



2017 FIA FORMULA E HONG KONG E-PRIX EVENT OVERVIEW & PLANNING

UPDATED VERSION AS OF OCT 2017

HARD FACTS OF HONG KONG ePRIX 2017

HONG KONG CENTRAL HARBOURFRONT CIRCUIT

- Event date: December 2-3, 2017
(*DOUBLE HEADER RACE*)
- Urban track of 1.86km
- 10 turns (2 hairpin turns)
- Main Straight: 555m
- Major Landmarks: IFC, Star Ferry Pier, City Hall
- Backdrop: Victoria Harbour
- eVillage: Centralized with enriched experience at Tamar Park & Lung Wo Road

CAPACITY & MAJOR CHANGES for 2017

VENUE	Operation Hours (TBC)	Capacity (Sat)	Capacity (Sun)	Enhancement in 2017
eVillage	Saturday: 10:00 – 18:00 Sunday: 10:00 – 18:00	10,000	10,000	- Centralized with enriched content at Tamar Park & Lung Wo Road
Grandstand Observation Wheel	08:00 – 18:00	1,873	1,873	- Additional Grandstand at Lung Wo Road
Grandstand Lung Wo Road	08:00 – 18:00	4,213	4,213	
Grandstand Tamar Park	08:00 – 18:00	925	925	----
Emotion Club Tent	08:00 – 18:00	2,500	2,500	----
Corporate Suite	08:00 – 18:00	560	560	----

1. DOUBLE HEADER

- Hong Kong ePrix 2017 will encompass 2 separate races adding more excitement and tailored to car-racing lovers
- To establish the status of an international city race same as London 2015, Berlin 2017, New York 2017 and Montreal 2017.
- Hong Kong will be the **First Asian City** to host a double header race in Formula E history



EVENT WEEK

THURSDAY

- Press Tour and Drivers One-day tour around Hong Kong

FRIDAY

- Press Conference @ Media Centre
- eVillage Preview Media / VIP 5 – 7pm

SATURDAY

- Official Opening Ceremony @ Track
- FIA Formula E HK ePrix 2017 Season 4 Race
- Podium Ceremony @ eVillage
- Nike Fun Run at night @ Track *(TBC)*

SUNDAY

- FIA Formula E HK ePrix 2017 Season 4 Race
- Podium Ceremony @ Tamar eVillage
- Cycling @ Track *(TBC)*
- Official After Party

EVENT LAYOUT PLAN



Restricted Area
- Storage

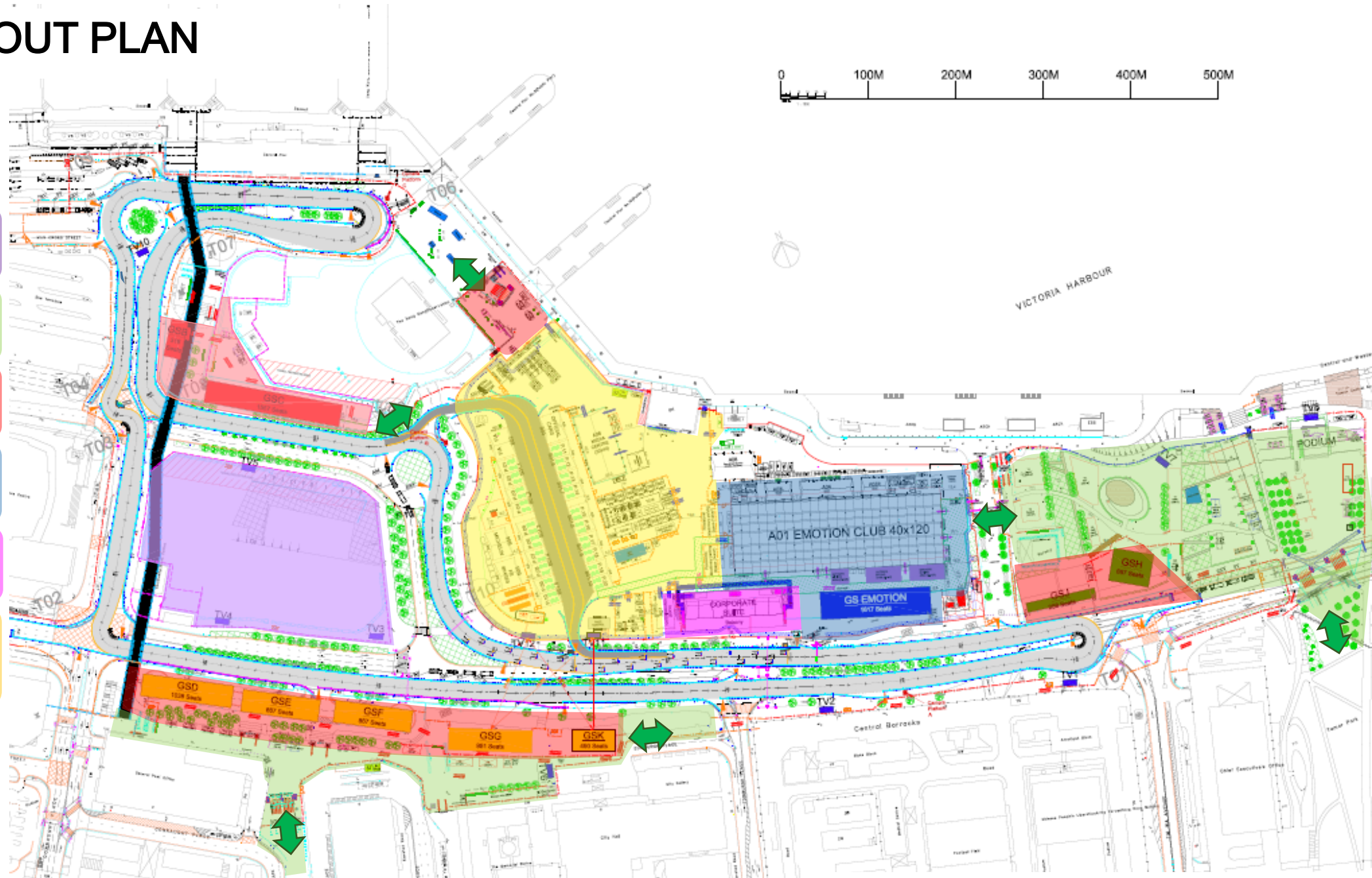
e-Village
- e-Village

Grandstand
- Grandstand

VIP Area
- Emotion Club

VIP Area
- Corporate Suite

Restricted Area
- Pitlane
- Paddock



PROPOSED SHORT TERM TENANCY AREA

* Subject to further discussion with respective government departments



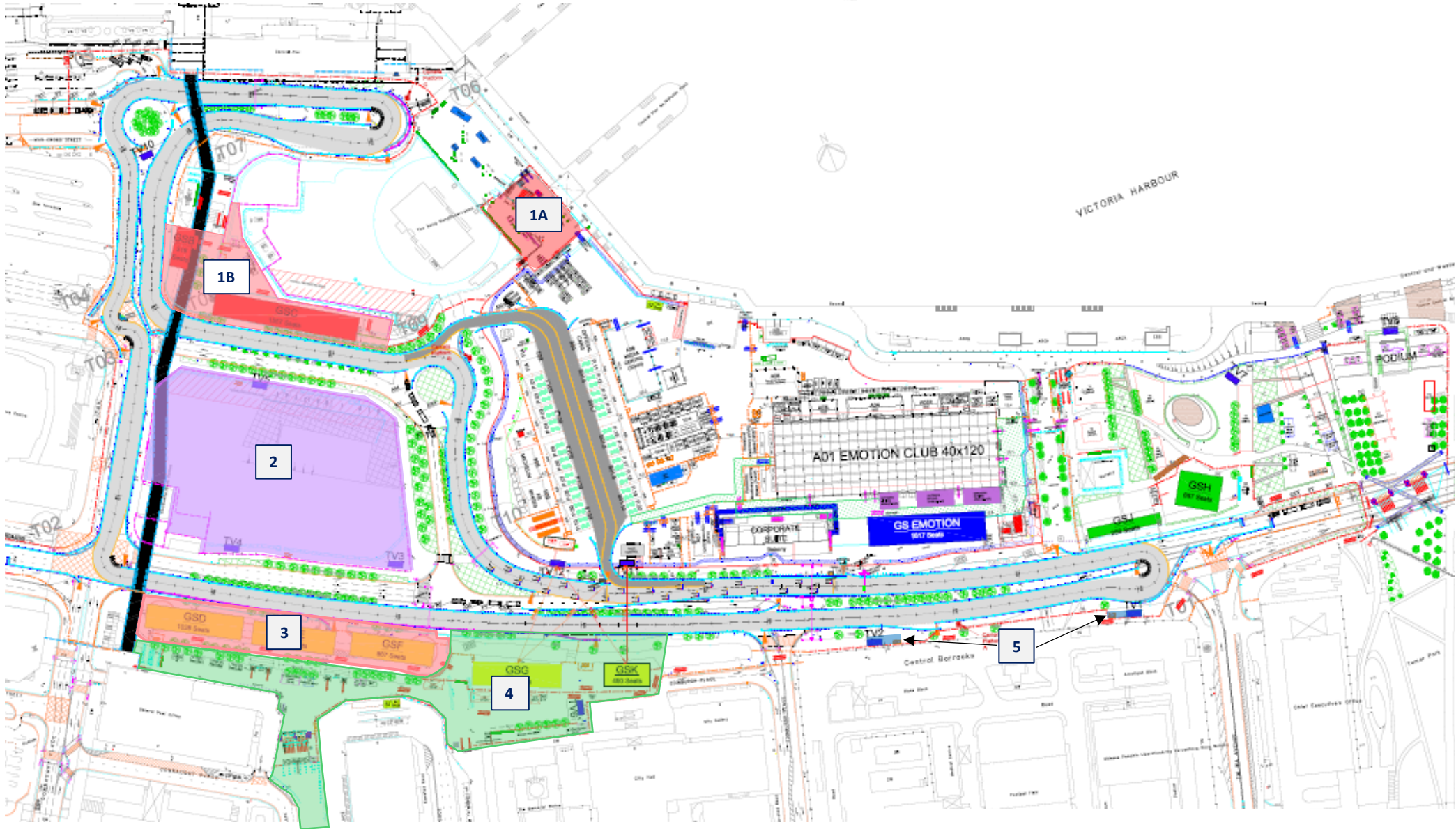
Zone 1A, 1B
- Grandstand

Zone 2
- LED Screen
- Storage

Zone 3
- Grandstand

Zone 4
- e-Village

Zone 5
- LED Screen



ZONE 1A

RENTAL PERIOD

- 28 Nov – 5 Dec 2017
(8 days)

TOTAL AREA

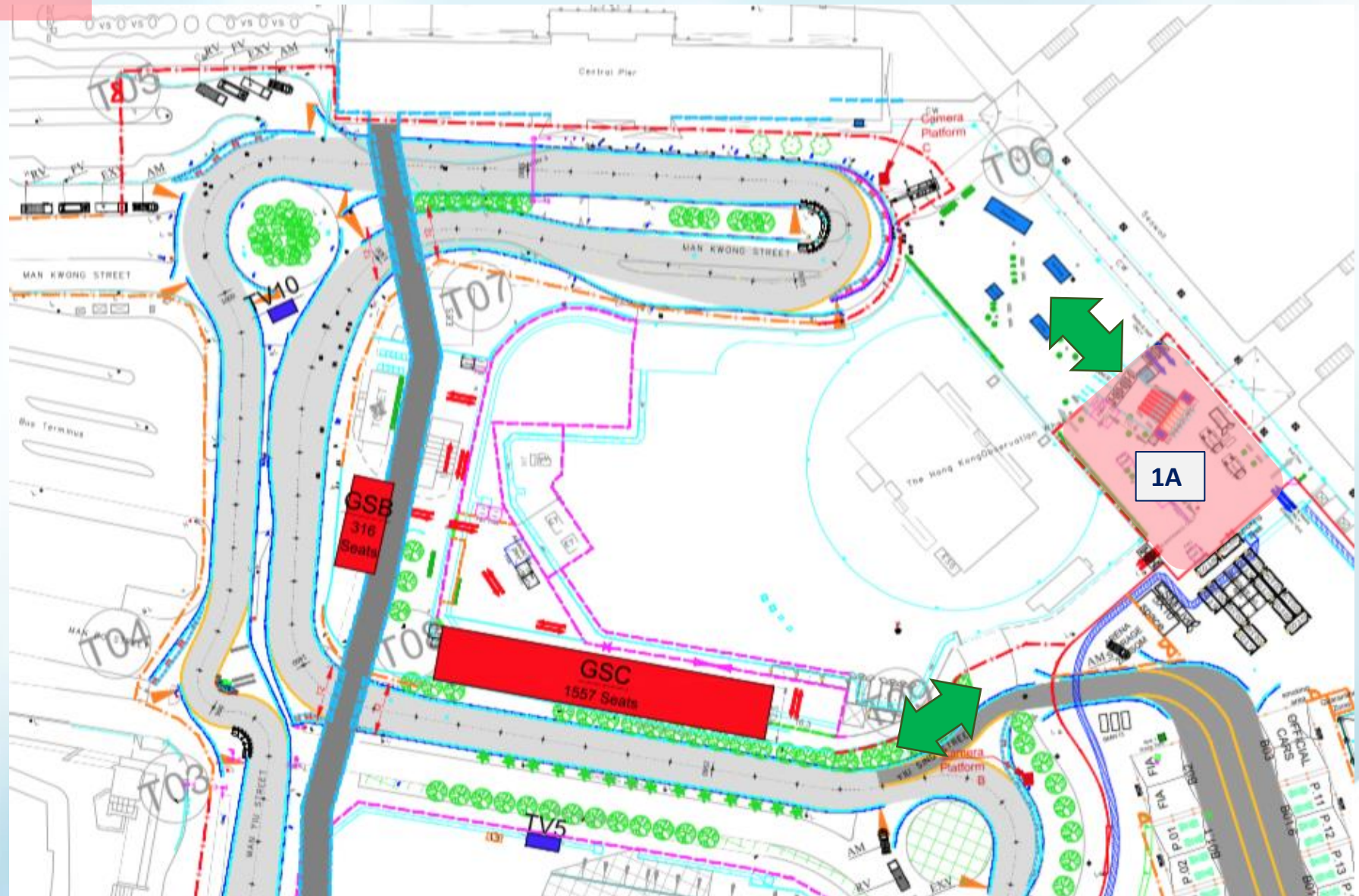
- 1500 sqm

AREA OF GS

- N/A

USAGE

- ENTRANCE AREA
- MERCHANDISES
- FUNCTIONAL BOOTH
- FOOD AND BEVERAGES



ZONE 1B

RENTAL PERIOD

- 25 Nov – 10 Dec 2017
(16 days)

TOTAL AREA

- 3810 sqm

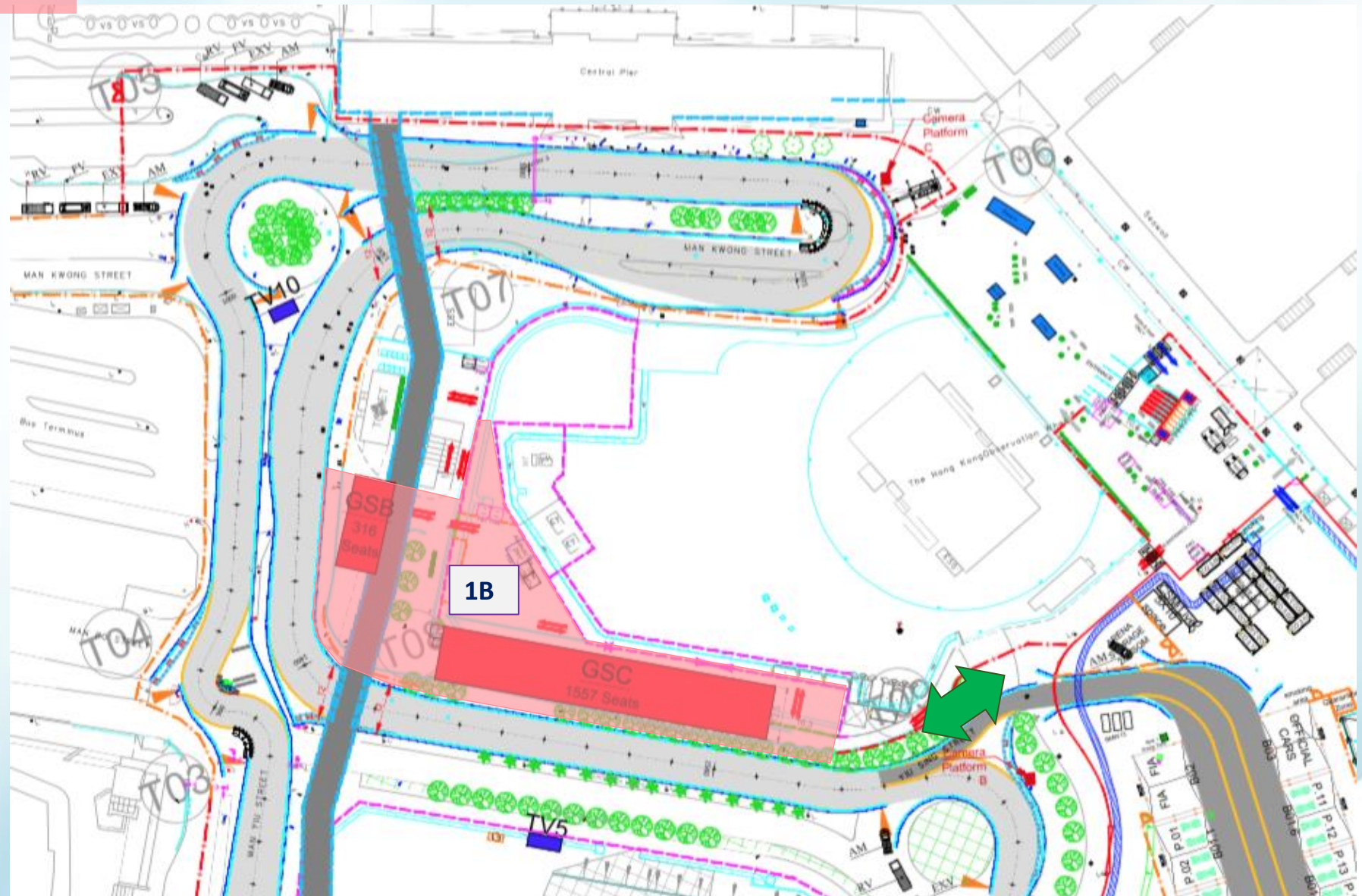
AREA OF GS

- 1390 sqm.

USAGE

GRANDSTAND TICKET HOLDER ONLY

- GRANDSTAND
- FUNCTIONAL BOOTH
- FOOD AND BEVERAGES



ZONE 2

RENTAL PERIOD

2A

- 18 Nov – 13 Dec
(26 days)

TOTAL AREA

- 760 sqm

2B

- 24 Nov – 11 Dec., 2017
(18 days)

TOTAL AREA

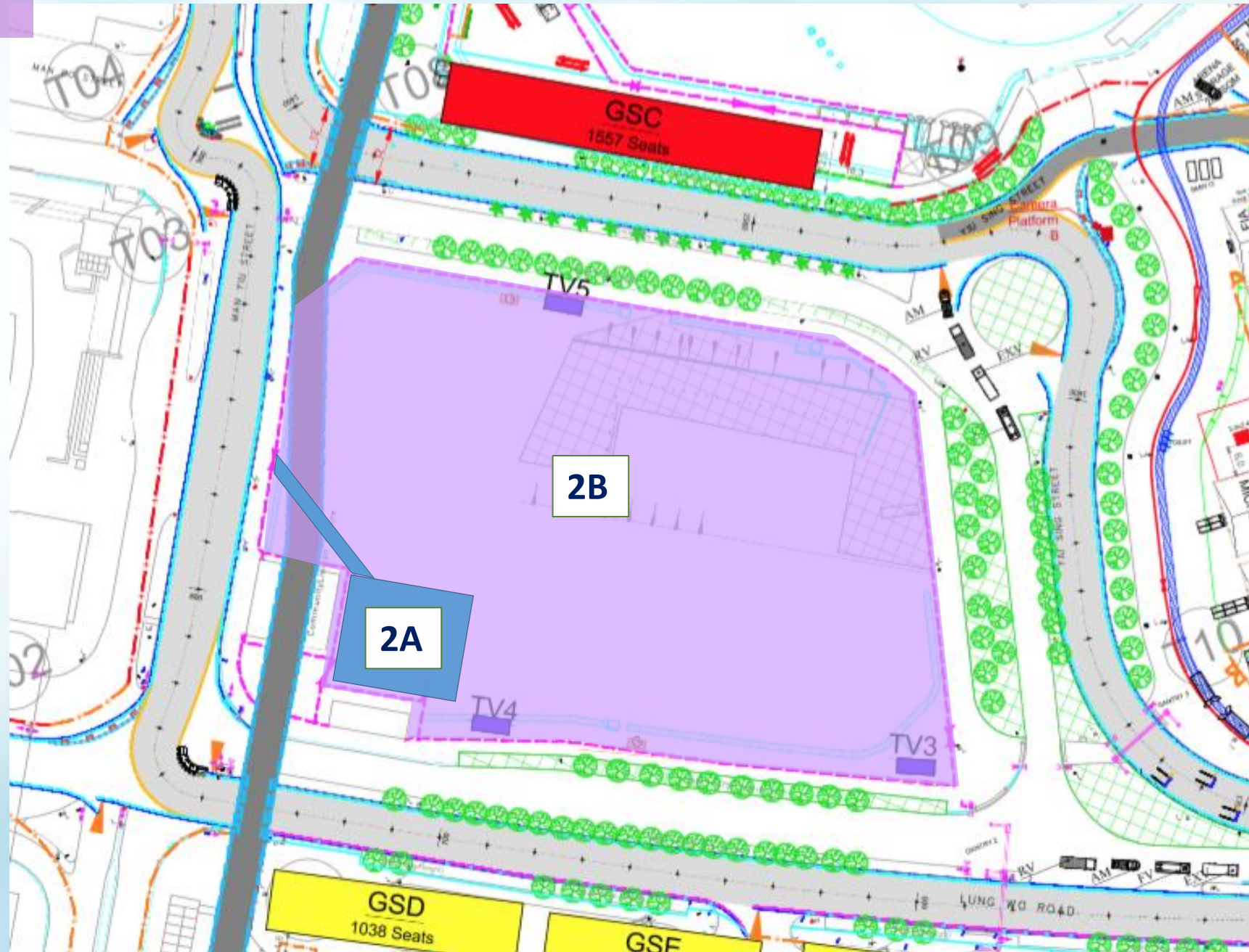
- 11140 sqm.

AREA OF GS

- N/A

USAGE

- STORAGE
- LED SCREENS



ZONE 3

RENTAL PERIOD

- 21 Nov - 7 Dec 2017
(17 days)

TOTAL AREA

- 3660sqm

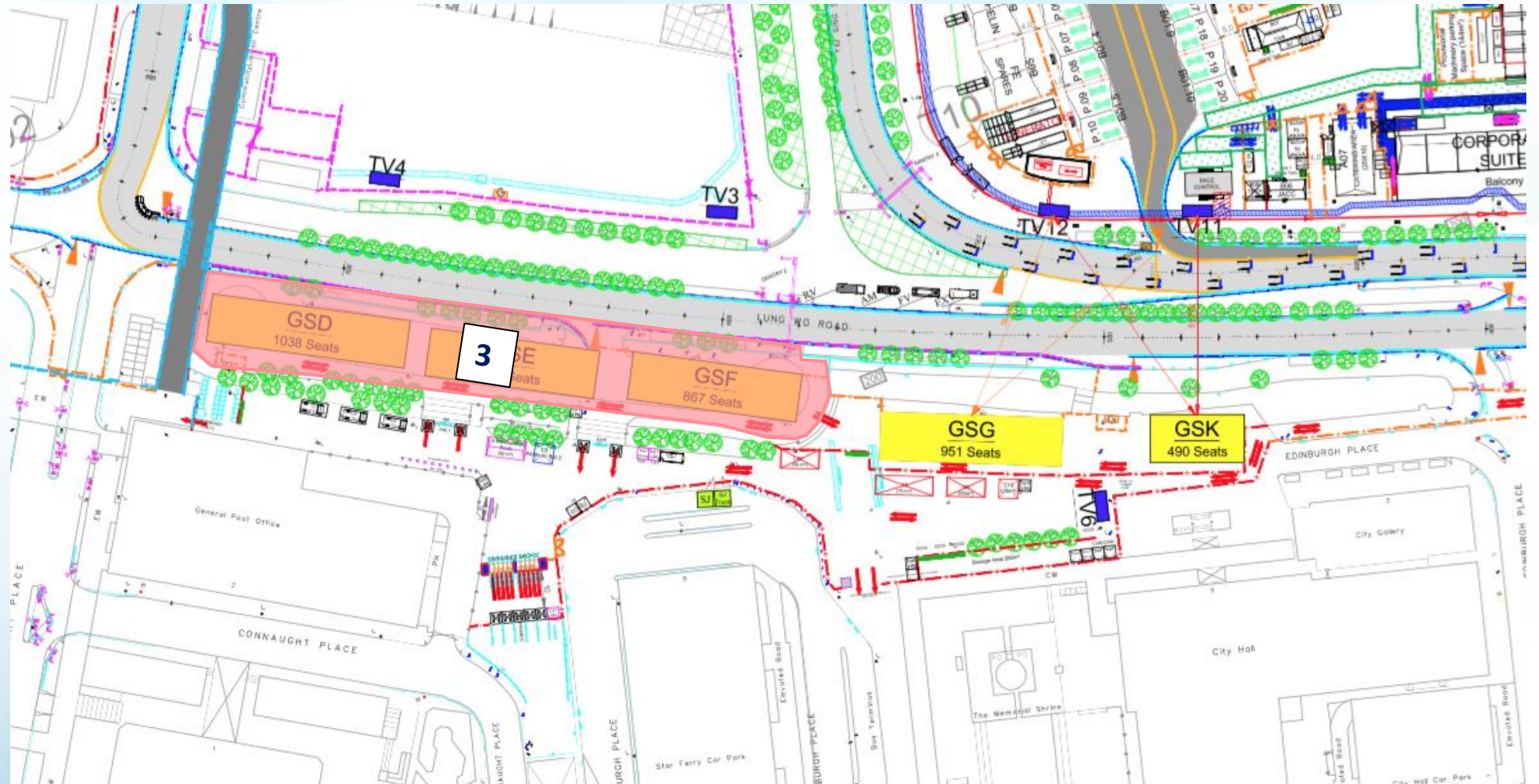
AREA OF GS

- 1800sqm

USAGE

GRANDSTAND TICKET HOLDER ONLY

- ENTRANCE GATES
- GRANDSTAND



ZONE 4

RENTAL PERIOD

- 26 Nov – 5 Dec 2017
(10 days)

TOTAL AREA

- 9900sqm

AREA OF GS

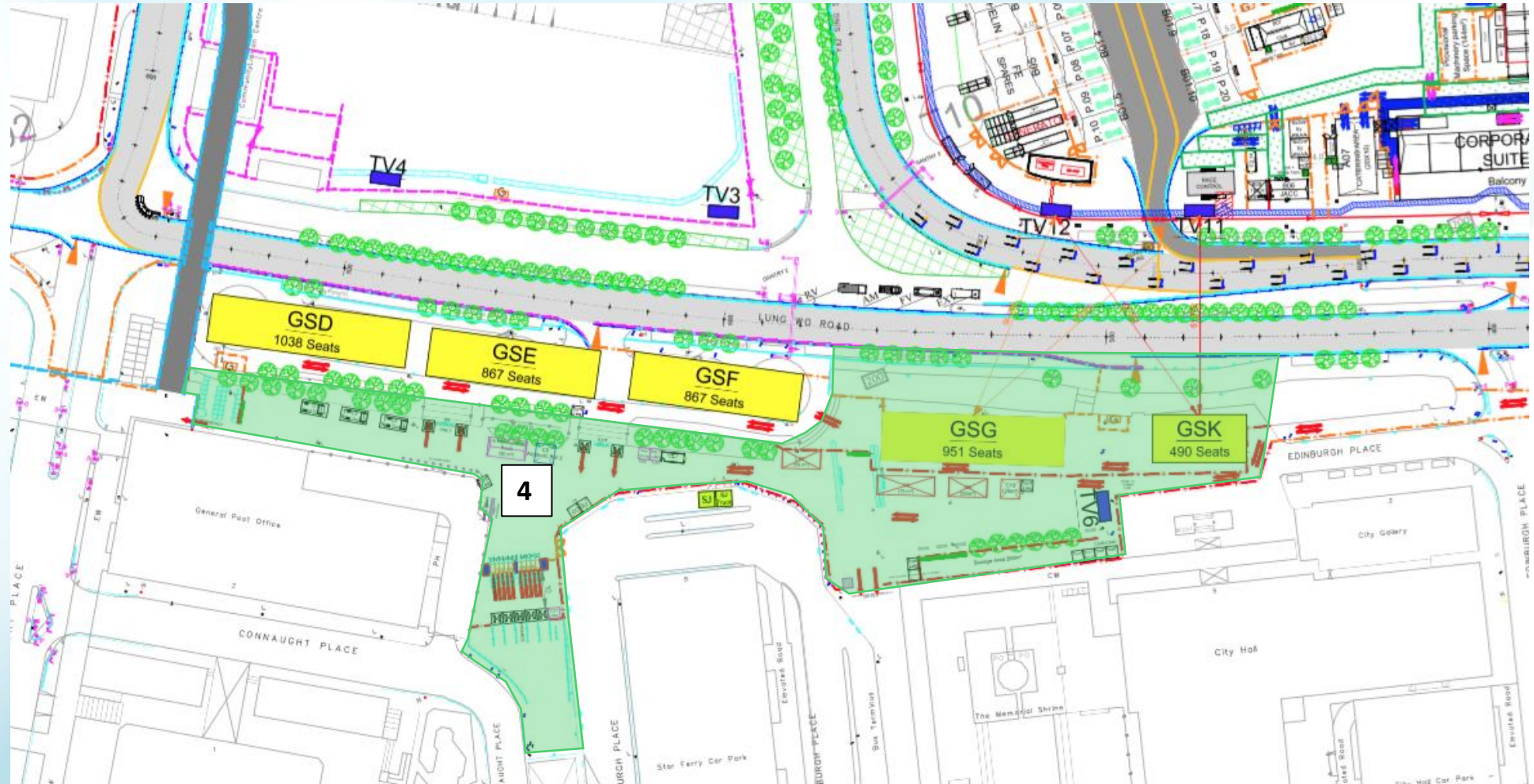
- 1000sqm

USAGE

GRANDSTAND & EVILLAGE

TICKET HOLDER ONLY

- ENTRANCE GATES
- GRANDSTAND
- EVILLAGE
- FUNCTIONAL BOOTH
- FOOD AND BEVERAGES
- MERCHANDISE



ZONE 5

RENTAL PERIOD

- 27 Nov – 5 Dec 2017
(9 days)

TOTAL AREA

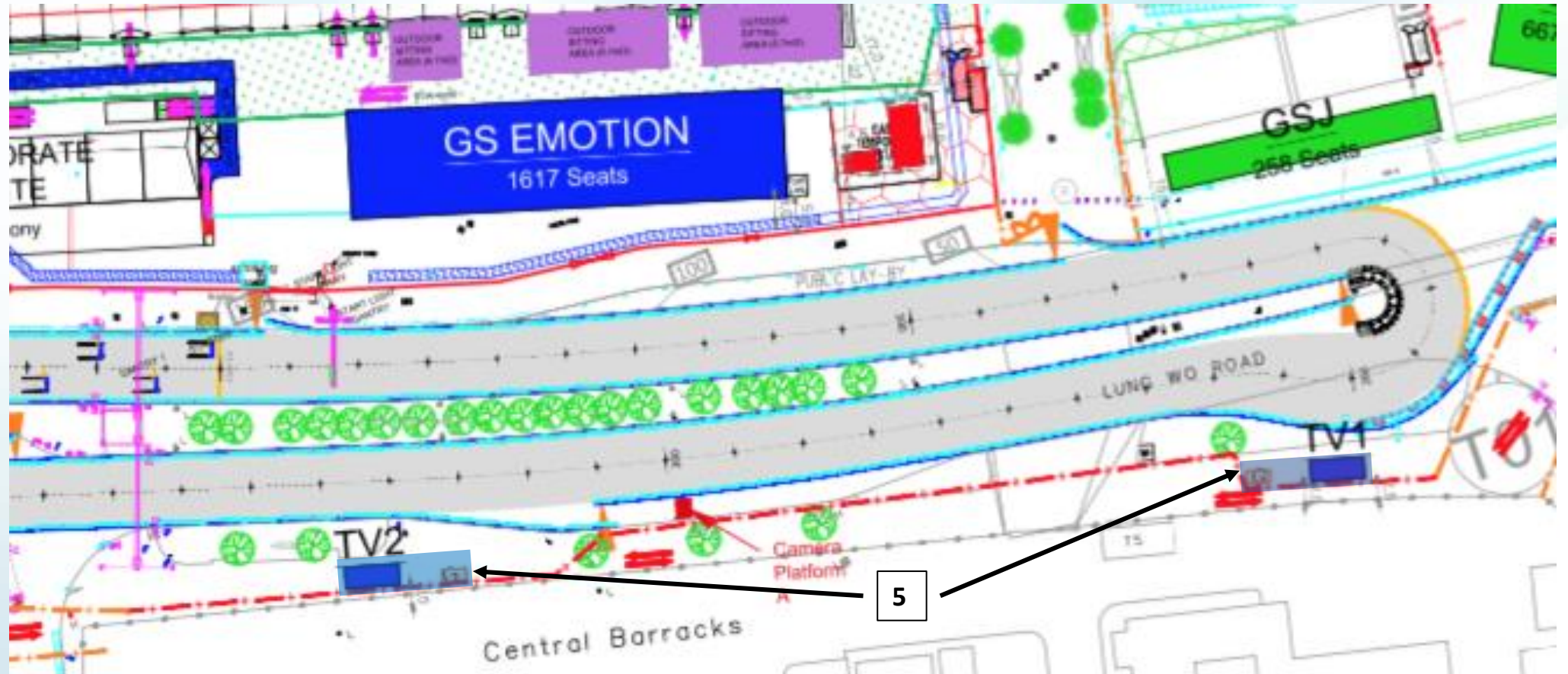
- 750sqm

AREA OF GS

- N/A

USAGE

- LED SCREENS



Enlarged Public Participation

Tickets

- Tickets for this year's E-Villages will be free, through prior registration for a ticket ballot ballot.hkformulae.com
- In light of the event's double-header status, organizer is offering both single-day pass and weekend pass options for spectators for the two Grandstands - Tamar Park Grandstand & Lung Wo Road and Observation Wheel Grandstands
- Tickets for each of the three grandstands will be sold separately, and include admission to the E-Villages.

GRANDSTAND

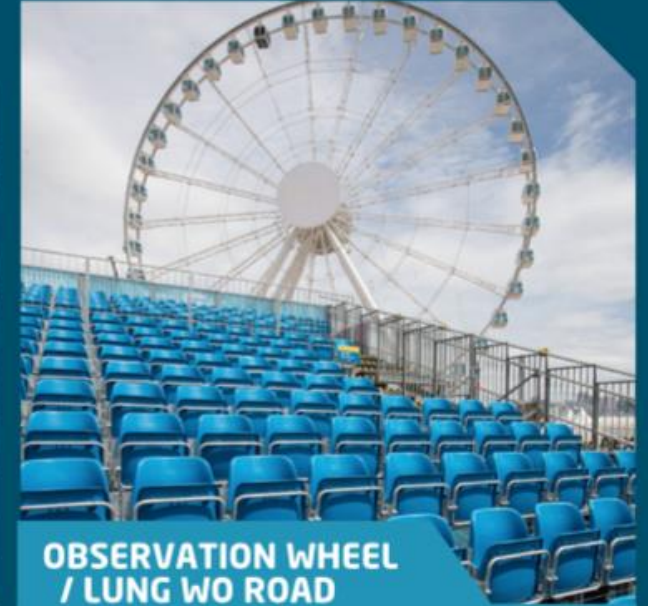
2 – 3 DEC 2017

TICKET PRICE LIST



TAMAR PARK

	ADULT	CONCESSION
SINGLE DAY PASS	EARLY BIRD \$2,580	EARLY BIRD \$1,290
	ORIGINAL \$2,880	ORIGINAL \$1,440
WEEKEND PASS	EARLY BIRD \$4,300	EARLY BIRD \$2,150
	ORIGINAL \$4,780	ORIGINAL \$2,390



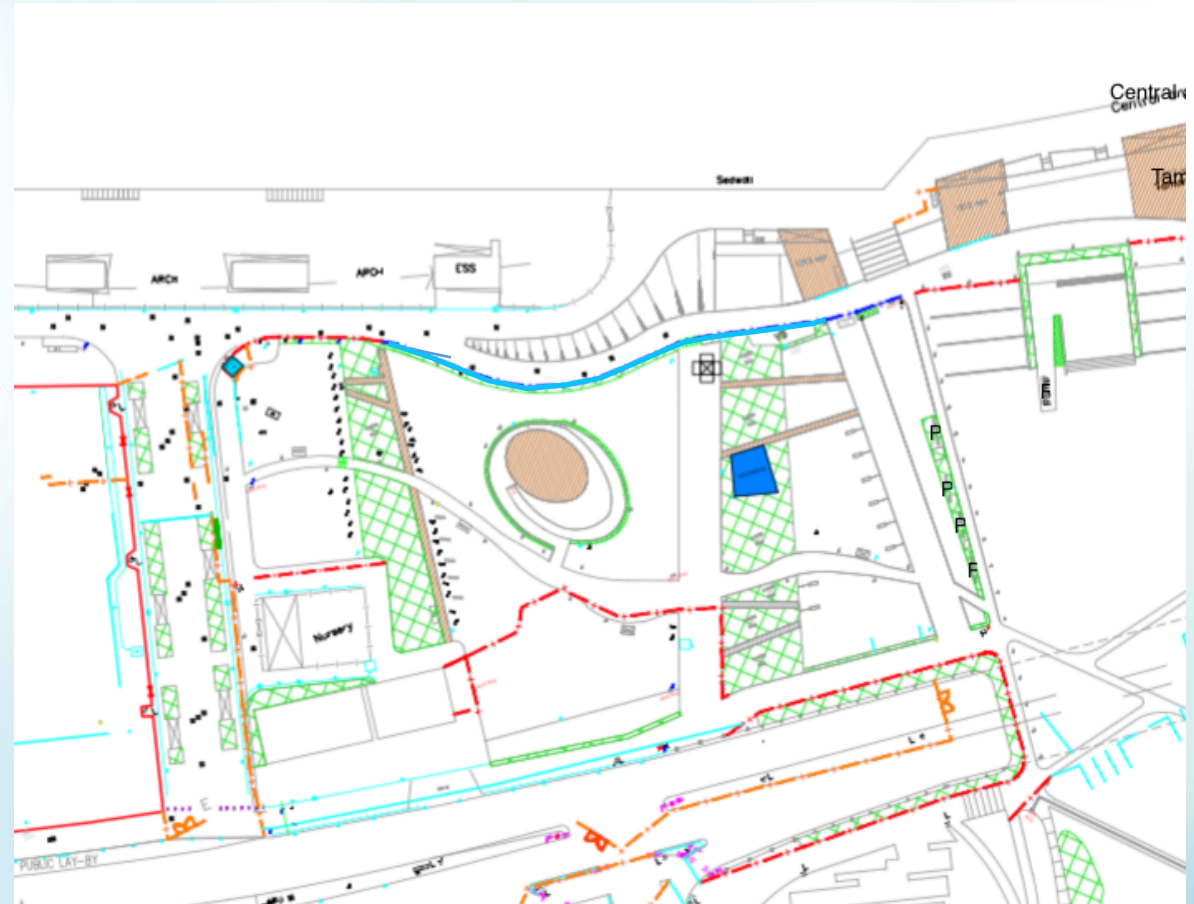
OBSERVATION WHEEL / LUNG WO ROAD

	ADULT	CONCESSION
SINGLE DAY PASS	EARLY BIRD \$2,140	EARLY BIRD \$1,070
	ORIGINAL \$2,380	ORIGINAL \$1,190
WEEKEND PASS	EARLY BIRD \$3,850	EARLY BIRD \$1,925
	ORIGINAL \$4,280	ORIGINAL \$2,140

Fence Line

- FERHK has consulted the Hong Kong Police Force and the Leisure and Cultural Services Department.
- From the perspective of public safety and public order, the organizer has decided a section of the fencing facing the Promenade would not be fully screened off so as to allow members of the public to enjoy the view of the E-village.
- To ensure the footbridge along Man Yiu street to IFC is used as a thoroughfare, the sides of the bridge will be screened off for crowd control movement. This will preserve the full effective width of the footbridge available for pedestrian movement.

— Fencing without banner



Arrangement for Media and Event Publicity

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- The organizer will provide a larger media hospitality area for local and lifestyle media to cater for the demand.
- The organizer will reserve some grandstand seating for local media to get good coverage of the race.
- FERHK is working with the Hong Kong Tourism Board to promote Hong Kong overseas prior to and throughout the event.



Environmental Protection

Environmental Protection

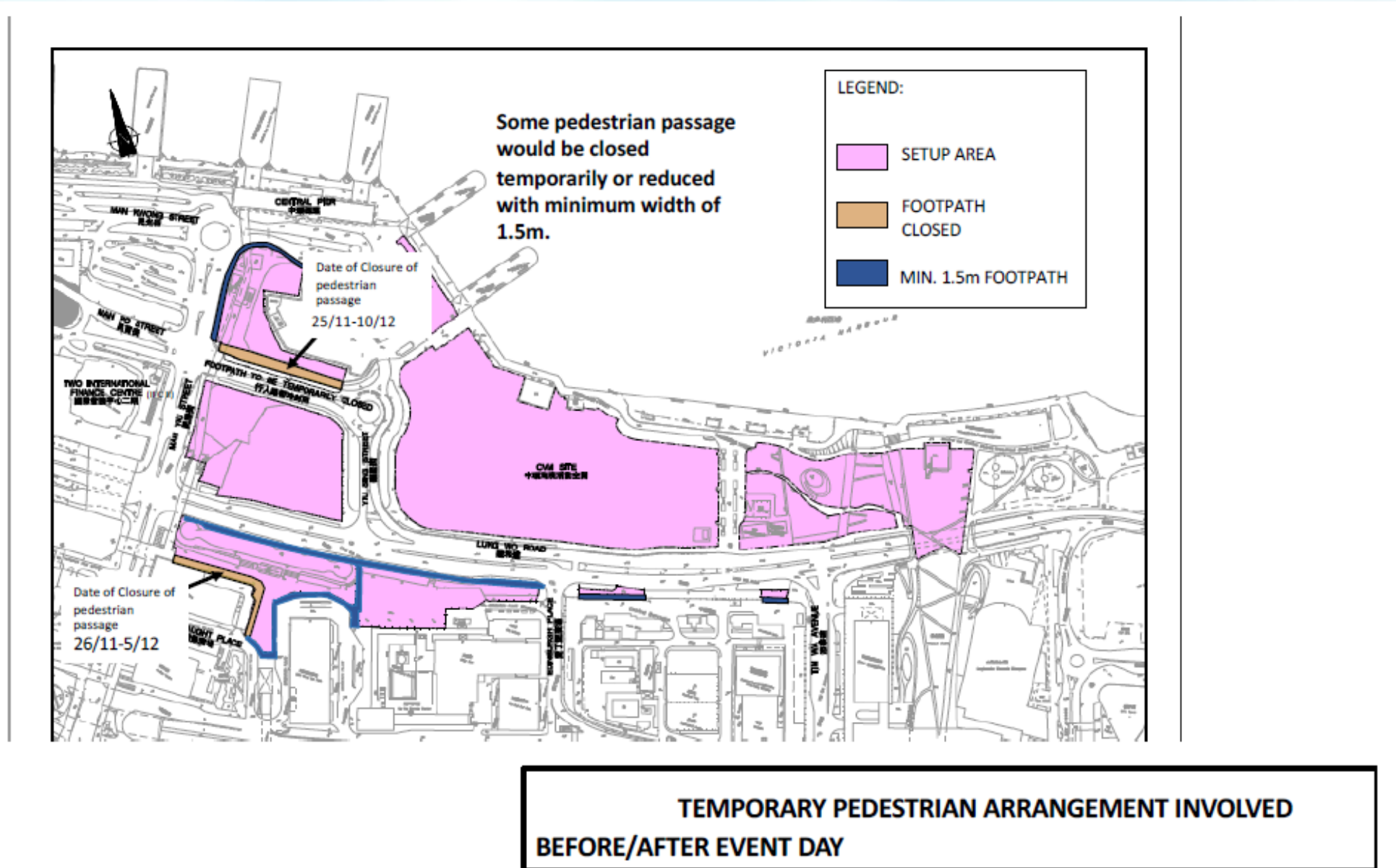
- Formula E features racing cars fully powered by electric energy which **generate no tailpipe emission** during operation. It will help generate public awareness and interest in electric vehicles as well as **promote the use of clean and sustainable energy**.
- FERHK considers the organization of Formula E race in Hong Kong is a step towards the right direction and a recognition of Hong Kong as the forefront of promoting green technology and enhancing environmental awareness.
- To demonstrate commitment in environmental protection, FERHK plans to donate some tickets of the Emotion Club to a green charity organization for auction.
- Formula E races follow a strict recyclable guideline in accordance with international environmental standards. From Season 3 onwards, Formula E will implement the ISO 20121 for each race and strive to receive third party certification for the entire championship by Season 5.
- FERHK will also observe the sustainability requirements to minimize the amount of materials used for setting up the event and recycling those materials as far as possible.

Pedestrian Route

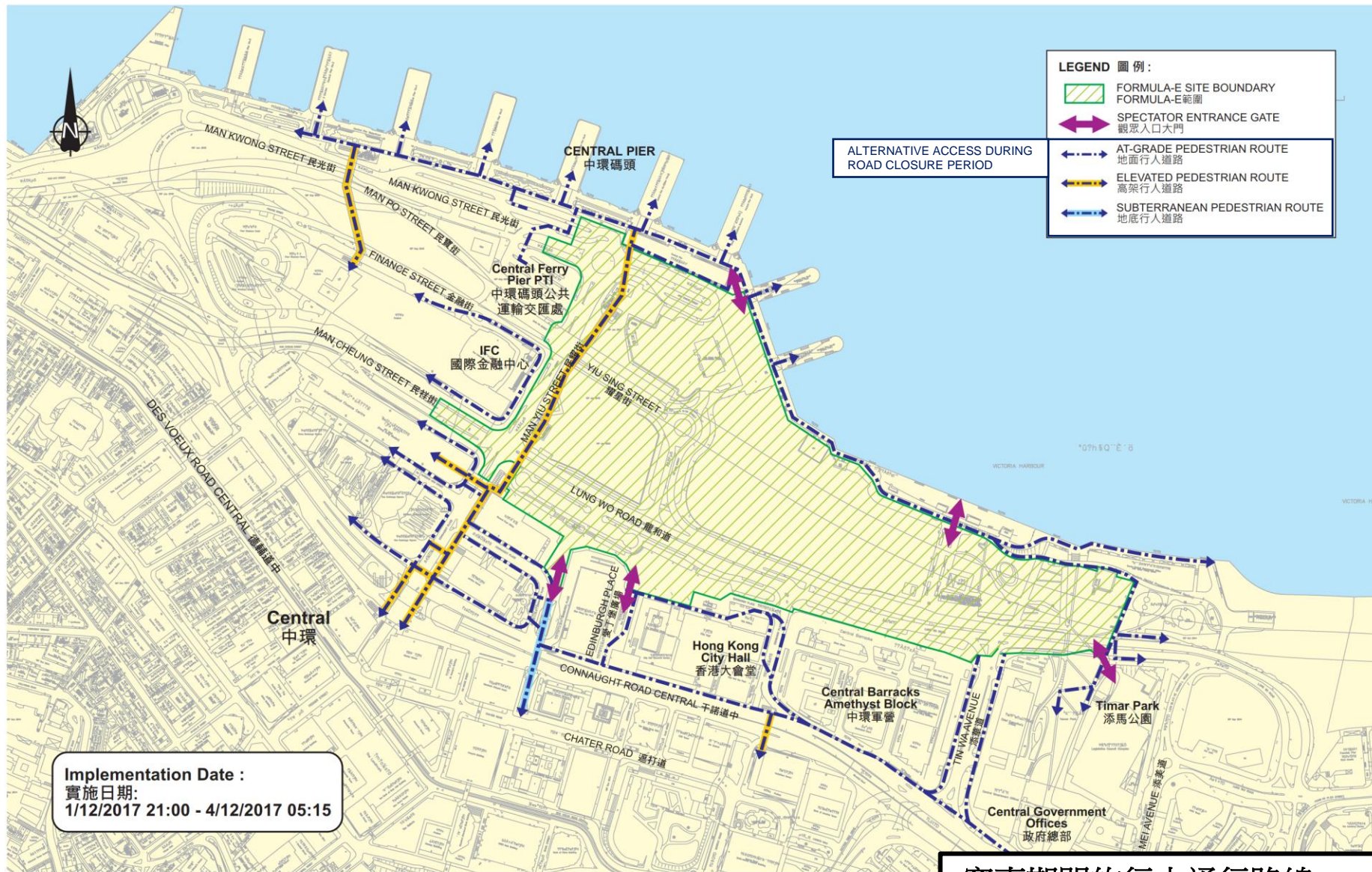
Pedestrian Route

- Pedestrian route accessibility will be designed to ensure that the harbourfront will stay open to the public.
- Members of the public who are not participants of the event can continue to enjoy the harbourfront during the short-term tenancy (“STT”) rental period and pedestrian flow along the waterfront will not be obstructed.

Pedestrian routes before & after race days



Pedestrian routings during event days



賽事期間的行人通行路線
 Pedestrian routes during race days

Engagement with Stakeholders and TTA Publicity

For the double header race, the race track has to be opened for practice at 7:00am on Dec 2, hence **earlier full road closure from Dec 1 from 21:00** is essential to ensure we have sufficient time to complete the track

- For the past few months, FERHK has consulted relevant Government departments to ensure that possible disruption to the traffic and road users during the race days will be minimized as far as possible.
- FERHK is also in the process of communicating with relevant stakeholders including the Central and Western District Council (“DC”), Islands DC, public and private transport operators, transport trades and the buildings in the vicinity of the event site.
- A press conference will be held in early November to announce the temporary traffic arrangement for the event.
- Starting from November, the race and the traffic information will be disseminated to the public accurately and promptly through various media channels to minimize inconvenience to the public.
- Prior and during the event, ambassadors will be arranged by the organizer at affected area to communicate to the public about the temporary traffic arrangement, aims for mitigating possible confusion and concerns by public.



SEE YOU ON TRACK!