

# 2023 CAPE TOWN E-PRIX

## EVENT REPORT



# 1. EXECUTIVE SUMMARY



# FOREWORD

In June 2019, we announced our plan to host Formula E in Cape Town with the Executive Mayor of the City of Cape Town. On 25 February 2023, we delivered the first Formula E race in sub-Saharan Africa!

This journey has transformed how we plan events in South Africa. Despite the challenges posed by the Covid-19 pandemic, we used the three years to create platforms that have catalysed the growth of the Green Economy. We are proud to have become advocates for the green economy.

The results of our efforts are evident:

1. We launched our purpose-led campaign, Go Green Africa, with Uber South Africa and Western Cape Government as founding partners.
2. We hosted Africa's Green Economy Summit, which saw a provisional USD 2 million commitment to an African project on the first day of the Summit.
3. We launched Formula Student Africa, which will see students from six universities accelerate the growth of e-mobility and sustainability industries in Africa.
4. The Cape Town Stadium Precinct is now a multifunctional destination with one of the fastest, most picturesque tracks on the Formula E circuit.
5. The 7.68km of concrete barriers and fences were entirely built in South Africa, a testament to our local construction industry.
6. Cape Town benefitted from an indirect socio-economic impact from the event of R1.018 billion.

None of this would have been possible without the trust, partnership, and support of our stakeholders Formula E Operations, the City of Cape Town, the Western Cape Government, and the hundreds of individuals involved in the event's delivery.

When we began this journey, I guaranteed the Founders of Formula E, Alejandro Agag and Alberto Longo, that we would create a top-three race on their ABB FIA Formula E World Championship calendar. I trust we have made an impression and look forward to hosting many more Cape Town races.

**Iain Banner, Chairperson, E-Movement (Pty) Ltd**



**"It was truly a goosebumps moment for Cape Town as we saw the Formula E hosted in our city for the very first time. Cape Town really put on a show and did not disappoint, and our city was beamed to cities across the globe."**

Alderman Geordin Hill Lewis, Executive Mayor of Cape Town.

**"Formula E is more than just an event; it is a way to motivate and encourage young people to think green. For us, it was about making sure we could wield wind power through the grid system to charge these batteries, their own systems using biofuels to fuel their own systems, it's all about green, it's all about the future, it's all about the economy and it's all anchored in a race."**

Premier Alan Winder, Premier of the Western Cape.

**"This series is also promoting electromobility, promoting the fact that we are capable of doing all this, while being a net zero emission championship. It's also good for the city and hopefully it will open the eyes of some people, so they will eventually start investing more and more in infrastructure for those cuts not to happen again."**

Alberto Longo, Chief Championship Officer, Formula E Operation



# INTRODUCTION

- The inaugural 2023 Cape Town E-Prix was the 1st open wheel race to take place in Sub Saharan Africa since 1993. With Cape Town securing a 5-year contract with the FIA and Formula E, it marks the beginning of a new frontier of motor racing in South Africa.
- Excitement was abound and the atmosphere was electric in and around the circuit as spectators waited to watched the fastest and most powerful Formula E car to date hit the streets of the Mother City for the first time.
- Attendees dubbed the event a 'Proudly South African' moment.
- As a destination with ambitions to become a Green Economy hub, the event is a demonstration of the region's willingness and ability to transform to a greener future.



**"Having grown up in South Africa and watched the last World Championship race there in 1993 at Kyalami, it is a proud moment for myself and the other South African members of the team to be part of the return of top tier racing to this passionate motorsport country,"**

James Barclay, South African-born Jaguar TCS Racing Team Principal.

## 2. CAPE TOWN E-PRIX RECAP



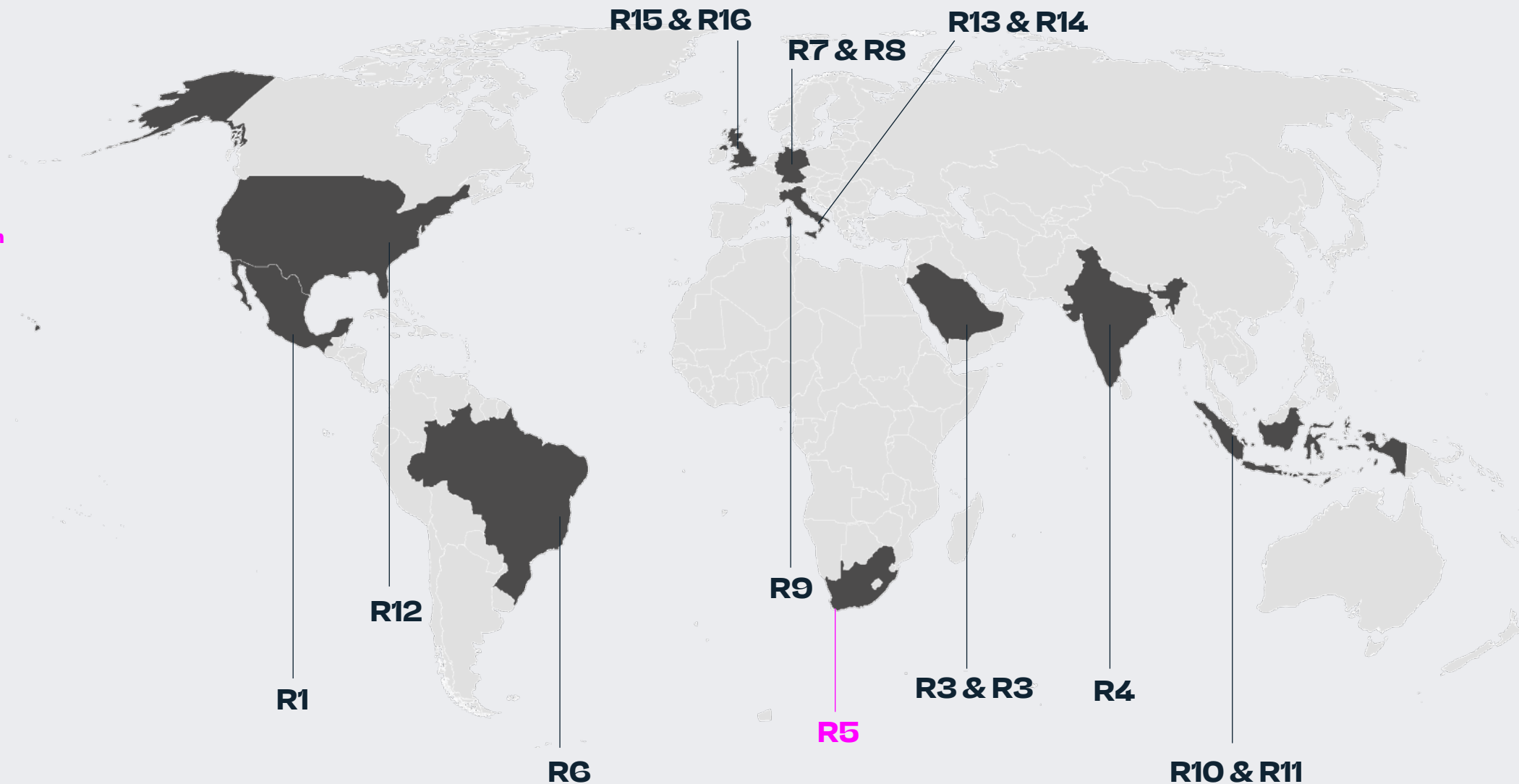


**“Amazing city to have a motorsport event. The amount of fans we had around and the passion they had for what we are doing is amazing. The track was really well built, very fast - the fastest we have ever had over the 9 seasons. Everything put together, I think it was an amazing event, fun to drive and obviously produced a good race so happy to come back.”**

Antonio Felix da Costa.

# CAPE TOWN JOINS THE MOST ICONIC CITIES ON THE PLANET TO HOST THE FORMULA E

- Round 1 Mexico City
- Round 2 Diriyah
- Round 3 Diriyah
- Round 4 Hyderabad
- Round 5 Cape Town**
- Round 6 Sao Paulo
- Round 7 Berlin
- Round 8 Berlin
- Round 9 Monaco
- Round 10 Jakarta
- Round 11 Jakarta
- Round 12 Portland
- Round 13 Rome
- Round 14 Rome
- Round 15 London
- Round 16 London





# CAPE TOWN

## AN EMERGING AFRICAN GREEN ECONOMY HUB

- At the tip of Africa sits Cape Town, described by some as a world-in-one-city and well established as a destination of choice for major events.
- Cape Town has become a home to a thriving green economy, creating opportunities to invest in this innovative space and has made a commitment to achieving Carbon Neutrality by 2050.



**'WORLD'S LEADING  
FESTIVAL AND EVENTS  
DESTINATION**  
(2018 WORLD TRAVEL AWARDS)



OF NATIONAL  
INDEPENDENT POWER  
PRODUCERS PROJECTS  
ARE IN CAPE TOWN



OF NATIONAL  
MANUFACTURERS OF  
RENEWABLE  
COMPONENTS  
ARE LOCATED  
IN CAPE TOWN

# ROAD TO CAPE TOWN E-PRIX

E-MOVEMENT SUPPORTED BY THE CITY OF CAPE TOWN EMBARKED ON A 3 YEAR JOURNEY TO DELIVER THE FIRST FORMULA E MOTOR RACE IN SUB-SAHARAN AFRICA.

TimesLIVE

**MOTORSPORT**

Cape Town 'has been approached' to host Formula E racing, says mayor Dan Plato

05 June 2019 - 15:44  
BY STENDER VON OEHSEN

Cape Town could soon be joining Rome, Paris, Berlin, New York and Hong Kong as host to Formula E racing, a quieter and more environmentally friendly version of Formula 1.

Image: Audi

**June 2019**

City of Cape Town announces support of E-Movement effort to host Formula E

FIA WORLD CHAMPIONSHIP

**CAPE TOWN E-PRIX TRACK REVEAL**

MARCH 2022  
09h00 - 12h00

**March 2022**

Cape Town E-Prix Track Reveal, 1 year prior the inaugural race

DAILY MAVERICK

SPORT

**MOTORSPORT**

Formula E confirms inaugural Cape Town e-Prix

By Sarah Hoek 24 Oct 2022

A Formula E race in Cape Town has officially been announced for February 2023.

**October 2022**

Cape Town is confirmed as Host City for the 2022/23 Season 9 calendar,

DAILY MAVERICK

SPORT

**ELECTRIC DREAM**

Formula E's first visit to Cape Town put the city under a global spotlight, and it shone

By Sarah Hoek 28 Feb 2023

The Cape Town E-Prix pulled in the crowds as the Mother City put on its best for a global audience, and it did not disappoint.

**25 February 2023**

Cape Town successfully hosts the inaugural 2023 Cape Town E-Prix

**June 2022**

City Council approves road upgrades to facilitate racing

**April 2022**

City of Cape Town breaks ground for the track-upgrades around the Stadium precinct.

**Nov 2022**

Track materials commence

# EVENT PRECINCT

- The 2023 Cape Town E-Prix took place in the existing event precinct around the Cape Town Stadium.
- The suitability of the precinct was identified following a site inspection undertaken with representatives of Formula E and the local host city promoter E-Movement (Pty) Ltd between 9 - 12 September 2019 following which a suitable track was identified.
- In consideration of the track layout and how it might fit within the existing fabric of the precinct, a holistic approach was taken to enhance the precinct to create a multi-functional facility that meets the needs and requirements of the precinct and those required host an E-Prix.
- Following the City of Cape Town Council resolution passed in June 2022 to upgrade the precinct, track designers PJA and Nadeson Consulting worked extensively with the City of Cape Town on a mutually beneficial track design that met all the objectives of a multi-functional venue that kept true to the original landscape master plan and facilitated its evolution from its 2010 FIFA World Cup legacy.
- The precinct upgrades began in April 2022 and were completed on schedule in January 2023.
- The result is a legacy of an upgraded multifunctional precinct with one of the fastest, most picturesque tracks on the Formula E circuit.



# CAPE TOWN E-PRIX STREET CIRCUIT

- Table Mountain and Robben Island formed the backdrop to the new Cape Town E-Prix street circuit.
- The drivers hailed the track as a challenging performance and speed wise due to multiple high-speed corners.
- The track rewarded aggressive driving which led to some of the best overtakes and plenty of racing action.

**2.94 km**

Track length

**132.199 km/h**

Track average speed making this the fastest race in Formula E history!

**154.987 km/h**

Fastest pole lap ever recorded in Formula E \*



“The racetrack is proper - this is what Formula E should be”

Envision driver, Nick Cassidy.

\* Record held by Nissan driver, Sasha Fenestraz.

# OUTRAGEOUS OVERTAKES SEAL MEMORABLE DA COSTA WIN IN CAPE TOWN.

The race along Cape Town's coastline saw 30 laps of non-stop action. Championship leader, Pascal Wehrlein exited the race after a collision on the opening lap and pole sitter, Sasha Fenestraz, crashed into the wall on the final lap. The new track claimed its place as the fastest track in Formula E, delivering a memorable race that resulted in two full course yellow flags and only 13 drivers finishing the race.

However, it was all eyes on Portuguese driver, Antonio Felix da Costa, throughout the race as he delivered a stunning drive from 11th on the grid to take his first ever victory with TAG Heuer Porsche. Da Costa produced not one, but two of the best overtakes to have ever been seen. Da Costa made the daring overtake at trickiest part of the track, a high speed 3-turn combo that saw three crashes earlier that weekend. After missing the activation of his Attack Mode, da Costa handed Vergne the lead into the closing stage of the race. It was a close race right to the chequered flag, but da Costa managed to recreate his previous move to overtake Vergne and take the win.



1		António Félix <b>DA COSTA</b>	TAG HEUER PORSCHE FORMULA E TEAM 	<b>42:25:403</b>
2		Jean-Éric <b>VERGNE</b>	DS PENSKE 	<b>42:25:684</b>
3		Nick <b>CASSIDY</b>	ENVISION RACING 	<b>42:27:211</b>

# RACE DAY

With +10 hours of activities and entertainment at the Allianz Fan Zone fans were treated to:

- Driver Autograph sessions
- Pitlane Walks
- Live performances from DJ Zinhle and Amy Jones
- 20+ food and beverage vendors
- Racing simulators in the Gaming Arena
- Kids Zone
- 2500 hospitality clients were hosted in 3 sold out premium local hospitality offerings.

**20 586**

Tickets sold

**14 599**

Beers sold

**85%**

Attendance

**84 000**

Cups used



# 92% OF VISITORS WERE SATISFIED WITH THEIR EXPERIENCE OF THE 2023 CAPE TOWN E-PRIX

Overall, Two thirds of guests are from Cape Town

They hope we continue to visit Cape Town in the future and feel Formula E has a positive effect on their community

The majority fans in Cape Town were satisfied with their experience, with 76% likely to return in the future.

**96%**

Feel proud that Cape Town is hosting a Formula E race

**96%**

Hope that Cape Town will continue to host the Cape Town E-Prix in the future

**86%**

Feel that hosting the Cape Town E-Prix has had a positive effect on South African communities

**98%**

Feel that hosting the Cape Town E-Prix has improved Cape Town's reputation as a good host of international events









# 3. MEDIA & MARKETING EXPOSURE

# GLOBAL EDITORIAL PERFORMANCE

**328**

Broadcast news items

**6.9k**

Press articles

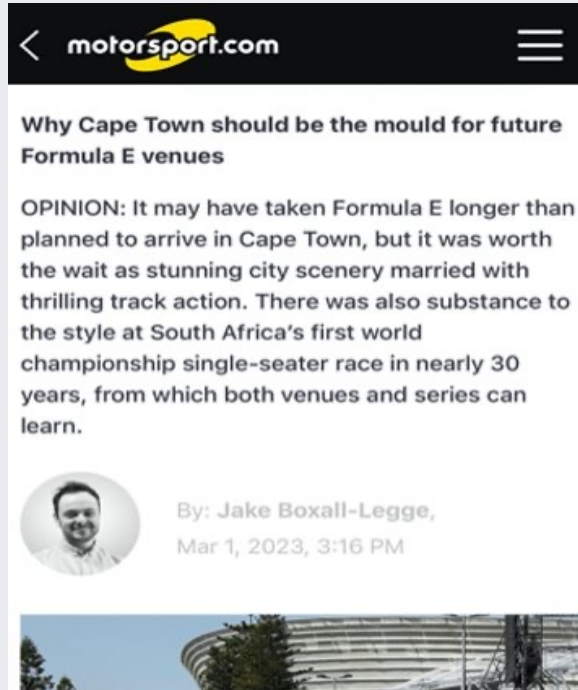
**7.2k**

Total mentions

# GLOBAL EDITORIAL HIGHLIGHTS



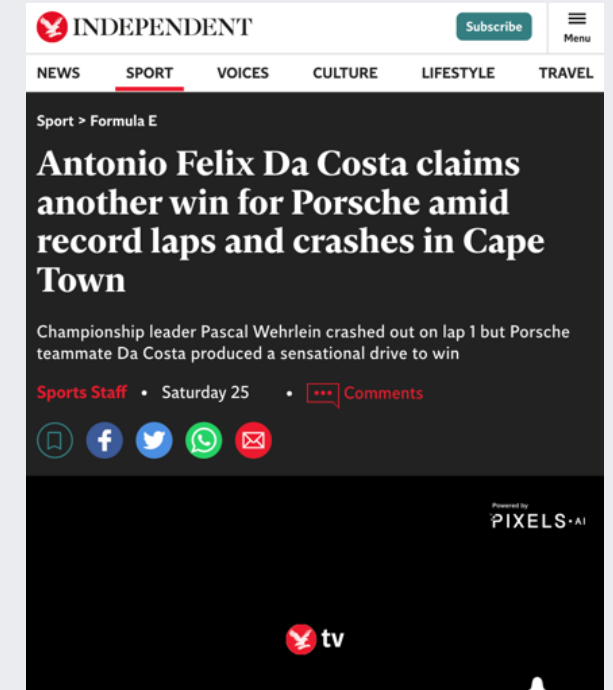
**GQ**  
01/03/2023



**Motorsport.com**  
01/03/2023



**Arab News**  
26/02/2023



**The Independent**  
26/02/2023

# LOCAL MEDIA EXPOSURE

- Locally, the Cape Town E-Prix enjoyed widespread media exposure.
- Our media partnerships educated the public about the Formula E, raised awareness around the benefits of hosting the event and drove ticket sales.
- The 2023 campaign set the stage for more thrilling event from 2024 onward.

**29.8m**  
Total AVE Value

**7.1m**  
Print

**11.9m**  
Broadcast

**10.8m**  
Online




# LOCAL EDITORIAL HIGHLIGHTS

DAILY MAVERICK

SPORT

ANALYSIS

## Spectacular Cape Town E-Prix gives a glimpse of a more sustainable future




W N EYEWITNESS NEWS

Sage Payroll Software

LATEST LOCAL POLITICS OPINION BUSINESS LIFESTYLE SPORT VIDEO PODCASTS

## CAPE TOWN E-PRIX SET TO GIVE YOUTH DEVELOPMENT IN ELECTRO-MOBILITY SET A BOOST

Alexander McLeod, from the University of Warwick, explained that the campus has partnered with six local tertiary institutions to get the skills development project off the ground.



Students experiment with various electric-powered gadgets. Picture: capetowneprix.com


Formula E Universities of South Africa Electric Vehicle Formula E in Cape Town University of Warwick

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MENU IOL SIGN IN

MOTORING MOTORSPORT

## Cape Town Formula E was a world-class experience that silenced the naysayers



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ETHICS SWIMMING **MOTORSPORT** FORMULA 1 OTHER SPORT

FOR SUBSCRIBERS


## Cape Town e-Prix was not just about racing, but a triumph of the city's authenticity

27 Feb  
Charlen Raymond  
news24

Comments Gift article

Listen to this article 0:00

SUBSCRIBERS CAN LISTEN TO THIS ARTICLE



# SOCIAL MEDIA

## TOTAL GLOBAL STATS:

2023 CAPE TOWN E-PRIX VS 2022 SS AVERAGE

**42.7m**

IMPRESSIONS

- 14 %

**30m**

VIDEO VIEWS

+ 50 %

**1.90m**

ENGAGEMENTS

- 9 %



# GLOBAL BROADCAST PARTNERS



**40+**

Broadcast Partners

**150+**

Broadcast Territories

**25+**

Languages Covered

**40+**

Total territories reached incl. digital

# VIEWERSHIP

**29.61 m**

Cumulative Audience  
(highest for rounds 1 – 9)

**20.54 m**

Live Audience  
(highest for rounds 1 – 9)





# 4. LEGACY & IMPACT



# THE 2023 CAPE TOWN E-PRIX HAD A TOTAL MONETARY IMPACT OF R1,084M ON ITS HOST CITY CAPE TOWN

**1.018 billion**

Total Economic Impact  
Direct Economic Impact = R485 million

**65.01 million (QI)**

AVE Media Value equivalent = R107.2 million

**17,790**

Nett Attendance  
53% spectators non-Capetonian  
69% would definitely advise others to visit  
Cape Town without being asked



# LEGACY



- Go Green Africa, a collaborative platform and shared mission to accelerate Africa's just energy transition, officially launched on 22 February 2023 at Africa's Green Economy Summit.
- Go Green Africa's founding members are committed to playing a meaningful role in accelerating Africa's transition to a Green Economy and creating a lasting legacy that will transform South Africa and our continent. This includes driving the adoption of e-Mobility solutions and ensuring Africa's relevance and competitiveness in the global transition to a green economy.
- Founding Partners:
  - Western Cape Government
  - Uber
  - Eskom
- Associate Partners:
  - Vuka Group
  - Sustnet

<https://www.go-green-africa.com>



# LEGACY



## AFRICA'S GREEN ECONOMY SUMMIT

- The Inaugural Africa's Green Economy Summit (AGES) was hosted at Century City Convention from 22 – 23 February 2023.
- AGES is a platform for policy makers and investors to connect with African green opportunities and commit to providing sustainable financing in support of innovative purpose driven projects across Africa.

**350+**

Delegates

**80+**

Speakers

**60+**

Investors

**90+**

Matchmaking meetings



# LEGACY



- Electric Vehicle Road Trip Africa is an epic electric adventure to showcase electric vehicle products and technologies and to amplify message of the benefits of going electric.
- On Friday 24th February 2023 evrt Africa welcomed 125 press, media and key industry stakeholders for the evrt Africa Announcement breakfast. Notable guests included MEC Ricardo Mackenzie, Minister of Mobility who delivered the Welcome Address.
- The event served its main purpose to build excitement and reveal its 2024 plans, which included an announcement of evrt Africa's partnership with AIDC Eastern Cape for the 2024 event.
- 30 Road Trippers in 11 cars took part in the Day road trip around Cape Town and also took part in the anticipated Regeneration Challenge at Signal Hill.



# CAPE TOWN E-FEST ELECTRIC

- E-Fest ELECTRIC is part of a series of E-Fest events and was co-located at the Cape Town E-Prix
- Visitors to E-Fest ELECTRIC experienced the latest in electric vehicles, bicycles and 'home green tech,' and learnt about e-mobility and alternative energy sources in an informative and interactive manner.
- Talks included a variety of topics including electric vehicles, e-bikes, energy-saving and the role of youth in changing the world.

**12,017**  
Attendees

**22**  
Exhibitors

**650**  
EV Test Rides delivered



# LEGACY



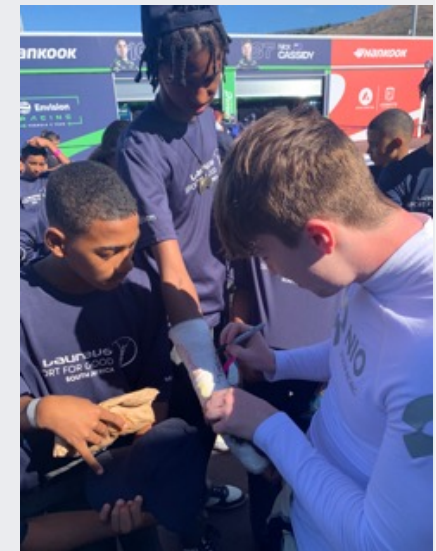
- Formula Student Africa launched with 6 local universities and Warwick Racing in attendance.
- Warwick Racing, Formula Student United Kingdom winner, agreed to be a founding member of FSA and have been providing valuable knowledge and insight by hosting workshops for South African universities, offering guidance on Formula Student rules and regulations, vehicle builds and competition participation.
- Formula Student Africa aims to educate the community and students about e-mobility, and encourage careers within engineering, commerce and technology to accelerate the growth of e-mobility and sustainability industries in Africa.



# IMPACT

## Youth Programme

- The Cape Town E-Prix hosted 280 children and 20 adults organised in cooperation with Laureus Sport for Good Foundation South Africa and the (Western Province Motorsports Club Youth section).
- The youth experienced a pitlane tour and watched racing from the Grandstands on Friday 24 February.
- The groups represented came from:
  - Groendal Community | Franschhoek
  - Siphamandla Secondary School: | Khayelitsha
  - Luhlaza Secondary School | Khayelitsha
  - Portlands Secondary School | Mitchells Plain
  - Tafelsig Secondary School | Mitchells Plain





# IMPACT

- On Friday 24 February, Premier Alan Winde led a Track Ride on electric bikes supplied by the Official E-Bike Supplier of the 2023 Cape Town E-Prix, Green Riders.
- Green Riders is a company which is disrupting and revolutionizing the last-mile delivery space for fast food and small goods in South Africa. Green Riders has introduced a fleet of e-bicycles (e-bikes) to the South African market which are environmentally-friendly (green), cost-effective (much cheaper to operate than ICE vehicles).
- Green Riders aims to create 50,000 jobs in the last-mile delivery sector over the next few years.
- Green Riders loaned 19 bikes to City of Cape Town Traffic Officers for use around the race precinct the week before and at the race.
- In addition, the event was promoted on the Green Riders Box in the lead up to the event.
- Green Riders is a local South African innovation embracing the challenge to transform to greener solutions.



# POWERED BY PARTNERSHIP



CITY OF CAPE TOWN



Western Cape  
Government  
FOR YOU



SOUTH AFRICAN TOURISM



PRIMEDIA



Uber



NEDBANK





- e-Movement (Pty) Ltd is a rights-holding business incorporated in South Africa that uses events to advocate for renewable energy and e-mobility solutions.
- We secure rights for an emerging class of events that utilised electric vehicles as its core to create live experiences & packaged content.
- We partner with brands that are embracing the future of electric mobility and renewable energies to create tailored corporate brand activations across our properties.

