



NISSAN
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Nissan GT Academy

'From Virtual to Reality...'





GT Academy | Introduction

To be a top racing driver takes years of training and is hugely expensive.

What if there were another way?

What if we could take people from the world of virtual racing

... and turn them into professional racing drivers? ... and even take them to the podium at Le Mans?



GT Academy | Introduction



What if Motor Racing could be taken to the masses and made cool with the digital generation?

What if there were a new way into the restricted access world of Motorsport?





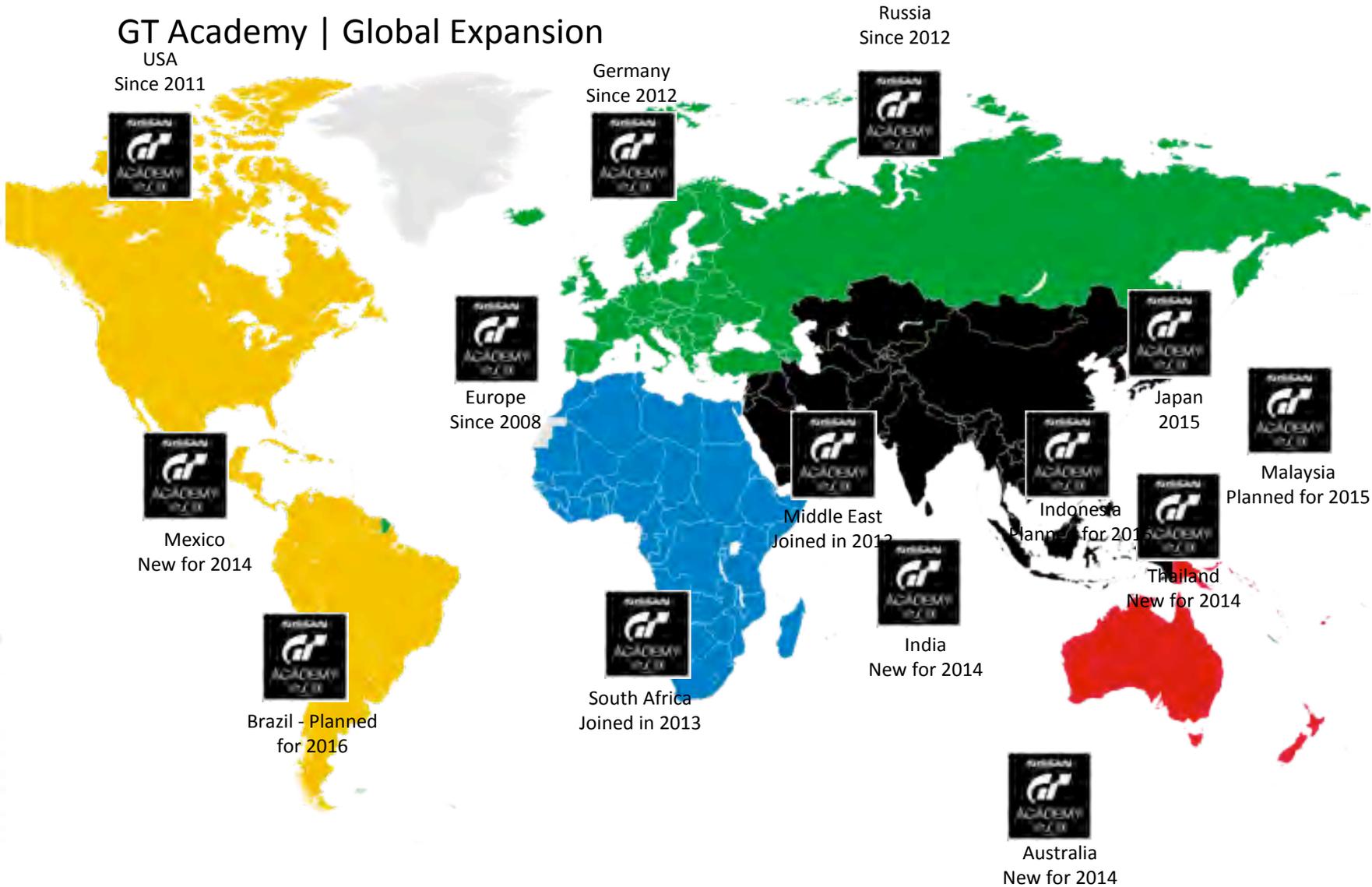
GT Academy | Success

- Launched in 2008
- 6 Years of continuous growth
- 4 million applicants and counting..
- 8 Editions across 45 Markets
- India, Russia, Middle East, Mexico, Thailand, USA, Germany, Europe, Australia
- 220,000 Facebook 'Likes'
- 1 Billion virtual miles driven
- Broadcast in 160 countries
- Over 100 Million TV Viewers
- Cannes Lion Award– Gold Twice
- Autosport Innovation Award





GT Academy | Global Expansion





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GT Academy: How does it work?





GT Academy | The Online Game

Anyone with a PS3 can play

NO ENTRY FEE!!

Online competition traditionally runs 6-8 weeks.

New challenges are released each week.

The final 'time-attack' challenge being released for the final weeks of the competition.

Fastest Gamers from Each country go through to next stage





GT Academy | Live Events

GT Academy Live Events attract entries from people that might not play online.

It gets Nissan Gaming and Motor Racing out to a new audience

Examples of GT Academy Live Events; :

- Motor-shows and gaming conventions.
- Customer events in Nissan dealers and Sony Centres
- The Nissan stand at The Goodwood Festival of Speed and other Motorsport events
- Event space at Shopping Malls and high footfall public areas





GT Academy | Regional Finals

The Best Gamers from the Region Compete for a place in the final

No professional racing drivers may enter

The contestants challenges include:

- Compete against one-another on PS3 Gaming Pods on Gran Turismo
- Complete fitness tests to determine their fitness level and mental strength
- Take part in Media interviews to establish their ability in-front of a camera
- Compete in an Autotest to rate their basic driving ability

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GT Academy | Silverstone Race Camp Week

Held at the Home of Motorsport; Silverstone

Famous racing drivers as their judges and mentors

Nissan sports and super cars on track. For the one lucky winner it could also prove to be

A life changing week...

- Challenges to test their fitness and mental capabilities
- Exciting and Entertaining Driving challenges
- In-car training to improve the ability and challenge them to succeed
- Evictions from the show to whittle the competitors down to the best
- Champion goes on to become a professional racing driver





GT Academy | TV Show

The aim of GT Academy find the competitor with the best potential to go from virtual to reality.

However, the Race Camp week is the creation of the GT Academy TV show.

TV cameras follow the contestants every move and some activities are designed as much to be entertaining for TV, as they're for selecting the winner.

There is also now a spin-off TV show in Europe called 'GT Academy, Next Level' this show follows the incredible journey of the winners of GT Academy as they fight to become real life racing drivers and compete all over the world.

These TV Shows provide the return on investment for Nissan and Sony





GT Academy | Judges & Mentors

The expert judges at GT Academy Race Camp are an important part of the show's credibility.

Judges appearing on the show have included:

Nick Heidfeld, Johnny Herbert, Karun Chandhok, Rene Arnoux, Stefan Johansson, Toni Liuzzi, Eddie Irvine, Sebastien Buemi, Tomas Scheckter, & Eddie Jordan.





GT Academy | The Driver Development Programme

The winner of the GT Academy Race has raw talent but needs developing

- Testing and Racing in a 370Z Group N spec. car
- Testing and Racing in a 370Z GT4 spec. car
- Driver fitness programme with F1 trainer Simon Fitchett
- State of the art racing simulator featuring an eye-tracker
- Heart rate monitor and EEG/Bio feedback facility
- Sports psychology sessions using simulation and visualisation rooms
- Personal tuition sessions at Silverstone to work on areas of individual driving
- Kart racing and testing to hone race-craft and fitness
- Media training to improve brand ambassador capabilities





GT Academy | The Key Elements

There are five key stages of GT Academy in the journey from Virtual to Reality. Activation and content generation are key at each and every stage in order to maximise the project's impact.





GT Academy | On Track Success

Just in 2013 GT Academy had ;

- 41 worldwide podiums
- Include Le Mans + Spa + Dubai 24 hours
- Blancpain GT3 Champions Drivers and Team
- Drivers racing in Japan, USA, Australia, Malaysia

Lucas Ordonez

Inaugural winner of GT Academy

Currently Racing in Super GT Championship Japan

GT4 and GT3 Champion

Twice on the Podium at Le Mans (1st on Debut)

Raced Delta Wing and ZEOD





GT Academy | Jann Mardenborough

2013

- GP3 driver for Arden
- On Red Bull Development Programme
- 2nd in TRS championship (New Zealand)
- Qualified 3rd at Le Mans 24 hours
- Only 3rd year of racing!!!!!!!!!!!!!!

