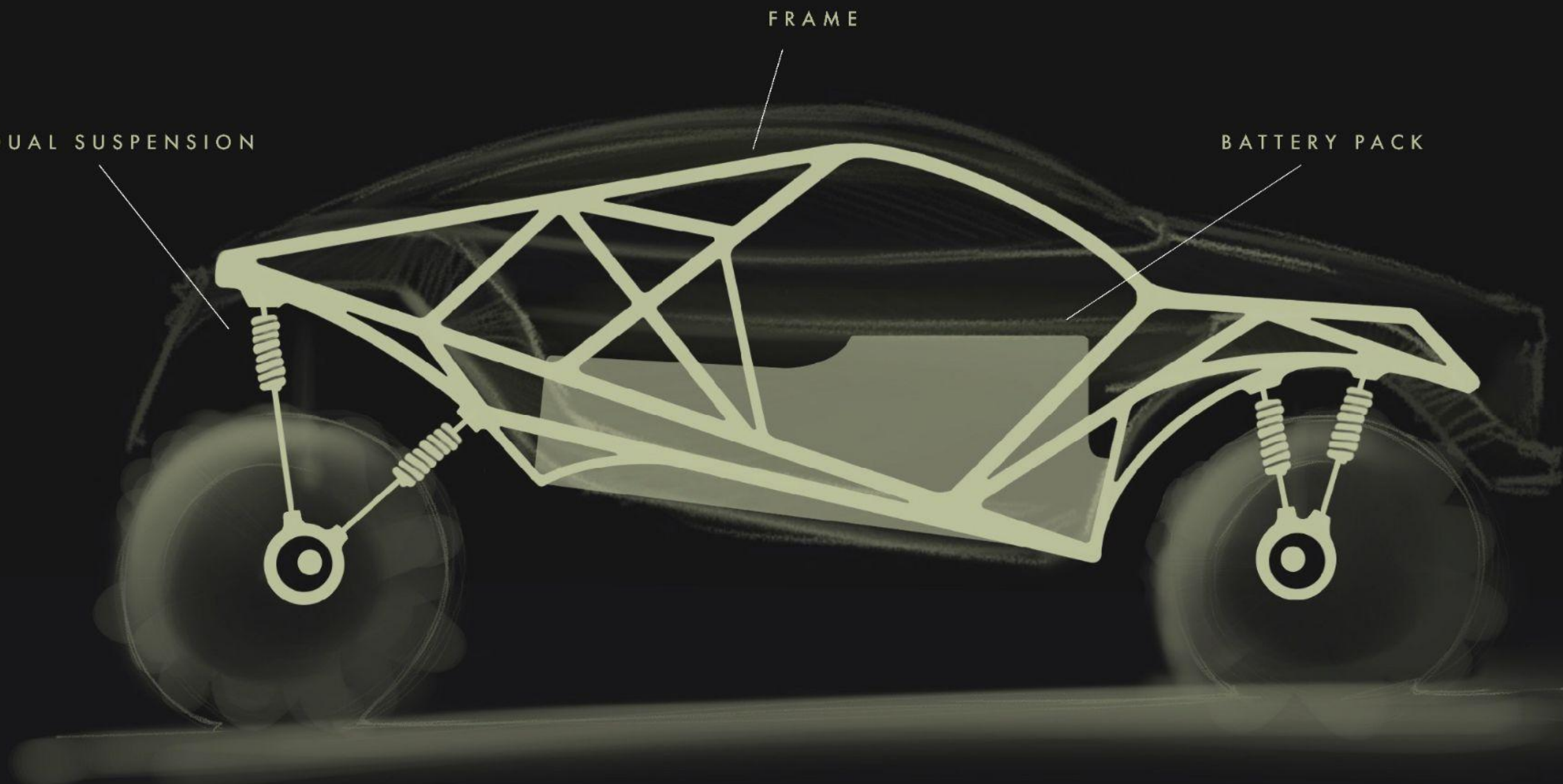


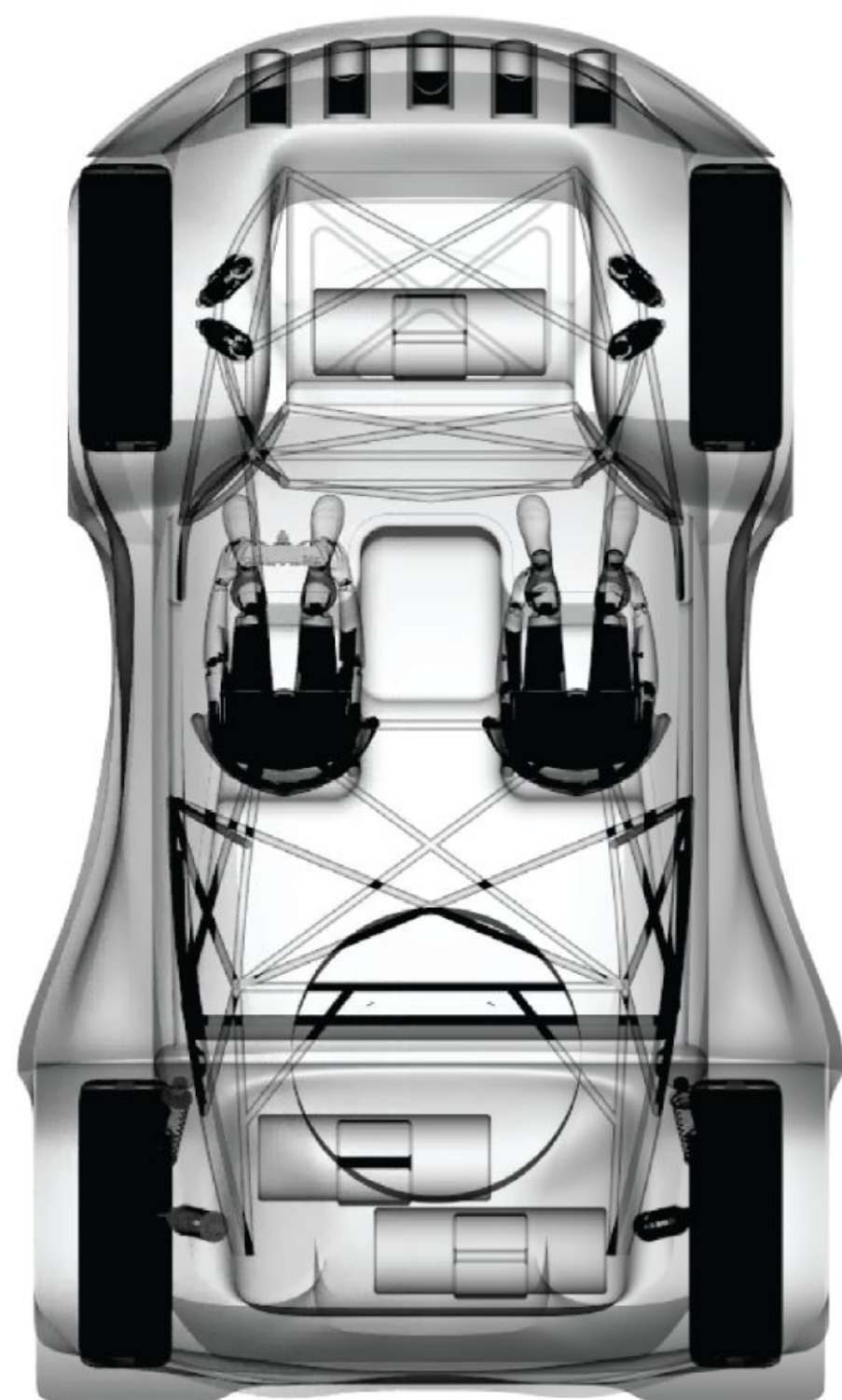
FUNCTION CARVED BY ENERGY

DUAL SUSPENSION

FRAME

BATTERY PACK





WHEELBASE 2972 MM

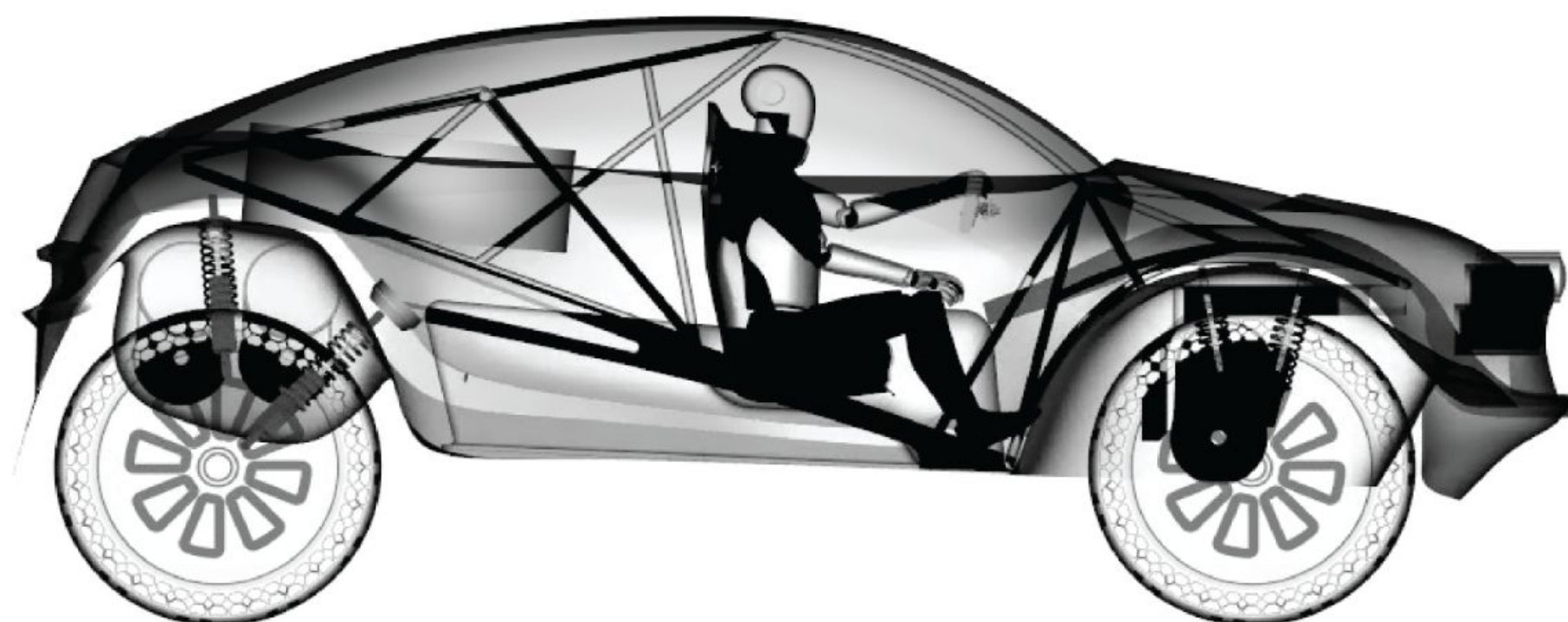
HEIGHT 1.80 M

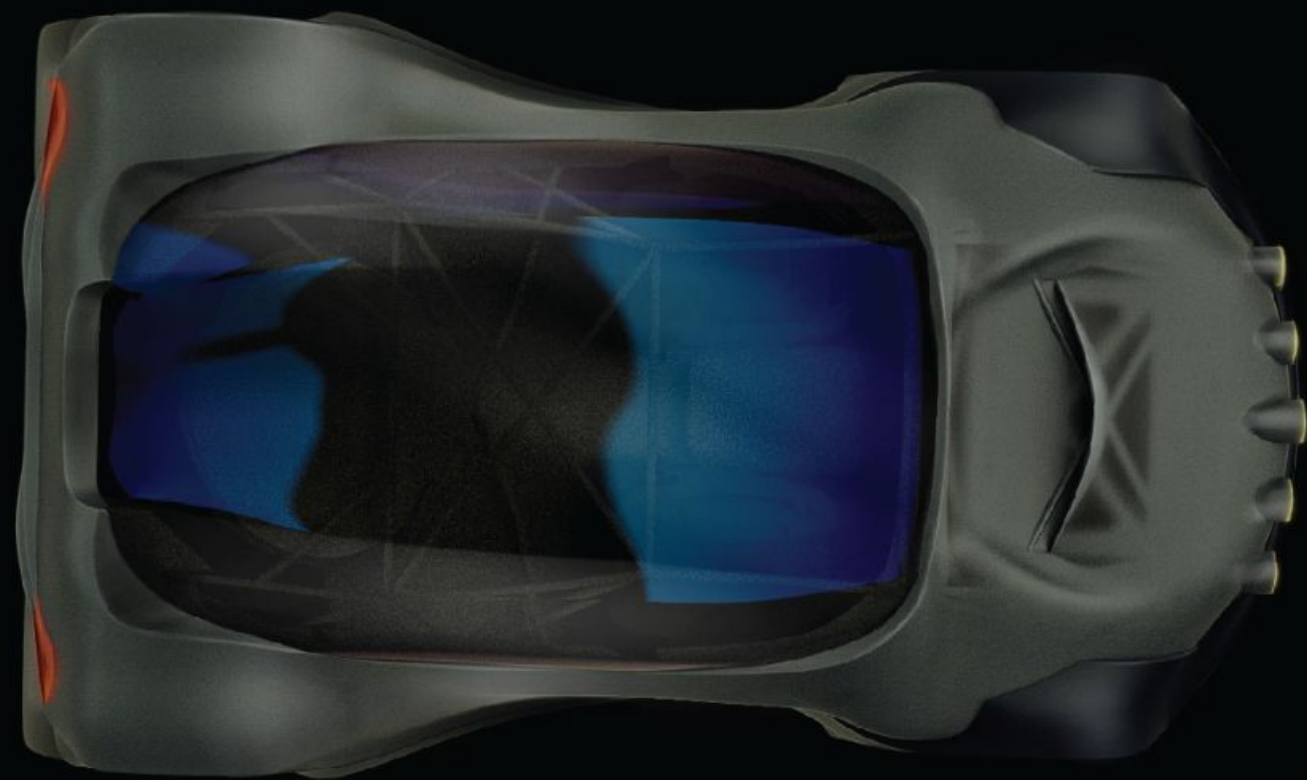
LENGTH 4.50 M

RIDE HEIGHT 450MM

WEIGHT 1750KG

SUSPENSION TRAVEL 385MM





CHASSIS

CRITICAL TO THE AUTOMOTIVE SECTOR, NIOBIUM PRODUCES STRONGER, LIGHTER AND MORE SUSTAINABLE CARS WITH BETTER ENERGY EFFICIENCY. ITS QUALITIES MEAN MATERIALS CAN BE MADE LIGHTER, STRONGER, MORE ROBUST AND MORE RELIABLE – ALL WHILE BEING SUSTAINABLE.

EXTERIOR

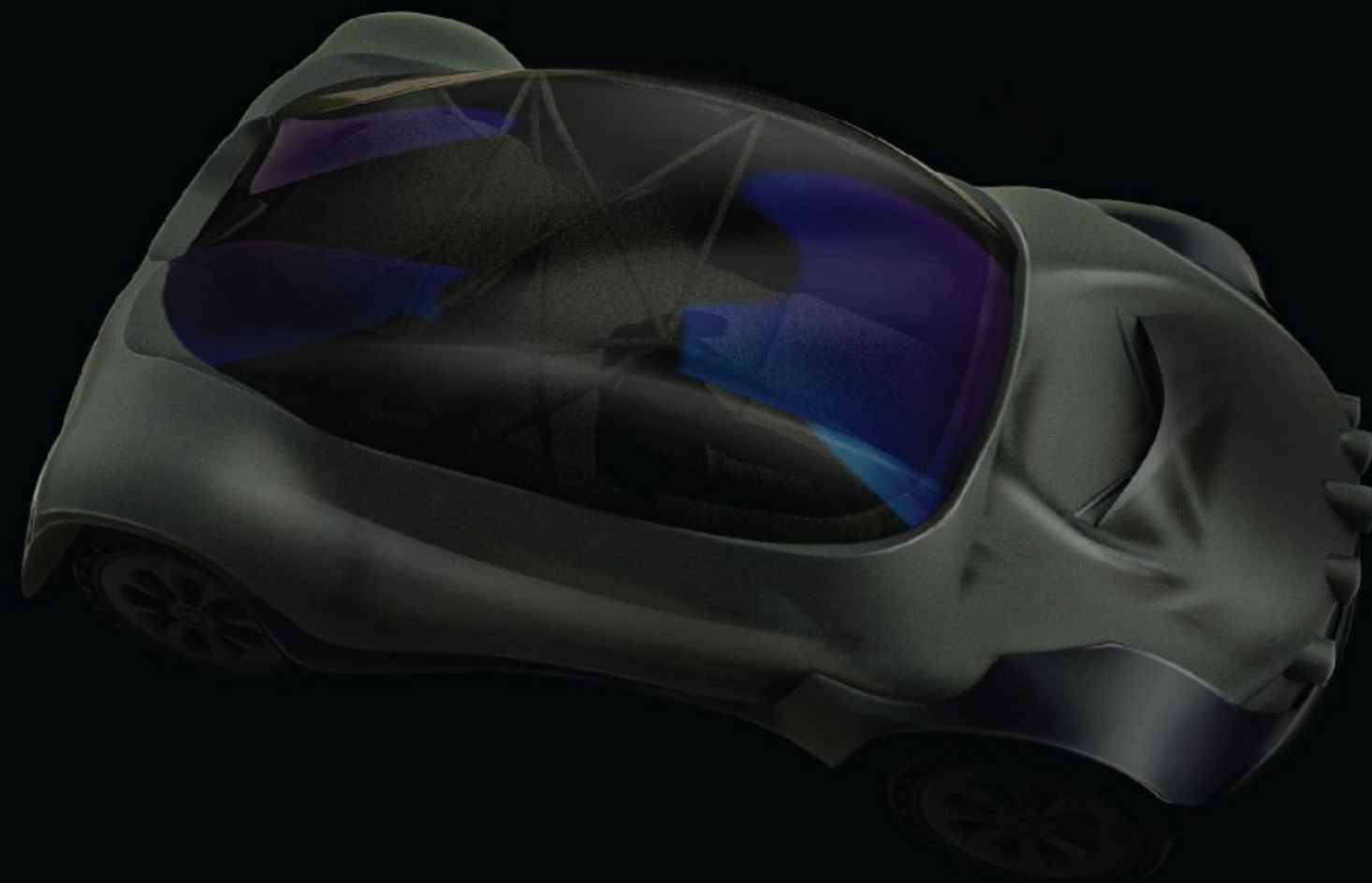
THE EXTERIOR SHELL IS MADE FROM NATURAL FLAX FIBRE, IN A BID TO BE MORE SUSTAINABLE. THE TWO PRODUCTS OF THE SHELL, AMPLITEX™ AND POWERRIBS™, ARE MADE FROM NATURAL FLAX FIBRES AND CARRY A VARIETY OF ENVIRONMENTAL BENEFITS INCLUDING A 75 PER CENT REDUCTION IN CARBON FOOTPRINT FROM CRADLE TO GATE, ALL WHILST PROVIDING THE BEST IN SAFETY STANDARDS.

BATTERIES

DESIGNED TO WITHSTAND THE EXTREME TEMPERATURES, CONDITIONS AND TERRAINS, THE BATTERIES WILL PRODUCE A MAXIMUM POWER OUTPUT OF 470KW. TEAMS HAVE BEEN PROVIDED WITH IDENTICAL 54KWH BATTERY PACKS TO BE USED.

TYRES

THERE WILL BE ONE SPECIFICATION OF TYRE BASED ON THE CONTINENTAL CROSSCONTACT SERIES, A TYRE WITH A SPECIALLY-DESIGNED TREAD TO ENHANCE TRACTION AND STABILITY ON PRACTICALLY ANY SURFACE.



THE 48HRKY CARS ARE A ONE DESIGN FLEET

0-60MPH IN 3.8 SECONDS

THE BATTERY CAN LAST 100 KM IN EXTREME
CONDITIONS

MAXIMUM POWER OUTPUT OF 470KW



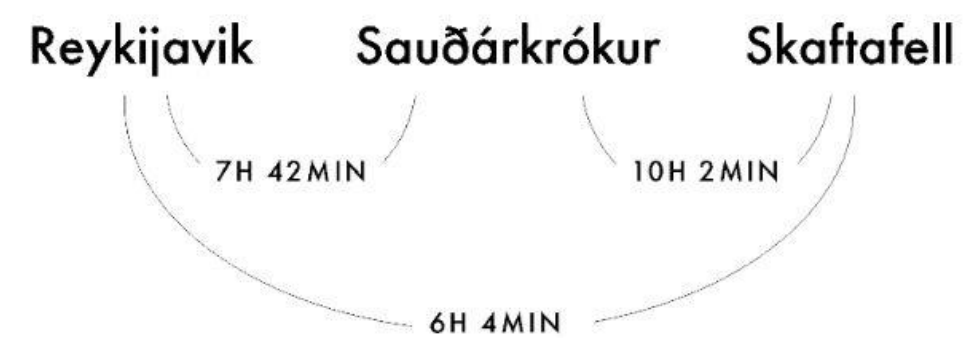




ICELAND



THE TRACK



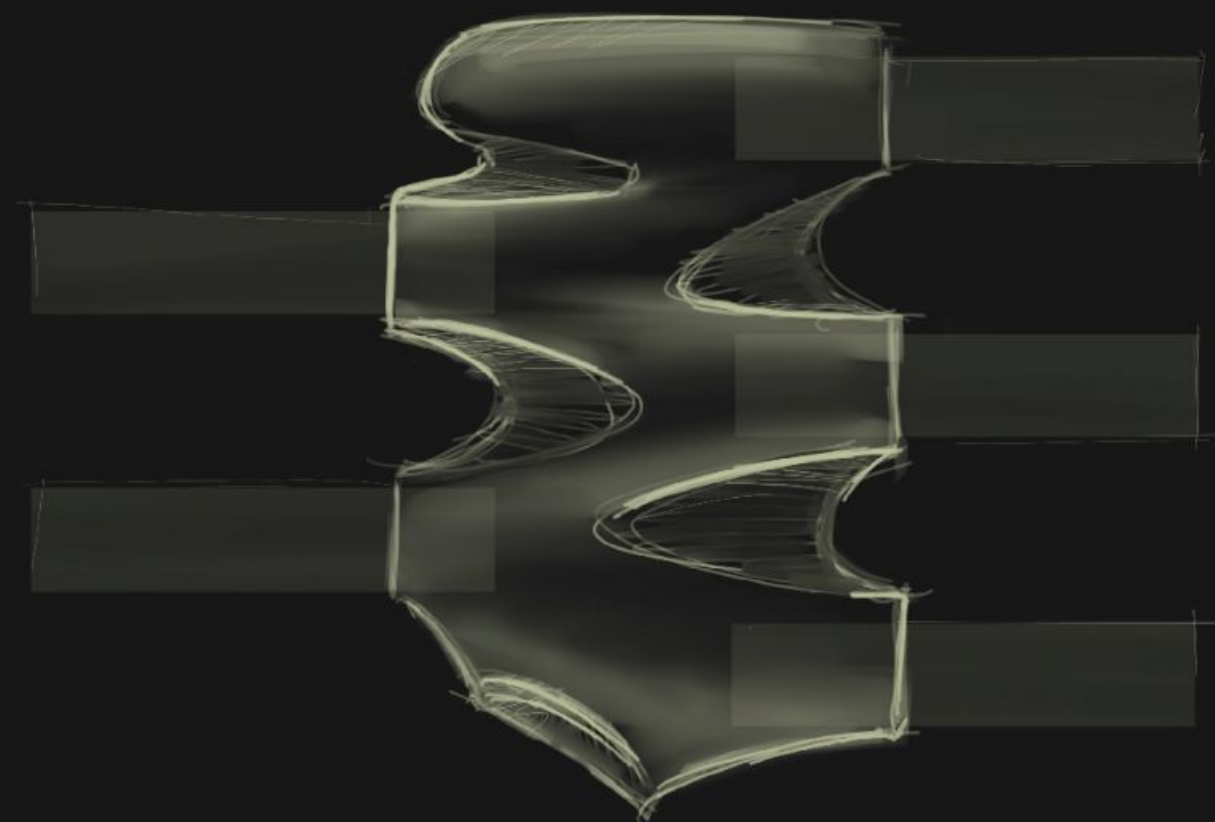
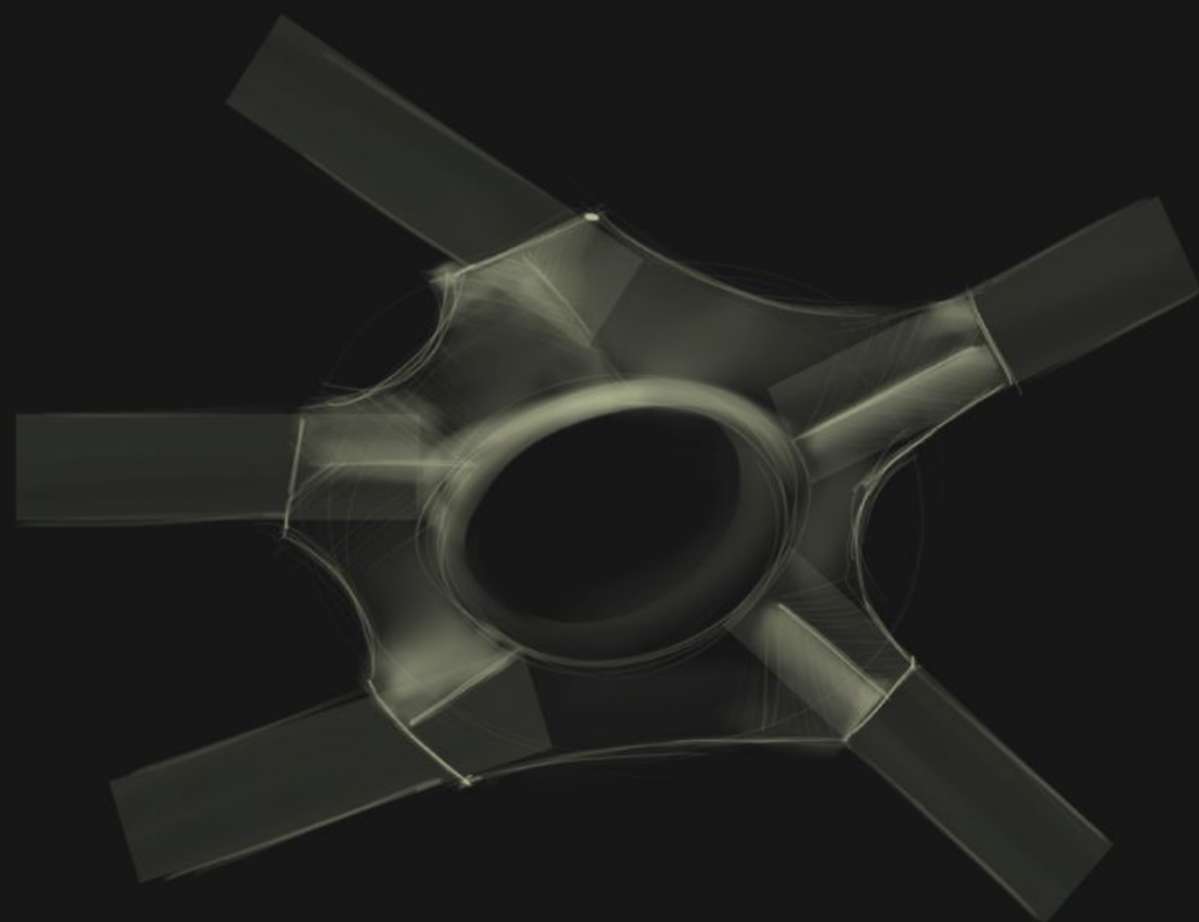
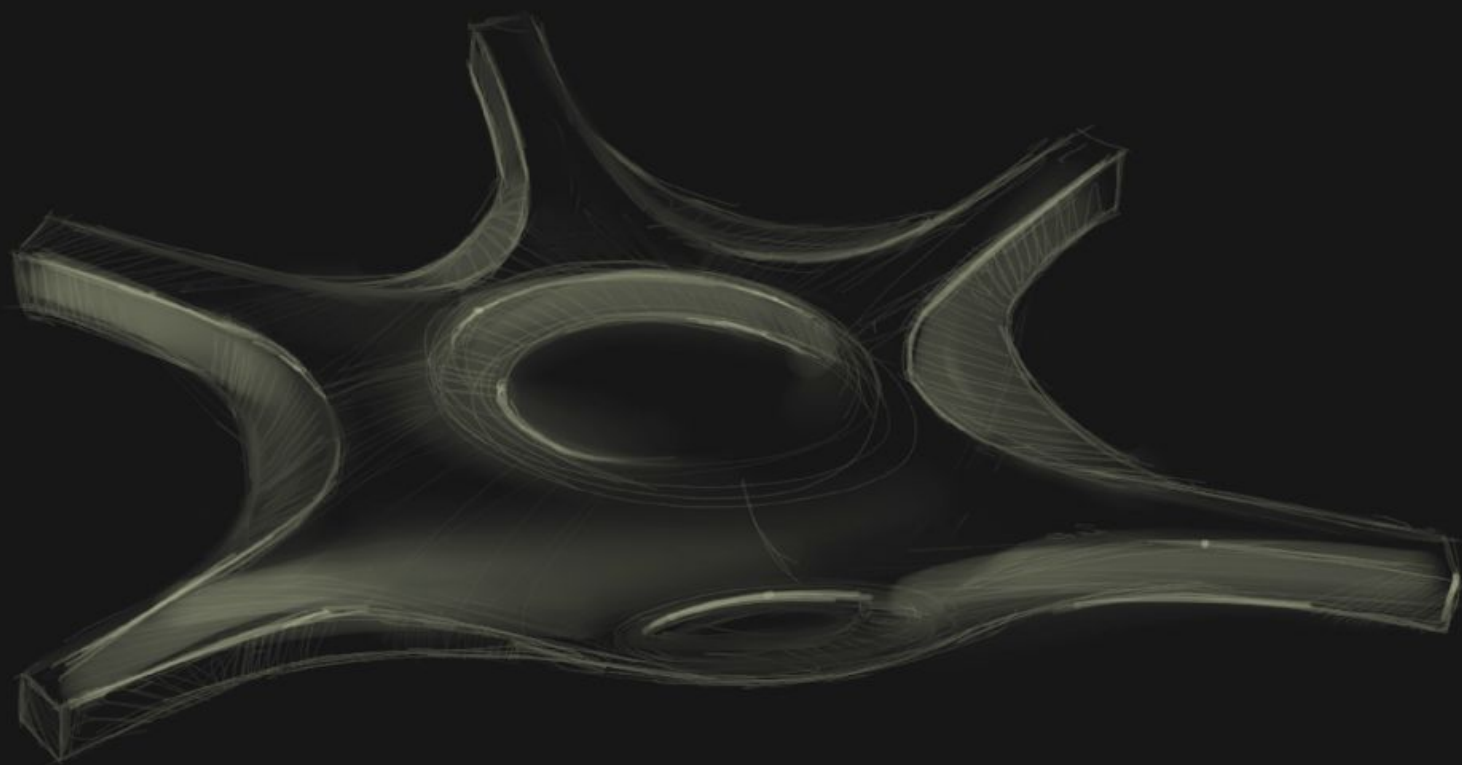
1 LAP OF THE TRACK TAKES 23H 48MIN (1844 KM)



SKAFTAFELL / CHECKPOINT 3

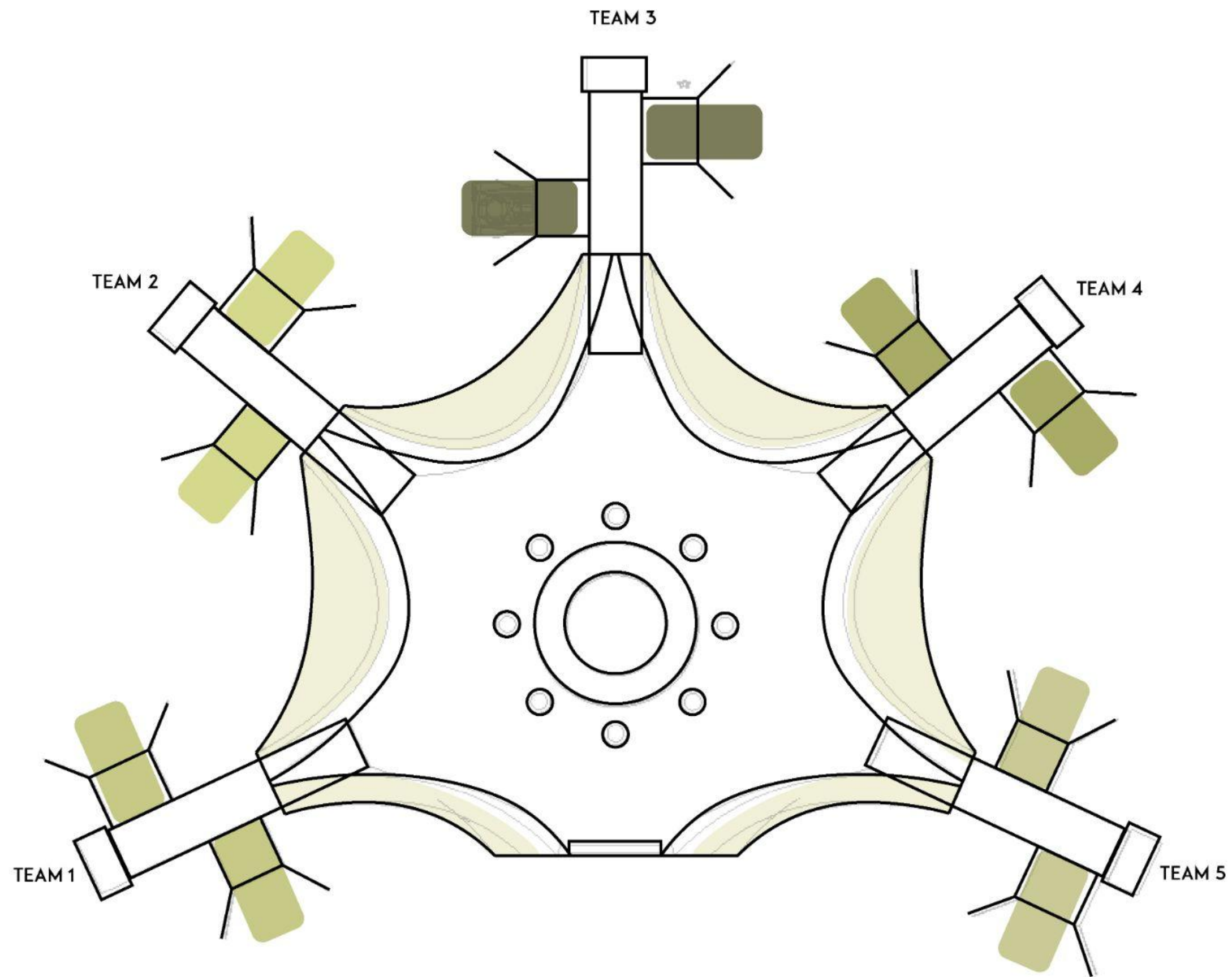


AESIR



KEEP DIFFERENT TEAMS TOGETHER UNDER
THE SAME ROOF TO SHARE KNOWLEDGE

EXPLORATION



MATERIALS

CONCRETE

NIOBIUM

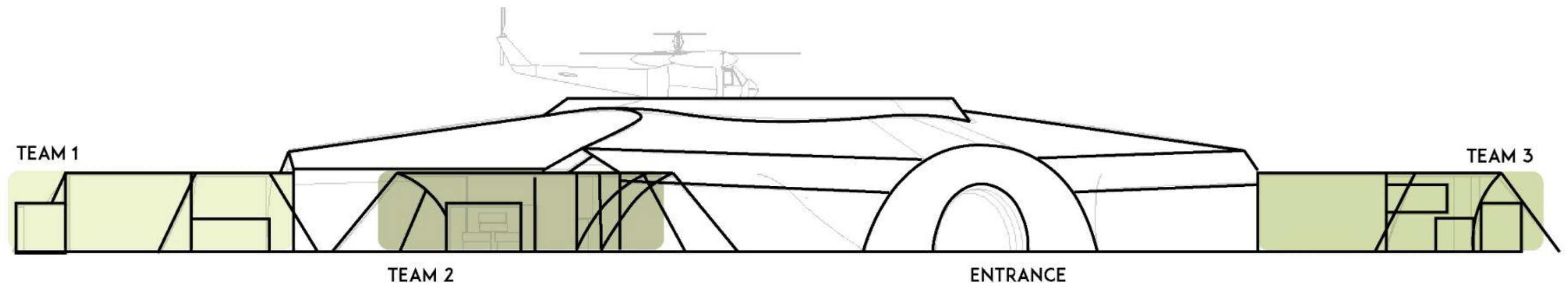
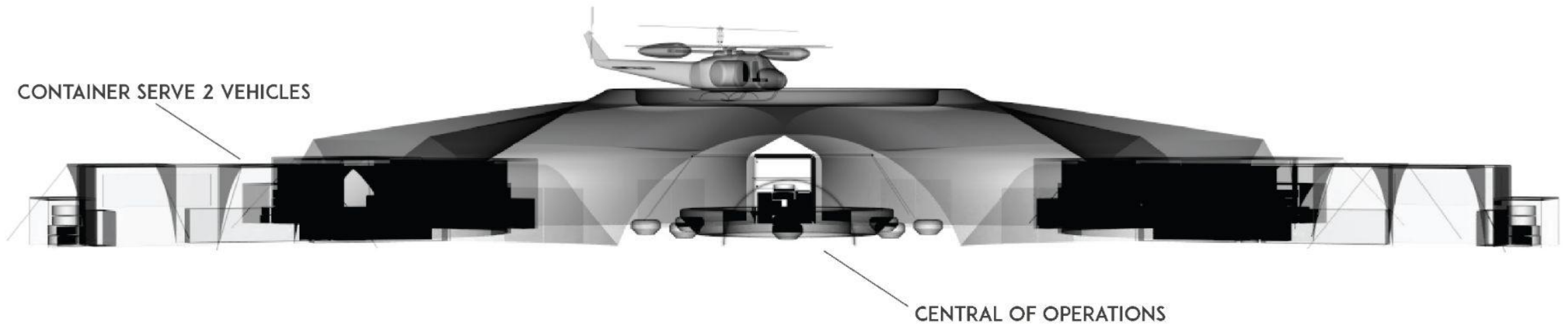
MATERIALS

STEEL

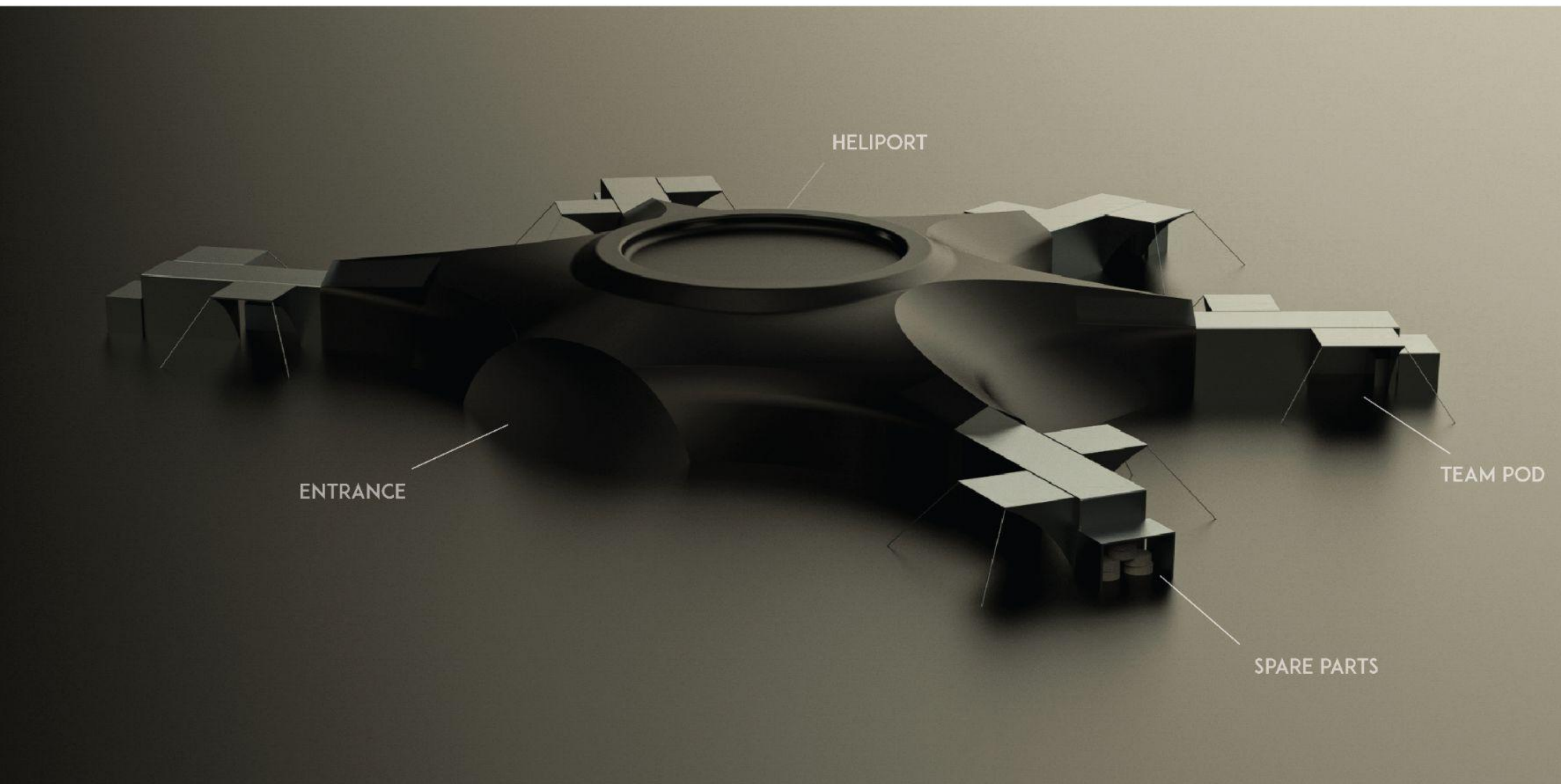
CANVAS

PETACKS TAPE

COLLECTION



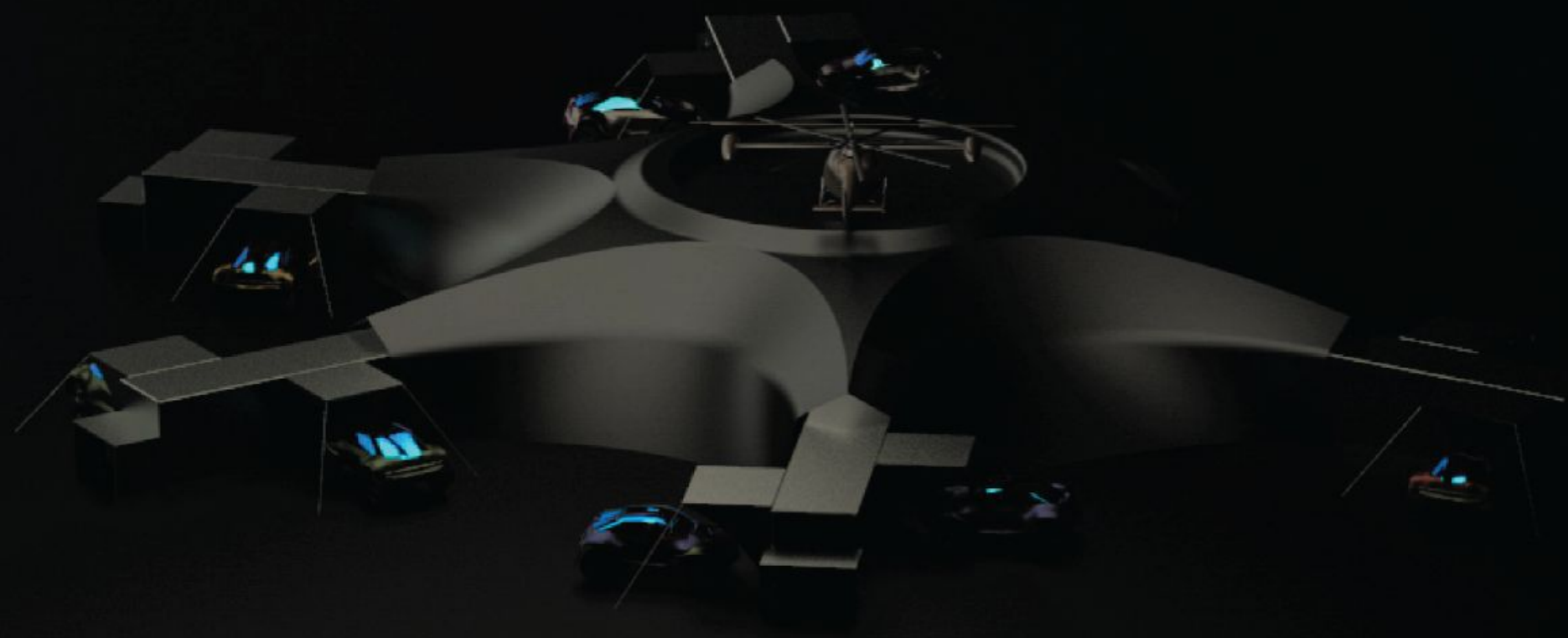
MODULAR



UNITY



5 TEAMS 2 VEHICLES PER TEAM
WORKING TOGETHER IN COMPETITION



T H A N K Y O U F O R Y O U R T I M E

M A R L O N A R B O L E D A

M . A R B O L E D A 1 9 9 8 @ G M A I L . C O M

9 2 9 2 1 7 1 0 2 9

48 HOURS OF REYKJAVIK
2030





ONLY A DECADE LEFT

ONLY 11 YEARS LEFT TO PREVENT IRREVERSIBLE DAMAGE FROM CLIMATE CHANGE