



my-kart & the motorsports scene

an introduction to my-kart in context of the
malaysian motorsports industry

contacts:

president: mark timms (mark@teamtelevas.com.my) / +6012 310 0598

vice-president: fazz rahman (fazz27@gmail.com) / +6019 3855 055

website: <http://www.my-kart.org>

an introduction to my-kart

where my-kart is today

my-kart moving forward

an introduction to my-kart

where my-kart is today

my-kart moving forward



A quick introduction to my-kart

what do we do, and how we see the future of karting in
context of Malaysia's motor-sport industry

my-kart in a nutshell

- sustainably build the sport from ground up
- popularise grassroots motor-sports for participants & spectators
- make racing affordable, safe, fun and competitive
- focus on grassroots amateur karters and their needs
- bridge gaps for opportunities to progress

my-kart and our principles

What is my-kart?

Group of volunteers who organise monthly races for amateur karting and racing enthusiasts in a safe and fun, but affordable and competitive environment

Event principles of my-kart

- affordable and accessible
- safe and professional
- fun and exciting
- sustainable and relevant

About my-kart

my-kart targets enthusiasts without the means nor funds to participate in existing racing series. my-kart creates an environment that is affordable and accessible to these enthusiasts by emphasizing safe & fun racing, in a competitive but friendly environment.

my-kart promotes grassroots / amateur karting as the foundation for motorsports. This will be achieved through:

- Organising amateur karting series
- Building a talent pool for future motorsport drivers
- Developing strong corporate & community support

my-kart events are self-funded by participants with luxuries kept to a minimum to control ever-increasing costs. my-kart does not own any equipment, but has several partnership arrangements with existing kart operators who provide rental karts and circuits for use at these events.

The key success and principles of my-kart since its inception has been about friendship, fair play, a strong emphasis on safety and meeting the needs of the community and enthusiasts.



what do we do?

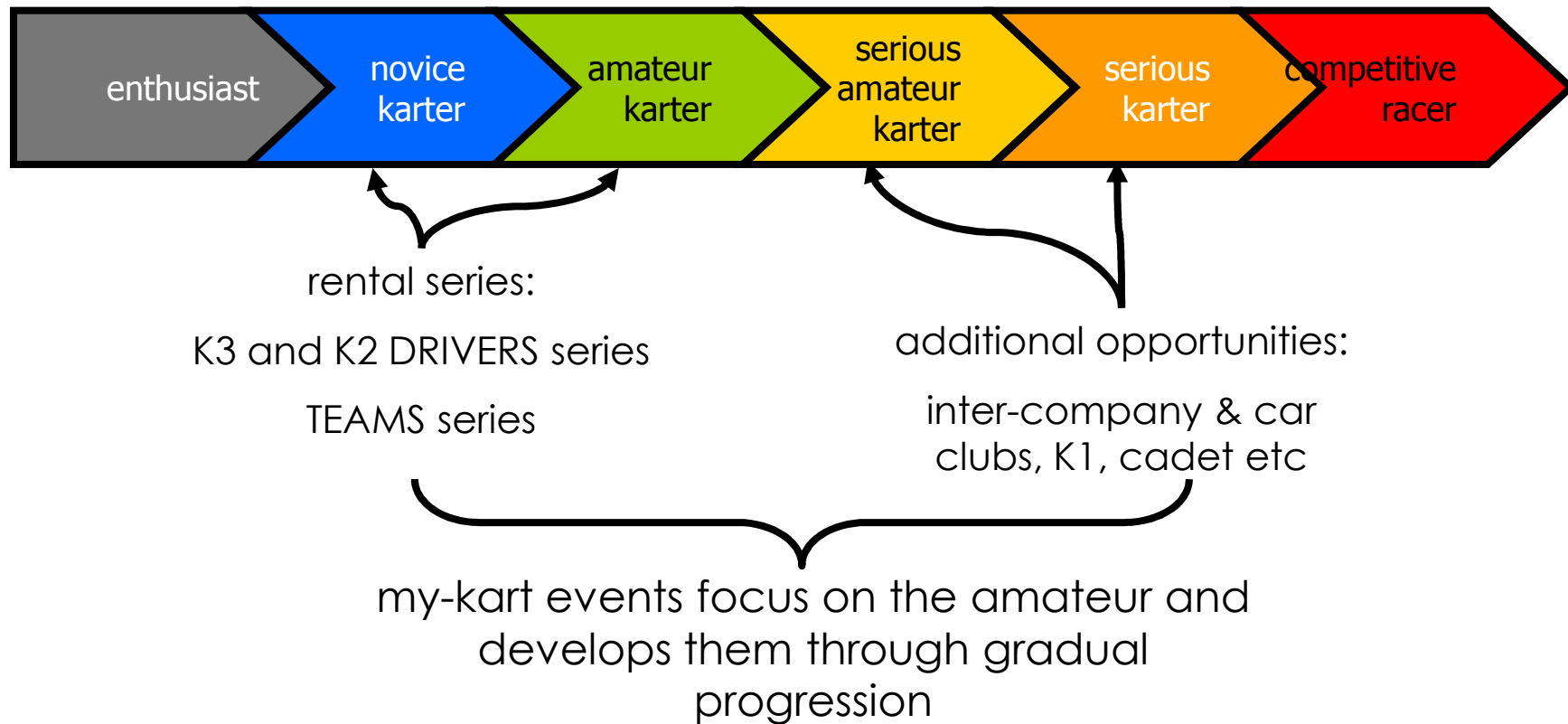
lay the bridge between enthusiasts and
competition level racing drivers

my-kart brings racing to the people



- like football, racing can be a national sports recreation through affordable rental karting

my-kart branded events bridge the gaps in progression from enthusiast to racer



Malaysia's narrow motor-sport pyramid limits progress

F1 / top tier

GP2

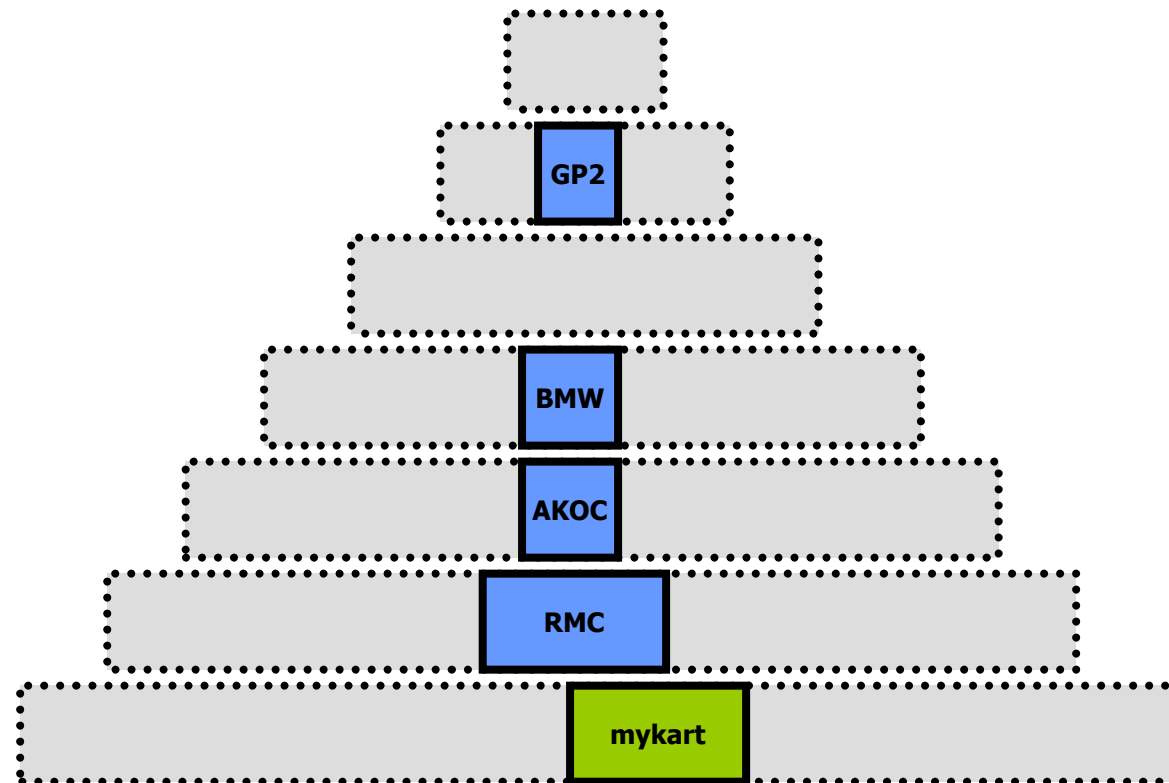
GP3

junior open wheel

international karting

expert karting series

grassroots / karting



❖ progress from the lower to higher levels is minimal

my-kart aims to bridge the gaps to encourage driver progress by building a strong funnel / pipeline...

F1 / top tier

GP2

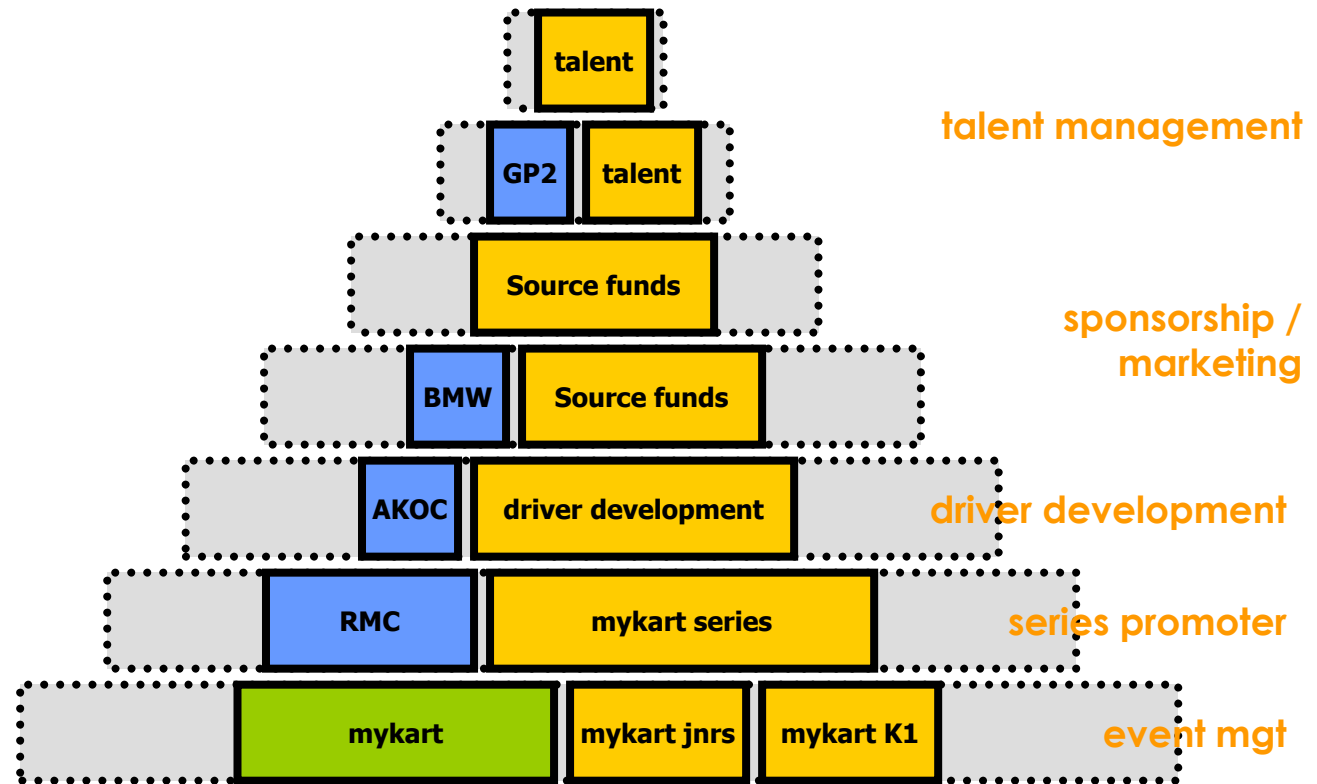
GP3

junior open wheel

international karting

expert karting series

grassroots / karting



legend:



❖ my-kart will complement existing racing infrastructure

...searching for diamonds in the rough...

**my-kart aims to discover,
develop and guide racing
talent by popularising
grassroots motor-sports**



- ❖ *make karting widely accessible*
- ❖ *develop well rounded skills for racing drivers*
- ❖ *build appropriate racing platforms*
- ❖ *collaborate with others to progress talent*

we aim to create a large base of karters



- ❖ **affordable** amateur series
- ❖ **progression** paths
- ❖ **development** programmes
- ❖ sponsorship **opportunities**

always focus on building the grassroots

categories of racing to suit all skill levels

- ❖ my-kart currently organises three categories of racing for the “**pure amateur**”:
 - ❖ K1 series – 125cc 2-stroke rental karts
 - ❖ K2 series - 125cc 2-stroke rental karts
 - ❖ K3 series - 80cc 2-stroke rental karts
- ❖ my-kart also organises endurance / teams championship series to promote team spirit in competition
- ❖ where rental karts used, race format designed to minimise “luck of the draw” and levels the playing field
- ❖ safety is paramount – newcomers join K3 by default, before progressing to faster categories



anybody can race with my-kart

my-kart events appeal to all...

- ❑ full year championship for the “pure amateur” **DRIVERS series** - drivers’ championship
- ❑ focus on fun & fellowship
- ❑ solely organised by my-kart volunteers & participants
- ❑ specially designed event format “levels the playing field” & accounts for rental kart variations for greater competition between participants



events are driven by needs of members and enthusiasts

my-kart emphasises safety first

- ❖ motorsports can be dangerous, so my-kart emphasises safety first
- ❖ my-kart conducts safety briefings before each event
- ❖ driver attitudes and track temperament are developed and encouraged
- ❖ St Johns ambulance on stand-by at all events



drivers with clear understanding of risks and safety race better



why do we do this?

motor-sport is still an elite sport and not accessible to the masses. talent feedstock is limited. we need an avenue.

people want to race, but there are no accessible avenues... except for my-kart events:

- affordable racing experience ~ RM100-RM200
- no equipment commitments (rentals)
- well organised & regular
- emphasises on fun & social networking
- exciting & offer close racing
- offers low technical barriers to entry
- develop skills before going further up the ladder
- simple

Target markets

- ❖ my-kart aims to cater for two clear target customers:
 - ❖ “fun” karters who race for the fun and enjoyment
 - ❖ “career” karters who aim to progress further in racing

	Fun karters	Career karters
What they want	<ul style="list-style-type: none"> ❖ member benefits ❖ discounts ❖ safe & fun racing ❖ networking & socialising 	<ul style="list-style-type: none"> ❖ organised events / series ❖ championship reward & recognition ❖ driver development
What we provide	Regular events at affordable rates, affiliations with supplier eco-systems	sustainable & structured growth & development programme
How we provide	<ul style="list-style-type: none"> ❖ member leagues ❖ social events 	❖ annual high profile series
Opportunities for my-kart	A pool of drivers and potential future talent	Financial benefits, talent management & commercial opportunities

The members & participants of my-kart...

a fast growing segment with strong disposition to active lifestyles

my-kart builds strong social bonding to harness the diversity of members' and participants' backgrounds. As a result, the popularity of my-kart grows purely through word-of-mouth. further growth and publicity is possible with additional marketing capabilities and corporate partnerships.

my-kart attracts a strong pool of members summarised as follows:

Age	20 – 40 yrs
Race	Malay / Chinese / Indian / European / Mix
Profession	PBEM – Professionals, Business people, Executives, Managers
Industry	Ranging from IT, Telco, Automotive, financial institutions, Oil & Gas, Engineering etc
Lifestyle	active, action orientated, passionate and collaborative

this segment will raise the next generation of racing enthusiasts

initial focus on amateur events promotions

my-kart aims to expand its event operations and increase the popularity of amateur karting in the Klang Valley. my-kart intends to do this by expanding its base member network by reaching out to more racing enthusiasts.

Building this foundation would include:

- ❖ expansion through new series and monthly races
- ❖ development of owner run class for advanced amateurs
- ❖ encouraging greater driver development
- ❖ encourage and attract young and talented racing enthusiasts
- ❖ build greater public awareness & popularity

strong emphasis on brand values....

- ❖ advocate **safety** and **sustainability**
- ❖ **respect** for others and practice **diversity**
- ❖ act with **integrity** and commit **excellence**
- ❖ communicate **openly** and honestly
- ❖ practice **teamwork** & collaboration
- ❖ have **fun** and strengthen **social bond**

our identity is clear...

affordable & accessible

safe & professional

fun & exciting

sustainable & relevant



in short, we...

- organise & promote events
- build sustainable platforms
- develop talent
- manage sponsors / advertisers

an introduction to my-kart

where my-kart is today

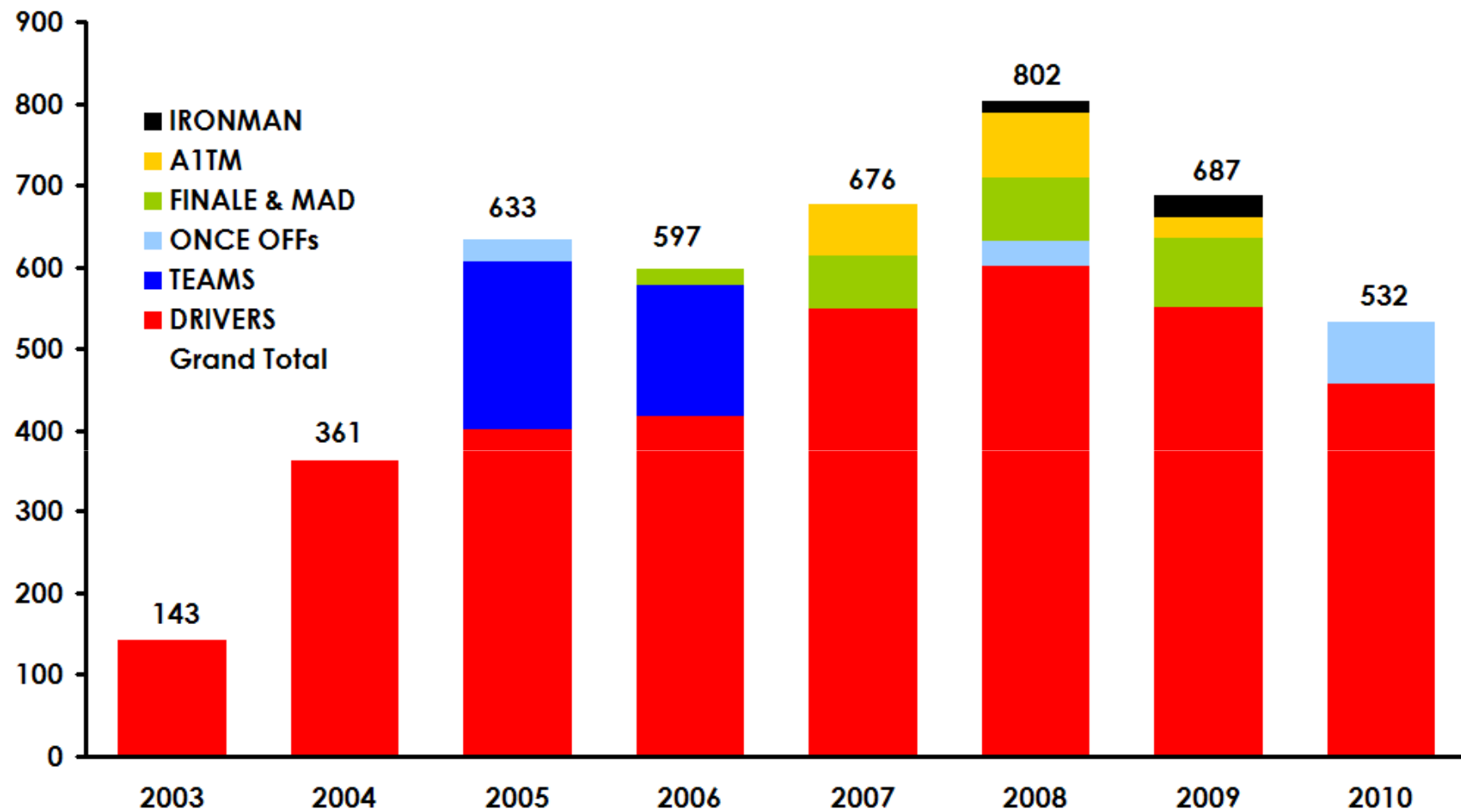
my-kart moving forward

***since
31 August 2002**

205 racing events. more than **750** racers.
around **4,431** driver throughput. **8** years.

** As at 14 August 2010*

high annual driver throughput*



* As at 14 August 2010

❖ average throughput in DRIVERS series up from 16 in 2003 to 57 in 2010 per event

my-kart's SWOT

strengths

- ❖ experience since 2001
- ❖ rapport with circuit operators
- ❖ strong membership bond
- ❖ links to corporate network
- ❖ recognition

Opportunities

- ❖ growing interest in motor-sports
- ❖ external support
- ❖ next generation karters

weaknesses

- ❖ funding
- ❖ corporate awareness & support
- ❖ 'racing is elitist' perception
- ❖ amateur karting not 'real thing'

threats

- ❖ economic slowdown affecting sponsorship
- ❖ established players
- ❖ well funded new players

many things to be proud off

DRIVERS series still very popular – the right formula

**registration of club on 6th December 2006
“Kelab my-KART Selangor (2441/2006)”**

public recognition of my-kart

most of all: the people & friends we meet on the way

we have a clear niche and appeal

issues to think about. where to now?

becoming spectator friendly

expanding participation

revisit enduro / IC3 formula

social bond

enhancing the K1 formula

social responsibility

safety

race sanction insurance

media coverage

building the talent ladder

joint ventures

sustainability

funding

sponsorship

an introduction to my-kart

where my-kart is today

my-kart moving forward

5 points moving forward

- **community:**
building the community & be active in social activities
- **members:**
continue to drive memberships & inculcate our values amongst our members
- **excellence:**
focus on excellence in our racing events
- **alliances:**
forge alliances
- **awareness:**
create corporate awareness, and wider visibility

broad plans in a nutshell

- create more “pure amateur” fun series
- expand my-kart system geographically
- establish training programmes
- introduce advanced amateur series (“K-zero”)
- get corporate involvement (inter-company & car club “IC3”)
- create spectator friendly environment
- publicize in the media
- maintain low cost
- improve track operator equipment quality

my-kart: expanding beyond klang valley

- my-kart aims to duplicate its Klang Valley success throughout Malaysia.
- The target, a National karting series will promote motorsports and provide the opportunity for all to race at affordable prices.
- In doing so, my-kart aims to expand this idea to other urban regions such as Johor Bahru, Penang etc. At the same time, achieve the following benefits:
 - **building the base of motorsports for the future**
 - align with agenda of producing talented young drivers
 - **popularise recreational karting...** an untapped market!
 - provide a starting platform for enthusiasts to venture into racing
 - **reduce the barriers to entry** into motor-sports

Corporate Event Participation Opportunities

events will be a family friendly fun-filled event for all

type of participation	description	benefits
sponsorship in kind	products value of RMx to be used as prizes; corporate gifts Series sponsor / event sponsor / team sponsor	corporate / brand mention in announcement, on display materials, and press release
cash sponsorship	recommend RMx per corporation to de-fray event management costs, banners, buntings, marquees etc	
participate as a racing team ("IC3")	RMx per team with Corporate / Brand / Car Marque designation: eg. Team Shell / Team BMW; team race on 80cc karts (1 hour) with 3 drivers per team	gain first hand experience of karting for amateurs
setup corporate booth	setup a sales booth – RMx per tent. please call to enquire	additional customer sales channel

- ❖ value of participation-
 - ❖ Press/media presence to cover the launch
 - ❖ Product marketing booth/tent provided
 - ❖ Opportunity for promotional displays
 - ❖ Corporate hospitality to host corporate guests

The value of overall my-kart partnership

my-kart seeks long term partners to build the sport together

- ❖ long term partnership branded as **national competency building** initiative
- ❖ participate in holistic plan in **building the sport**
- ❖ increasing **community reach**
- ❖ increasing **media reach**
- ❖ capitalise in **increasing motorsport** in the region

current platforms	<ul style="list-style-type: none">❖ one 10-race DRIVERS series❖ Once off team based events❖ various motorsport linked activities (1MalaysiaF1, A1GP, Japan GT & F1 events)❖ new K-zero (125cc private) series as additional development ladder to serious racing
future platforms & initiatives	<ul style="list-style-type: none">❖ more karting series for specific customer segments (eg. schools, colleges, universities)❖ new children development programme❖ electronic media programming❖ spectator friendly initiatives

my-kart requires support

minimal “pure amateur” event costs

- no sanction fees for “pure amateur” club events
- low complexity for event management

low cost for advanced amateur events

- low sanction fees
- low complexity for event management

insurance cover

- personal accident cover
- 3rd party liability

low equipment costs

- abolish taxes & duties on parts, accessories
- incentives for operators

corporate sponsorship / funds

- to cover promotional & media costs
- to cover sanction & event management costs
- driver rewards (talent) > scholarship & advancement

additional venues

- bring races to the people – street races
- more circuits & operators near population

better publicity

- not mat rempits
- organised, professional

family & hospitality

- facilities for the family and guests



end of presentation

thank you for your attention

The logo

The my-kart logo depicts the merging of a flowing circuit segment and a waving chequered flag. The upward waving flag indicates a progressive and forward thinking approach. The progress from left to the chequered flag at the right reflects the reflects my-kart's approach in developing drivers along the chain to higher levels of motor-sports from amateurs to champions. The multiple elements on the right reflects the diversity of grassroots motor-sports.

About my-kart

my-kart was founded in 2001 following two years of successful karting activities organised by the Shell KL sports club. my-kart was formed as an initiative to further expand karting interest in Malaysia.

Growth of karting in Malaysia

- Karting has been a long time hobby in the country. Some participate in expert national and international karting competitions. And many dream one day to go all the way to Formula One.
- But like all motor-sports, karting is still expensive for the masses and thus limited to a select few. This limits the numbers graduating through the ranks right to the pinnacle.
- Alongside this, amateur karting swiftly gains popularity in Malaysia. Circuit operators now offer exhilarating karting experience to enthusiasts without the need of owning a kart.
- These are the enthusiasts who love watching and even participating in competitive racing, but do not necessarily have the financial means to do so.

Amateur karting scene

- Amateur (ie rental) karting is the first step into motor-racing. This is the feedstock and fan base necessary to build sufficient numbers to progress into national and international karting competitions and then on to formula racing.
- There is a clear need to develop the local motor-sports industry in a holistic manner, with clear focus needed at the “upstream” grassroots level.
- The my-kart project is an upstream and downstream motor-sports development project with clear focus on more upstream with development and marketing in the downstream.