



DR1 Racing's premier drone racing series introduces giant Pro-Class racing drones into 2018 DHL Champions Series

- **Introduction of giant, professional class (Pro Class) racing drones reinvents the emerging sport**
- **Pro Class drones are 4x larger than any other professional racing drone in the world**
- **Eurosport, Fox Sports Asia and beIN Sports return as global broadcasting partners reaching over 100 countries around the world**
- **DHL extends title sponsorship for Champions Series through the 2019 season**
- **Mountain Dew returns for the third year as the Series presenting sponsor**

Bonn, Oct 2, 2018: DR1 Racing, the global leader in professional drone racing, has announced details around the league's upcoming Champions Series season. New to the series this year is the introduction of the Pro Class racing drone. Measuring over 4 times larger than previous racing drones, the larger Pro Class drones will allow fans to follow the action better than ever before as they reach speeds over 100 MPH in just over one second.

"To grow the sport of drone racing, the size of the racing drones themselves needed to become larger," said Brad Foxhoven, CEO and Founder of DR1 Racing. "This new addition to the Champions Series redefines the sport of drone racing, and reinforces DR1 Racing's commitment to innovation in the emerging sport." This season the series will embark on five new epic racing locations, culminating in the series Finals taking place at the Post Tower in Bonn, Germany, the headquarters of Deutsche Post DHL Group. Some of the new iconic locations include La Mothe-Chandeniers, Krvavec Alpine, Castle Sneznik, and Tulove Grede. DR1 Racing looks to repeat last year's success, where the Champions Series finals was the most watched drone racing event in the world with record ratings on CBS, Eurosport, beIN Sports, and Fox Sports Asia.

Demonstrating further commitment to drone racing, DHL has expanded its partnership with DR1 Racing to include all racing series formats. In addition to DHL, Mountain Dew returns for a third year as the exclusive beverage partner of DR1 Racing, as well as the presenting sponsor for Champions Series. The series will continue to be named the DHL Champions Series fueled by Mountain Dew.

"With this continued collaboration, DHL is supporting a thrilling e-racing-sport that is not only

Press release



growing rapidly around the world, but also attracting completely new stakeholder groups and delivering top entertainment value”, says Dirk Ude, Head of Global DHL Advertising. “Our engagement is based on a perfect brand fit, as DHL and DR1 share the same attributes such as performance, speed, and precision.”

The partnership gives DHL the opportunity to continue its leadership position in the development of innovative logistics solutions, which includes testing drone technology for selected utilization. Also, it enables DHL to become active in a sports business that appeals to a growing trend among younger generations. For Mountain Dew, the partnership continues to reinforce the brand’s commitment to taking inspiration from the world, and engaging with the convergence of technology and sport.

The DHL Champions Series fueled by Mountain Dew lifts off on October 4th on beIN Sports in the US. In Europe, the races air on the 25th of October on Eurosport. For more detailed broadcast schedule for Asia and other additional countries, check out www.DR1Racing.tv for more information.

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Please see the teaser of DR1 Racing’s 2018 DHL Champions Series here: <https://www.youtube.com/watch?v=TczNWyKkyNY&feature=youtu.be>

You can find the DHL teaser for the partnership with DR1 Racing here: <https://vimeo.com/292892649>

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DHL is part of Deutsche Post DHL Group. The Group generated revenues of more than 60 billion euros in 2017.

About DR1 Racing

DR1 racing is a professional drone racing organization that combines elite racing teams and exhilarating locations into high-octane event series, produced and distributed on a global scale. As the only racing platform in the world to offer the Pro Class, DR1 continues to redefine the sport. Currently, DR1 Racing events are broadcast in over 100 countries around the world, and digitally delivered globally. More information can be found online at www.DR1Racing.tv.