



# F1 DRIVING EXPERIENCE

BE AN F1 DRIVER FOR A DAY  
WITH WINFIELD RACING SCHOOL



RENAULT  
F1 TEAM

OFFICIAL PARTNER





F1 DRIVING EXPERIENCE

# BE AN F1 DRIVER FOR A DAY

FROM F4 TO F1 IN ONE DAY

INSTEAD OF 5 YEARS FOR A TALENTED YOUNG DRIVER

WINFIELD RACING SCHOOL is the only racing school in the world to allow customers with NO TRACK EXPERIENCE to drive a truly modern Formula 1 car operated by an F1 team.

It's unique in the world and it's at CIRCUIT PAUL RICARD, Le Castellet, France.

A day of complete immersion in the world of an F1 driver, discovering all aspects of this sport and of the profession both in and out of the car.

An exclusive experience providing thrills and emotion.



WATCH THE VIDEO:



THEY'VE DONE IT:

« The *craziest event* on earth. »

« Formule 1 gives access to *sensations that no other ground vehicle can provide*, that day was just *incredible*. »

« The *greatest driving memory* of my life. »

« Our guests returned home bearing the emotions of an *exceptional experience* which will remain with them for the rest of their lives. »

« Today was *unique, unbelievable, unforgettable*. »

# A PARTNERSHIP WITH RENAULT F1 TEAM



In 2017, WINFIELD RACING SCHOOL signs an important partnership for the brand and becomes the Official Driving Experience Partner of RENAULT F1 TEAM for all the F1 driving programmes of the Team.

With a long partnership started in the 70s and based on the common experience in driving training, Renault and Winfield wished to unite again by offering together exceptional driving programmes to motorsport enthusiasts and professional drivers alike.

The partnership enables participants to drive a V8 Formula 1 car, The cars used are the real F1 cars as driven in 2012 by [Kimi Raikkonen](#) and Romain Grosjean, including the [winning chassis of Abu Dhabi GP 2012](#).

Driving an F1 car is the dream of many people. Thanks to the excellent know-how of Winfield in terms of pedagogy and the impressive technical expertise of Renault F1 Team, Renault and Winfield make together the dream comes true. More than 45 staff fully dedicated to the programme will take care of the participants: 20 crew members of Renault F1, driving instructors, mechanics, engineers, professional drivers, physiotherapists, hostesses...



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# A UNIQUE MARKETING TOOL FOR CORPORATES

The F1 Driving Experience is a **360° Marketing tool**:

An **ACTIVATION** tool by giving to the guests the incredible experience of being actors of an F1 event and not only spectators. It allows the guests to immerse themselves in the professional drivers fascinating environment.

A **COMMUNICATION** tool by creating pertinent content for social medias and/or other medias.

A **COMMERCIAL** tool to attract new sponsors and partners eager to innovate on their activation platforms.

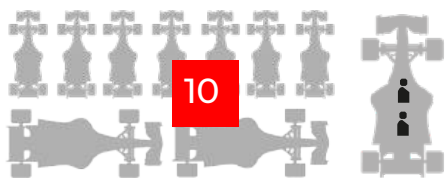
Nowadays, it is also a **GLOBAL** tool to show the sporting and technological implications of a brand and to deliver the key message about F1 and Global Motorsport: a true Worldwide Sport using advanced Technologies.





# THE F1 DRIVING EXPERIENCE IN FIGURES

## CARS



10

7 FIA F4 – operated by WINFIELD

2 FORMULA 1 – E20 2012 - V8 engine  
> operated by Renault F1 Team

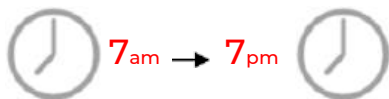
1 F1 TWO-SEATER – operated by WINFIELD

## TRACK SOLUTION



Circuit Paul Ricard  
Solution 3D - 3,853 km

## DAYTIMING



## GUESTS



18  
MAXIMUM

3 GROUPS OF 6 GUESTS MAXIMUM  
ACCOMPANYING GUESTS (option)

## INCLUDED



FULL DRIVING  
EQUIPMENT



LUNCH  
AT THE TRACK



END OF DAY  
COCKTAIL

## OPTIONS (see page 8)



ADD. F1 LAPS



MOVIE CLIP



BRANDING



AIRPORT  
TRANSFERS

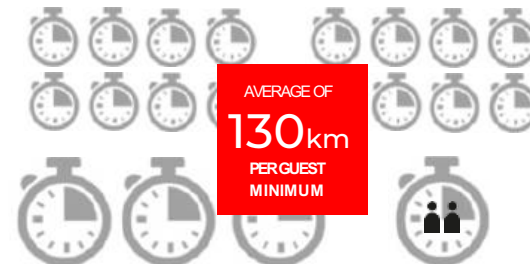


HOTEL



DINNER

## TRACK TIME



AVERAGE OF  
130 km  
PER GUEST  
MINIMUM

FIA F4 > 3 SESSIONS OF 20 MIN (8-10 LAPS)

F1 > 3 LAPS minimum

F1 TWO-SEATER > 1 PASSENGER LAP

## ORGANISATION & ACTIVITIES



STAFF MEMBERS  
25 WINFIELD  
20 RENAULT F1 TEAM



WORKSHOPS  
See page 5



PHOTOGRAPHERS  
At the end of day, each guest  
receive his personal pictures of  
the day.

Video/on-board footage in options

# WORKSHOPS

## AND ACTIVITIES

### GENERAL AND SAFETY BRIEFING

Welcome words about the F1 Driving Experience. General information about FIA rules applicable on track such as flags, race control and safety rules.



### DRIVING BRIEFINGS

Before going out on track (F4 and F1), all guests are taught by the Winfield instructors the basics of a single-seater car driving, including operating a sequential gearbox, car positioning, brake forces, steering wheel functions and starting procedures.



### TRACK RECCEE LAPS

Dispatched in groups, guests will discover the track with their instructor for 3 laps before the first driving session of the day.

### PHYSIOS SESSIONS & MENTAL PREPARATION

Driving a racing car requires a significant amount of exertion with drivers experiencing up to four-times the force of gravity on their necks. All guests will therefore experience a race driver physiotherapy session with professional trainers through several workshops : preparation for driving, muscles toning, reflex and concentration testing with Batak Pro machine, mental preparation and post-driving stretching.



### F1 DRIVING POSITION

In the morning, each guest will seat in one of the F1 chassis to find his position. The F1 Team will be able to measure his physical ability to steer and his braking force as well as to teach safety actions such as exiting the car. The safety of each participant takes top priority during the event.



### TELEMETRY ANALYSIS

After each sessions (F4 and F1) and like real race drivers, the Winfield engineers will analyse the personal data of the guests. Improvements can then be made and drivers compared before the afternoon session.



# SAMPLE OF TIMETABLE

07.00	Transfers from the hotel to the track
07.10	CHANGING ROOM Each guest find his individual racing kit ready in his personalized locker
07.40	GENERAL AND SAFETY BRIEFING
08.00	TRACK RECCE LAPS WITH INSTRUCTORS
08.20	PHYSICAL PREPARATION WITH PHYSIO
08.35	F4 BRIEFING – PART 1
09.00	F4 SESSION 1 UNDER SAFETY CAR
09.30	F1 DRIVING POSITION
10.00	F4 BRIEFING PART 2
10.30	F4 SESSION 2
10.55	F4 TELEMETRY ANALYSIS WITH ENGINEER
11.20	BATAK PRO SESSION (Physio)
11.45	F4 SESSION 3
12.10	F4 TELEMETRY ANALYSIS WITH ENGINEER
12.35	MENTAL PREPARATION (Physio)
13.00	GROUP PICTURE ON PIT LANE
13.15	LUNCH AT PANORAMIC RESTAURANT
14.00	F1 BRIEFING
14.30	FORMULA 1 SESSION
Followed by	F1 TWO-SEATER RIDE (1 lap)
Followed by	F1 TELEMETRY ANALYSIS
Followed by	PHYSIO STRETCHING
17.30	CHANGING ROOM
18.00	<b>PRICE GIVING</b>
19.00	End of day





# 2021 PRICES

PRICES ARE EXCLUDING VAT



18

PARTICIPANTS



3

**F1 LAPS**  
PER PARTICIPANT

INDIVIDUALS

€ 9 800

per participant

EXCLUSIVE DAY

upon request

## ACCOMMODATION PACKAGES

**DELUXE**

Airport transfers, 1 night at Grand Prix Hotel\*\*\*,  
1 Welcome Cocktail at the Hotel, 1 Dinner at San Felice Restaurant

+ € 350

per participant

**PREMIUM**

Airport transfers, 1 night at Hotel du Castellet\*\*\*\* Luxe,  
1 Welcome Cocktail at the Hotel, 1 Dinner at San Felice Restaurant

+ € 690

per participant



# OPTIONS



## ADDITIONAL F1 LAPS

Above the 3 laps already included in the package.  
Maximum laps in total per guest to be confirmed depending on guests numbers

€ 1600 /lap



## VIDEOS

On-board videos featuring rough footage of F4 and F1 on-boards cameras for each participant. No editing.

€ 250 / per participant

Personalised movie edited version of F4 and F1 on-board cameras footage and event atmosphere footage.

€ 500 / per participant



## CUSTOM DRIVER KIT *(order minimum 8 weeks before event)*

Premium brand overall, racing boots, gloves, racing underwear  
Embroidery on overall belt with name and flags  
Kit to be kept by the participant after the day

€ 1100 /kit



## BRANDING *(for exclusive day only – order minimum 4 weeks before event)*

Standard Branding Package Includes company logo on cars (F4 and two-seater), pit lane panels, hospitalities branding, stand-up panels, helmets visors, co-branded diploma.

€ 2 200

- *More branding options available upon request, please ask our catalogue*



## ACCOMPANYING GUEST

Package includes airport transfers, access to the track and Lounge above the pits, full catering as for the participant.

€ 260 / guest for DELUXE programme without additional hotel room

€ 320 / guest for PREMIUM programme without additional hotel room

F1 two-seater passenger lap for accompanying guest (1 lap)

€ 350



## OTHER OPTIONS

Private jet or helicopter transfers, product tests, products placements,  
Filming crews, Tourism tour or road trip on French Riviera, additional activities...

Upon request



2021

# OPEN DATES

TUESDAY 18<sup>th</sup> MAY

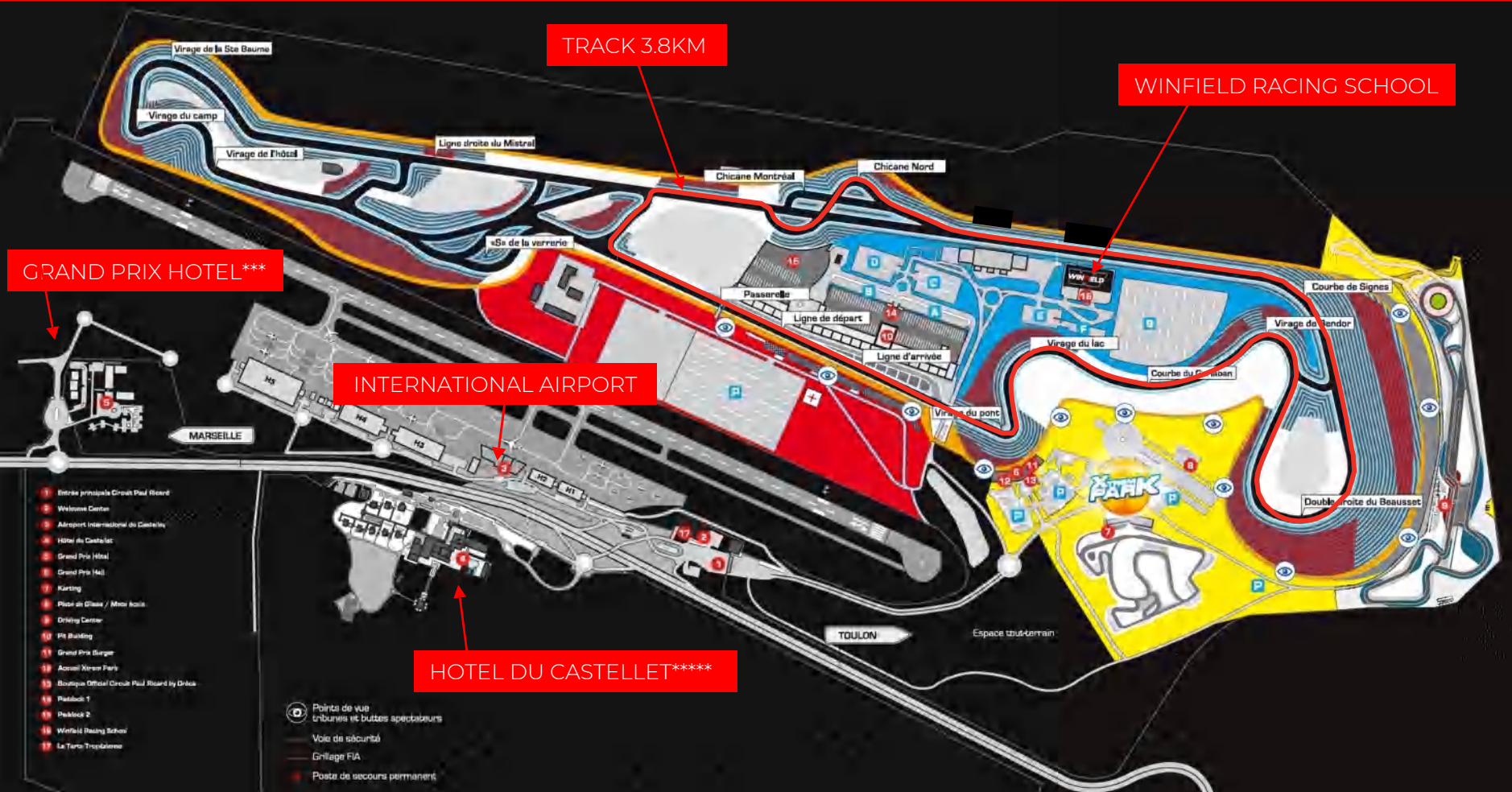
WEDNESDAY 19<sup>th</sup> MAY

TUESDAY 7<sup>th</sup> SEPTEMBER

TUESDAY 28<sup>th</sup> SEPTEMBER



# CIRCUIT PAUL RICARD







RD.com

## OUR STRENGTHS

- Global vision
- Historic legitimacy
- Car industry and motorsport experience
- Valuable global Motorsport Business Network
- Unique location at Circuit Paul Ricard



## CONTACT

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