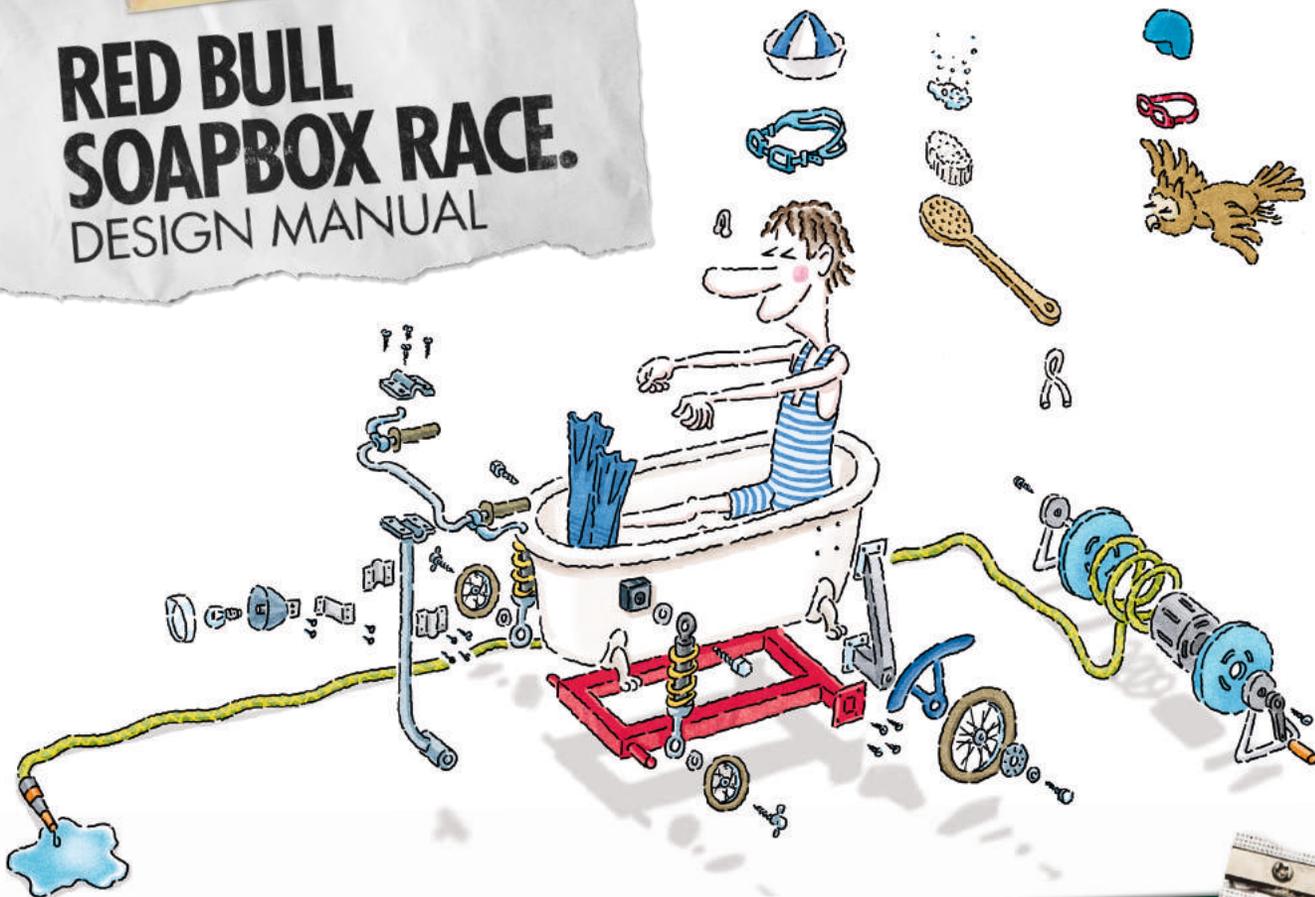
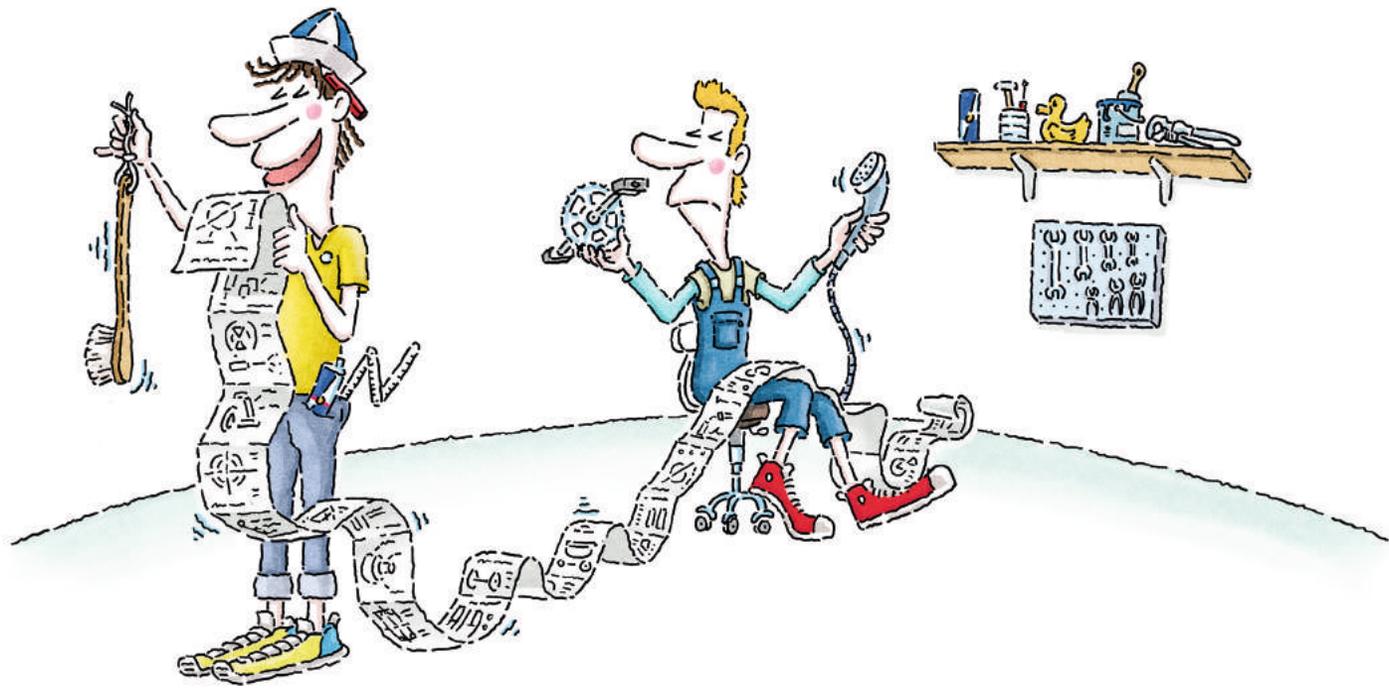


RED BULL SOAPBOX RACE. DESIGN MANUAL



Putting Zany People on Wheels Since the Year 2000.

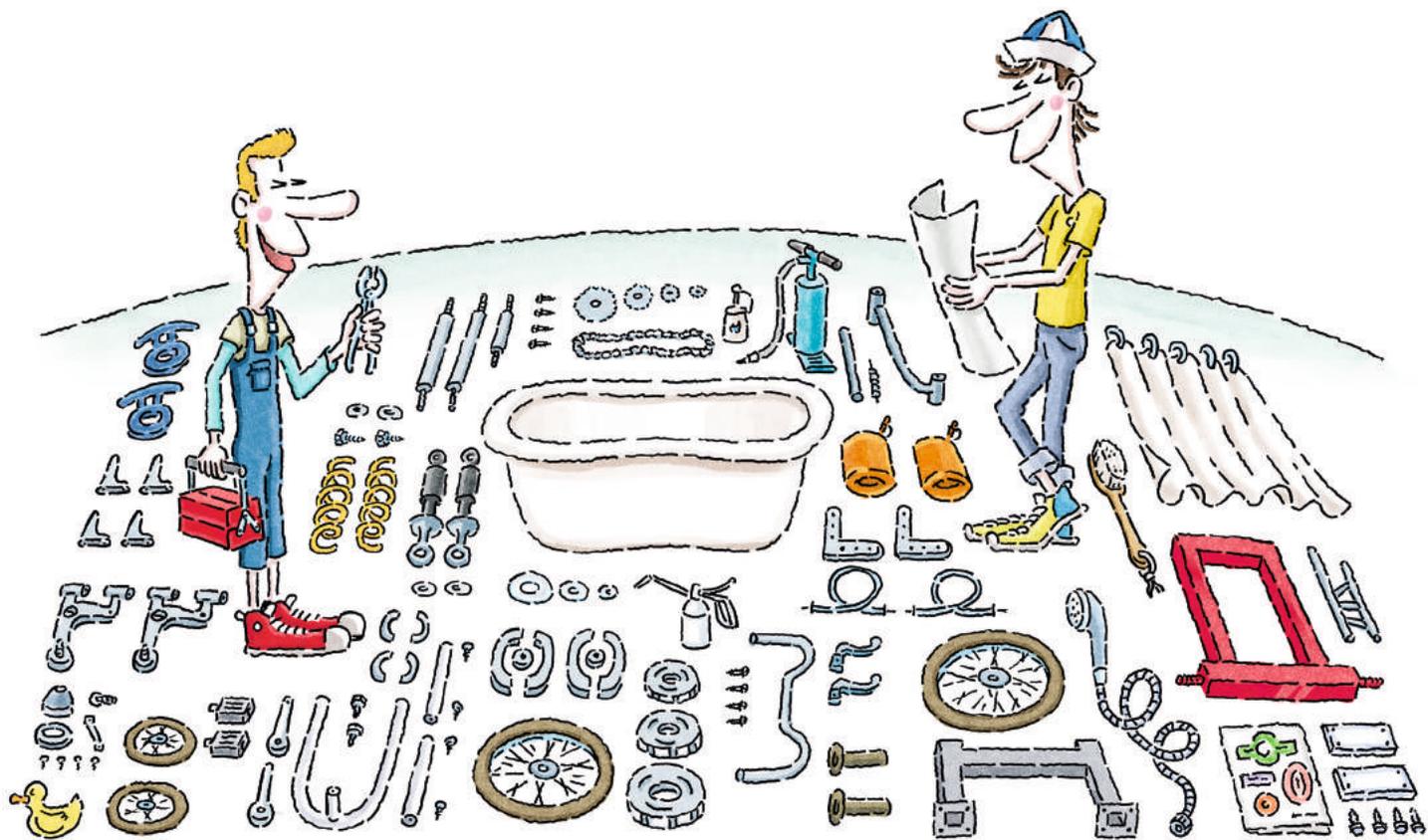
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WELCOME TO A WACKILY-WHEELED WORLD OF CRAZY CREATIVITY.

That's the world of Red Bull Soapbox Race. A world of speed freaks and petrol heads, pooling their creative talents to completely re-define the rules of street racing. A select group of you is about to burn your mark into the history books by barreling towards the finish line in your own totally original, totally homemade soapbox car. Hold on to your helmets!

In this manual you'll find inspiration for a successful design and enough information to keep development of your soapbox vehicle on track. Hopefully, it will also help to clarify any questions you might have and alert you to potential pitfalls... like crashing.

Once you've digested it all, simply fill out the blueprint pages at the back and post them to us. Don't forget that you can include as much supporting material (photos, videos, etc.) as you like... the more the merrier!

Please note that, due to limited space, only the entries with the most exciting and creative designs

will be awarded one of the exclusive Red Bull Soapbox Race driver's licences for the day.

If you think you've got what it takes, please post

your completed application pack by 24th March to:

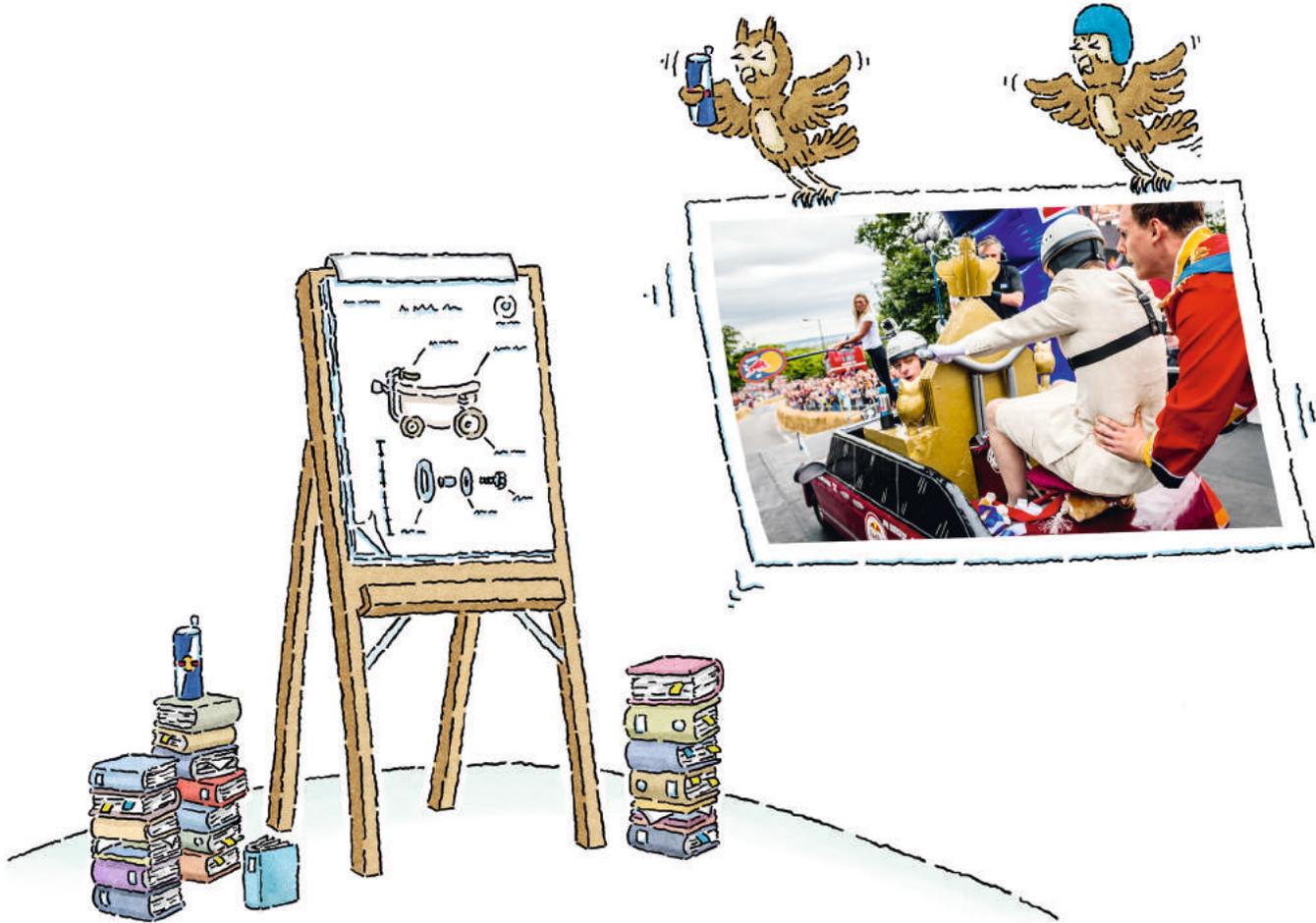
**Red Bull Soapbox Race Control,
155 – 171 Tooley Street, London, SE1 2JP**

So put on your thinking cap, don your overalls, and give your imagination wings. Only posted applications that arrive before the deadline date will be considered. We'll let you know whether or not you've been successful on **17th April**. Good luck – we look forward to meeting you on race day!

Yours,

The Red Bull Soapbox Race Team.





IS YOUR HEART ALREADY REVVING?

PRETTY MUCH EVERYTHING YOU NEED TO KNOW ABOUT THE RED BULL SOAPBOX RACE.

Ask former participants and they'll tell you that Red Bull Soapbox Race is "the Grand Prix of soapbox events" or "unique" or "inspirational". Amateur drivers take the wheel of their homemade vehicles which are fuelled by nothing but courage, the force of gravity and perhaps a little Red Bull.

But the most vital tools in your box are creativity and competitive fun. Not to mention, the need for speed.

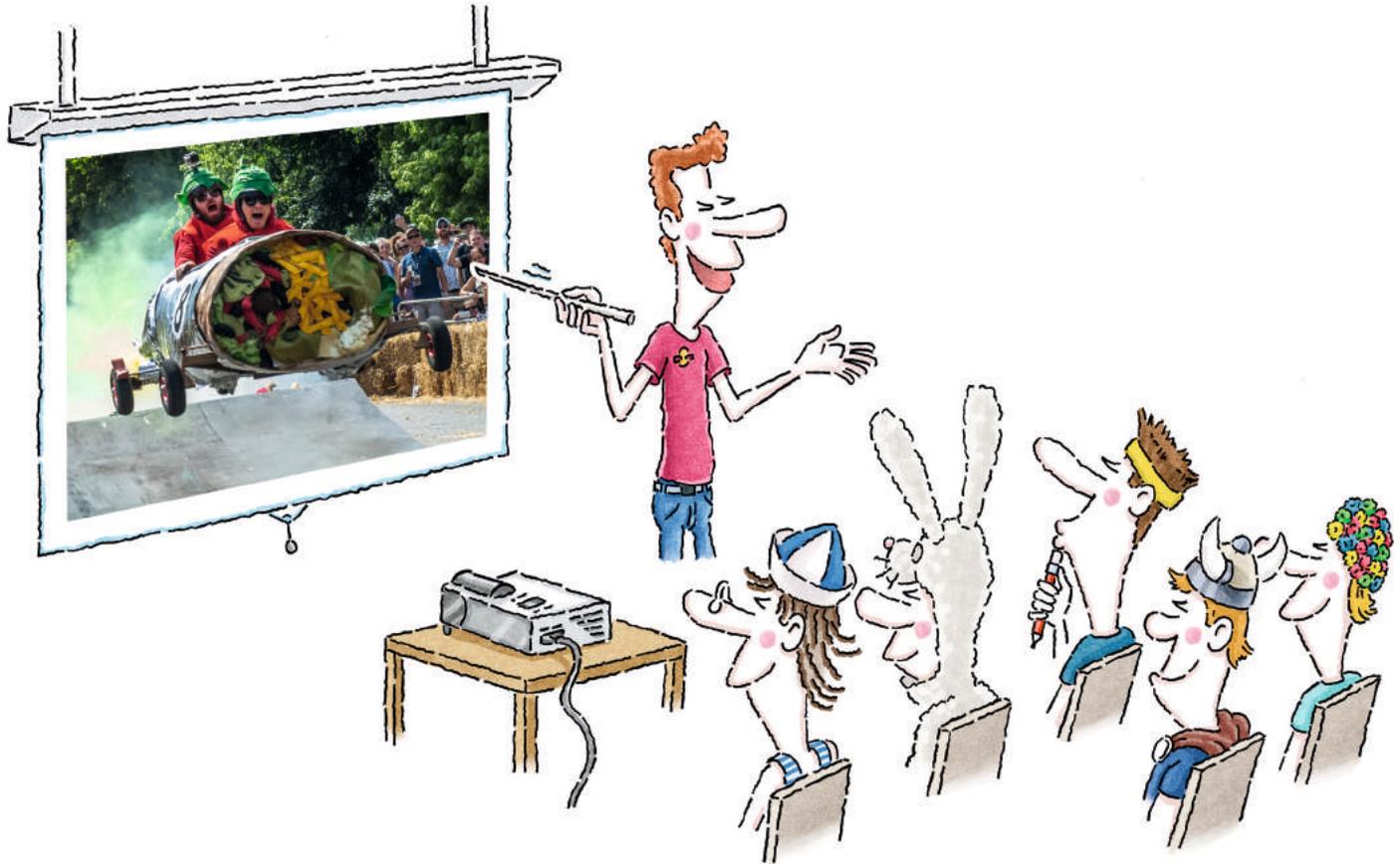
This unique, non-motorised racing event challenges both experienced drivers and amateurs alike to design and build outrageous soapbox dream machines and compete against the clock in a downhill race.

Red Bull has hosted dozens of soapbox races around the world since the first one in Brussels in 2000 – we celebrated the 100th event in Amman, Jordan in 2015.

Over the years, vehicles have ranged from realistic replica cars to anything the imagination can conjure up. Previous designs have included a piano, a giant baby carriage, a rodeo clown, a massive corn on the cob, a jail cell and the Golden Gate Bridge. To gain more showmanship points, participants often wear outrageous costumes, perform a skit and create their own music soundtrack for the race.

The event is only a single day so, regrettably, the number of contestants is limited. Approximately 70 teams are selected which is what makes your application so important. But this is as much about who you are as what you make. You can include as much supporting material with your application as you like, so why not show us a bit of your personality with a model or a one-minute video? It could be just the thing to make your soapbox car come to life.

For even more info visit www.redbullsoapboxrace.co.uk



FASTER THAN A SPEEDING TORTILLA.

JUDGING CRITERIA.

Showmanship

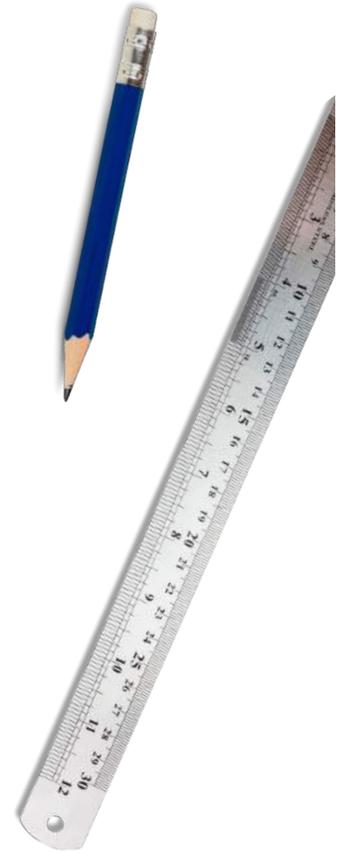
We said that the first one to cross the finish line will be looked upon favourably, we didn't say they'd win. That's because when it comes to Red Bull Soapbox, speed is nothing without a little personality. Okay, scratch that, a lot of personality! So, wow us with your 20 second performance, impress us with your charisma and, of course, dazzle us with your showmanship.

Speed

Not to state the obvious, but this event is, first and foremost, a race. Therefore, the fastest one across the finish line is definitely going to be looked upon favourably. (Take note, though, that somebody actually has to cross the finish line in the vehicle.)

Creativity

It's not enough that it actually moves. What we're looking for is the outrageous, the preposterous and the ostentatious! Your soapbox should be an extension of you, so have fun when you design it. Be wild. Be crazy. Be anything you want. Just don't be ordinary.





LADIES AND GENTLEMEN, START YOUR IMAGINATIONS.

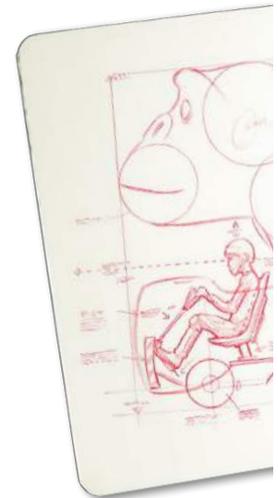
DESIGN REGULATIONS & PIT LANE PROCEDURES.

Red Bull Soapbox Race may well be a feast for the imagination, but there are still some specific design criteria you must follow. These give everyone an equal chance off the grid and ensure the safety of the drivers, teams and spectators.

- Team members must be 18yrs or over on the entry deadline of Friday 24th March 2017. We're not opposed to younger drivers, but lawyers are.
- Each member of your Red Bull Soapbox Race team must individually sign a participant disclaimer in order to be able to compete in the event.
- Teams must consist of FOUR people, including the driver and you'll need all of them to get a good push. Pit crew can only push as far as the start line. After that, the driver and co-driver are on their own!
- No more than 2 people can be in the soapbox for the race.
- Your soapbox must be less than 2m wide, 2.5m tall and 3.5m long.
- Soapboxes should have at least 10cm clearance from the ground.
- The maximum weight of your soapbox is 80kg (excluding the driver, of course).
- All entries must be homemade. Modified carts are not permitted.
- All racing machines must carry completely functional brakes and steering. Braking with feet and hands is not permitted.
- Brakes must function independently of the steering, and should be connected to and operate on at least two wheels.

- Soapboxes must be powered by the strength of a push and the gravity of the hill only. So no stored power or external energy sources including engines, petrol, batteries, electrical cords, catapults, afterburners and the like are allowed. But that doesn't mean you won't go fast.
- Drivers and co-drivers are required to wear a helmet provided by Red Bull and their own gum shield. Competitors are not permitted to use their own camera or recording devices during the race. Red Bull will provide GoPro cameras for helmets which competitors are obligated to wear.
- Drivers and co-drivers are not allowed to be physically attached or enclosed in any kind of capsule or cockpit that they can't escape from.
- Pyrotechnics and smoke canisters are not allowed.
- In case your soapbox doesn't end up in the local design museum, please select building materials carefully to ensure that your machine doesn't impact too harshly on the environment.
- All chosen soapboxes, drivers and team members must be available to arrive on Saturday 8th July 2017 when Race Control will guide them to the pits for scrutineering.

For a full list of regulations and procedures visit: RedBullSoapboxRace.co.uk
For any further application queries please email: soapbox@uk.redbull.com
#SoapboxRace





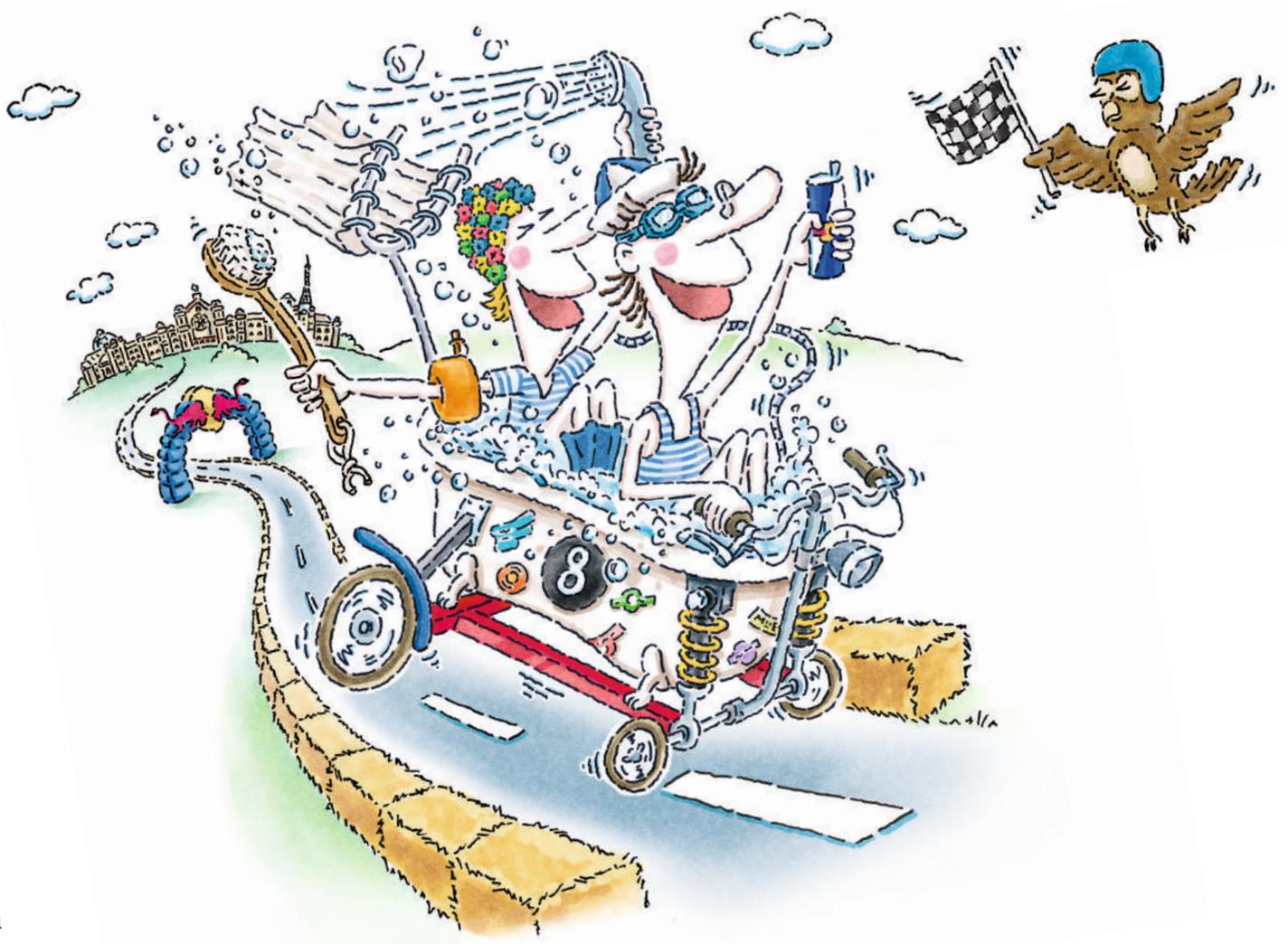
THINK YOU CAN MANAGE A PODIUM FINISH?

PRIZES AND SURPRISES FOR THE PLUCKY WINNERS.

The honour of taking the chequered flag at a Red Bull Soapbox Race is a reward in itself. But we still like to give a little something to the teams who make the biggest impact on the day; the competitors whose amazing vehicles and unforgettable performance really blow the judges away. So then, what rewards await the three teams who stand proudly on the podium?

- 1st Prize** | A tour around the Red Bull Racing Factory and a VIP experience at a Red Bull event for 4 people.
- 2nd Prize** | A VIP experience at a Red Bull event for 4 people
- 3rd Prize** | 8 general admission tickets to a Red Bull event





FAST IS GOOD, BUT OUTRAGEOUS IS EVEN BETTER.

OUR RED BULL SOAPBOX RACE PROTOTYPE DESIGN:

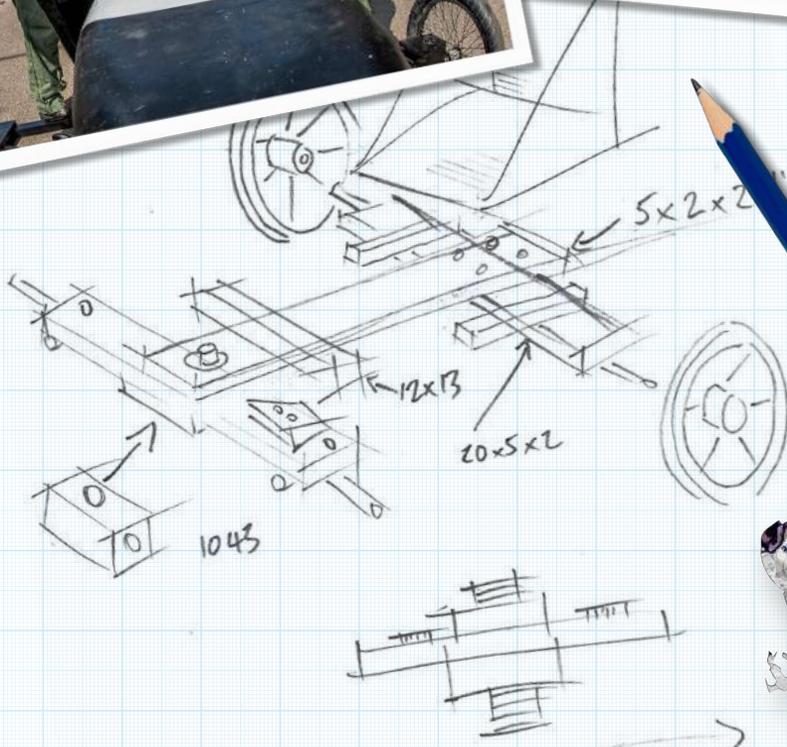
Materials used:

Dimensions:

By signing below I agree that Red Bull GmbH ("Red Bull"), Red Bull's related companies or third parties authorized by Red Bull may capture and use audio recordings, video recordings, photographs, drawings, text files, etc. from the Event and/or my application and may use my name, image, voice, appearance, performance, drawings, biographical material, etc for any purpose (be it commercial, promotional or otherwise) worldwide in all media, indefinitely. However, Red Bull shall not be obliged to use it.

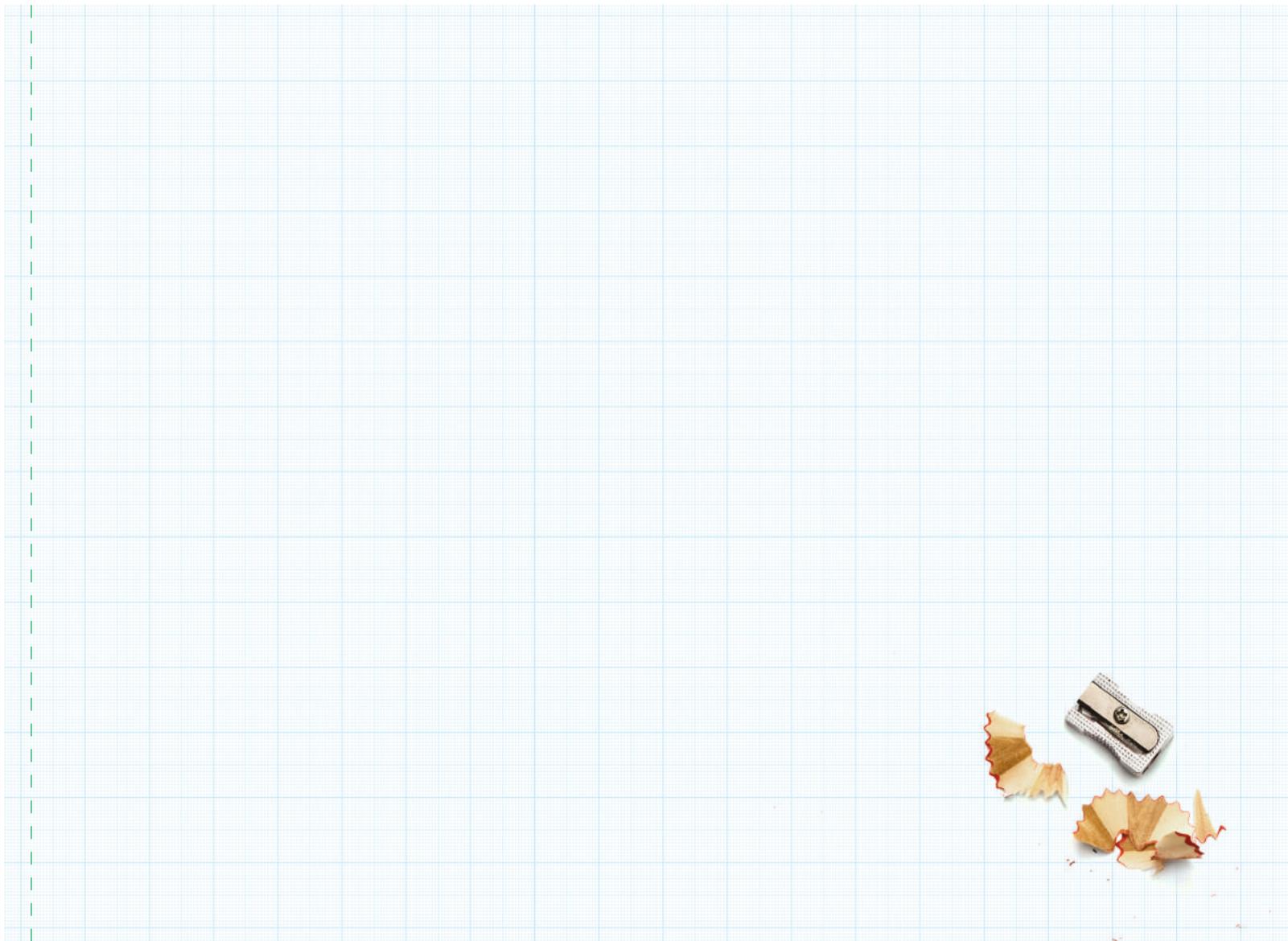
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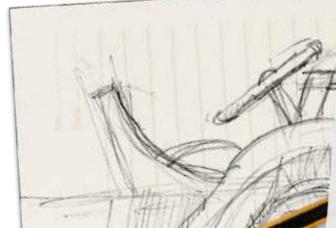
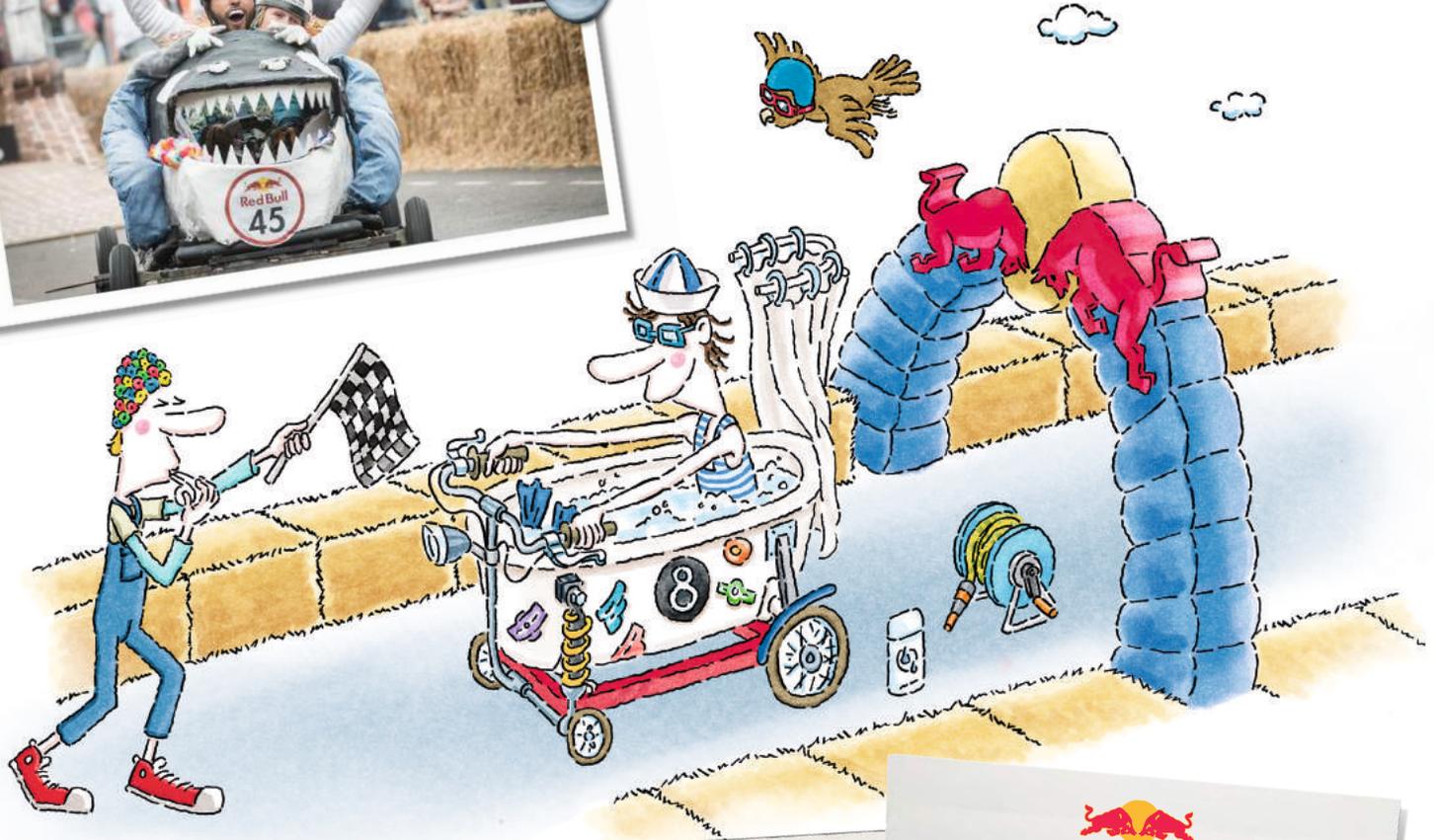
Please Note: Your design proposal needs to match the actual vehicle that you build - it's one of the key things we look out for. So do make sure that what you put down on the page, you can deliver on the stage.



NOTES:








Red Bull
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soapbox@uk.redbull.com