



RACERS
VOICE

THE Voice for THE Racers

“Formula E is the hardest form of racing I’ve ever done”

Andre Lotterer told us that in 2019 and he still believes it, so do we.

As Gen4 gets set to out-burn the pace of the past, a new podcast platform to detail why Formula E is not only the hardest, but also the coolest and most exciting racing on earth, was needed.



Here it is. **RACERS VOICE.**

It is brought to you by paddock insider and motorsport media industry veteran, Sam Smith, author of the definitive Formula E book 'Racing for the Future' and contributor to the Amazon Prime documentary series 'Driver' as well as former Formula E editor for The Race, Motorsport.com and e-racing365.

With founder of The Race Media and Autosport editor for over a decade, Andrew van de Burgt, RACERS VOICE offers unique insight into what makes key achievers in Formula E ascend the grid to the winners' pinnacle atop the podium.



One-Stop Communication Station

**Creativity is
intelligence
having fun**

ALBERT EINSTEIN

One-Stop Communication Station

Racers' Voice will not only be a regular podcast platform delivering insight, previews, reviews, interviews and analyses but it will also be a one-stop shop for commercially available content and syndication agency.

Your ideas, combined with the expertise and experience of our team, will bring podcast projects to life via idea scripting, production and hosting. We want to nourish and deliver your concepts.

As a sister platform that sits close to the established and popular **Formula E Notebook** website, **RACERS VOICE** will work in conjunction with FEN to provide podcast and editorial content that stretches way beyond any conventional media dedicated to the world's only all-electric World Championship.



Content House and Syndication Partner

It's one thing to create, it's another to expand, release and syndicate.

Getting a strong amount of eyes to consume content and bright minds to think about it is central to expanding brand and business. **RACERS VOICE** will accelerate and amplify that via contacts throughout the media landscape in and beyond the motorsport industry.

When the content is right, the engagement follows. But only if it has the right launch pad. RACERS VOICE will assist and drive the syndication forward via its social media, creative marketing and endorsements from c-suite executives, team owners, team principals, drivers, managers, engineers, marketeers and content specialists.

Contact

**You talk. We listen.
Then, Racers Voice talks about you to the world.**

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