



IAME **Series**
FINLAND

X30

A **alfatv**



KARTING.
RADALLE
.com

IAME X30

WHAT IS X30?

IAME is an Italian and the most successful karting engine manufacturer. It has won 50 CIK-FIA World Championships. Because of continuous raise of costs in karting, IAME decided to develop X30 engine concept in the latter half of the first decade of the new millennium. The focus points were minimal manufacturing tolerances, low running costs and maximal engine lifetime increasing reselling value of X30 engines.

The motivation was to return karting to its roots as an equal sport where talent and hard work make the difference instead of a big budget. Now during the past few years IAME X30 has become the most popular engine almost all over the world and it's re-shaping the sport like never seen before in the history of karting. Finally we have an engine and series where all participants are equal - no matter if you're professional team or a dad-son-combo. The skill makes the difference!

PROMOTER OF THE SERIES

IAME Series Finland, formerly X30 Challenge Finland, was brought to Finland as a whole concept by a software engineer and long-time karting driver Mikko Laine. He was frustrated as a driver in the situation where all the events were organized like in 1980s and decided to stop complaining and make the change happen.

The priorities are equality, justice, lowering costs and marketing. Laine is developing X30 series in co-operation with RADALLE.com and Radalle Ua but he's also shaping the sport in AKK karting committee and he's a member in the board of Finnish Karting Union. He has a long and diverse sports background and knows all the steps to success himself.



X30 Challenge name will be replaced globally with IAME Series starting from 2018.

"A huge thank you to all who've already joined our project. It's our duty to Finnish motorsport to make it a product from home garages to one which interests spectators, media and partners, make tools which allow using it properly and create a system which makes it possible to find real talents and support them."

Mikko Laine



RACE WEEK PROGRAM

Drivers arrive from all over Finland and neighboring countries to compete in the karting series which is the most popular in whole of North Europe. Most of the participants arrive already on Wednesday evening and the last few arrive just for the warm-up and drivers' briefing of Saturday. Thursday and Friday are voluntary practice days.

Saturday and Sunday have been identical race days which start with warm-ups, continue with qualifying where the only the best laptime decides starting places for the qualifying heats. Drivers collect points from the heats and the less you have points, the better is your starting place for the final. The positions of the finals are also the final positions of the event. The maximum number of karts at track is 34 at once.

There are five race weekends and ten finals of which eight best are counted to the series standings. Drivers can collect extra points from being in top 3 in qualifying or setting top 3 laptimes in the finals.

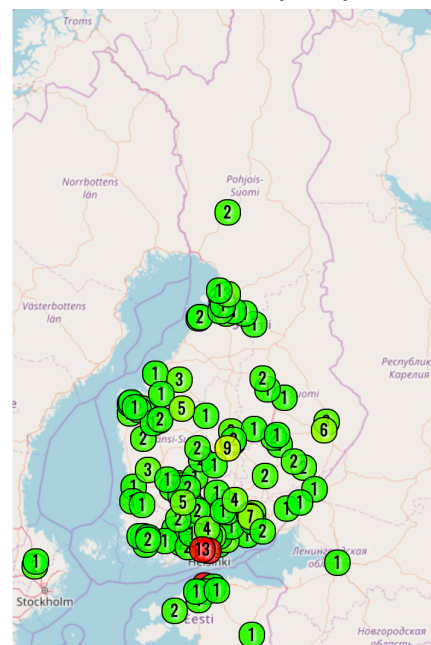


**ALL
NATIONALITIES
WELCOME**



**2016: 149 DRIVERS
2017: 232 DRIVERS
INCREASE +56 %**

Home locations of the participants



**X30 TV SERIES HAS
137 000 VIEWERS**
BY DIGITA OFFICAL REPORTS



**THE
COOLEST
INTERSHIP OR
PROJECT OF THE
WORLD**



MEDIA

TV PRODUCTION



Mistake Media production company produced a TV-series of 6 episodes of X30 Challenge Finland and X30 Nordic Challenge on nationwide AlfaTV channel in 2017. The first play was always at prime time and after it the episodes were available on Internet TV and they were actively shared in social media. Based on the official and independent reports of Digita, the number of viewers in the

latest premiere was 137 000 (6.9.2017). The total reachability was over 3,8 million viewers.

Each episode was advertised in many puffs beforehand and each episode was shown 6-10 times. X30 and RADALLE.com have also been in many shows of Moottorit (Engines) program. Moottorit is the most popular series of AlfaTV collecting on average 400 000 viewers per show.



LIVESTREAM



There is a free-to-follow livestream made from all X30 events with commentators and hosts. The film crew has 1-3 cameramen with manned cameras and a live mixer. Karttimer timing software allows Formula 1 style broadcast graphics making following more entertaining. There are total of 151 385 viewers in the livestreams which

means 6308 viewers on average per race day. The highest number of viewers for a race day is 12 923 (All numbers are taken on 16 September 2017). Livestream is done in co-operation with Metropolia University of Applied Sciences, so students get a very interesting project and valuable work experience while using cutting-edge technology and improving visibility and marketing a sport of future talents!



www.livestream.com/xpromotions

PRESS

In addition to TV, livestream and social media, the traditional print media has paid a lot of attention to X30 phenomenon and events.

Reporter and official test driver of Tekniikan Maaailma magazine races with X30 and he will participate also to IAME International Final in Le Mans. There have been several articles about X30 racing in both Tekniikan Maaailma and Vauhdin Maaailma magazines.

Many local newspapers write or receive race reports from drivers and publish them. X30 related news can be seen at the series' websites and

also from independent service moottoriurheilu.tv.

Some of the magazines which have written about X30 in 2017 (727 500 readers):

Tekniikan Maaailma	320 000
Kaasuajalka	149 000
Vauhdin Maaailma	91 000
Itäväylä	65 000
Kouvolan Sanomat	51 000
Ylöjärven Uutiset	33 000
Lakeuden Aviisi	18 500

KARTING

Karting is traditionally perceived as either a hobby just for children or a good idea for a bachelor party or a relaxation of a business meeting. Instead karting is a real sport for almost anyone. There are over 50 tracks in Finland and driving as a hobby is not expensive at all but competition is naturally a bit costly. X30 is the most cost-effective solution. In X30 series the age range of drivers in 2017 was 7-68 consisting of boy, girls, men and women.

Karting provides a good basis for any motor-sport and it develops your balance, reactions and forces you to practice in versatile way. However many drivers stay in karting because it's

very cost-effective and it's racing at its best.

Formula One drivers practice a lot with karting because the speed of events is slower in all other categories. Karting challenges you with low mass and quick movements and allows huge amount of practice laps.

Quite often the educational side of the sport is forgotten completely. Karting teaches you technology, physics, logical reasoning, presentation skills, car handling and teaches you long-term and goal-oriented working. Karting also unites the whole family and binds it together for a lifetime.

X30 CLASSES

In all X30 classes the basic engine totally identical, so it's easy and cost-efficient to change class. Resale market of the engines is also greater and the market is not closed by any regulations meaning that drivers can buy their engines from any location.

The manufacturing process of the engines has been the same since the beginning meaning that there are no differences between old or new engines regarding performance as long as they're maintained properly and by the IAME instructions. There's an engine selling rule also which means that anyone can buy anyone's engine in a race.

X30 CADET (10-13 yo)

Cadet is a perfect class for entry-level drivers where you can practice racing. Short 1010 chassis are also allowed.

X30 JUNIOR (12-16 yo)

Junior is the first international class where the level is already really high. Depending on the size of the driver, it's possible to drive in Juniors until the age of 16 years.

X30 SENIOR (14 yo-)

X30 Senior is the main category of the event offering the greatest challenge with all the future talents. Great number of participants make the races really interesting to follow.

X30 MASTER (30 yo-)

If you start karting at later age or you want to make a come-back and you're no longer going to Formula One, this is the right category for you with other gentlemen.

X30 SUPER SHIFTER (15 yo-)

This is a new super exciting new category for 2018. The kart is powered with a 175cc 6-speed engine allowing new possibilities for either bigger drivers or someone who want extra challenge.

MINI (9-13 yo)

Open Mini class has been an extra class in X30 events since 2016.

www.iame.fi



In X30 series there is a strict sporting code regarding respecting others and the environment, alcohol usage and general behaviour. We want to show example of tolerance and prevent exclusion and bullying in real life and in social media. For equality, impartiality and justice (translation: #nobullying):

#eikiusita



IS KARTING A SPORT?

It's often thought that car sports are just sitting, turning steering wheel and pressing pedals. For sure, it's all of that but also a lot more. Based on research, karting causes very similar stress to body and muscles as rowing.

Average heart beat while testing and practicing is around 160 and while racing it goes up to 180. When finals last 15-25 minutes without a break and there can be realistically 5-8 starts in a day, not everyone can make it.

A basic rule can be said to be that karting is 90% mental and 10% physical activity. You need drive perfect laps like a robot, use every inch whizzing 120 km/h your seat almost on the ground. A lap where you're 0.1 seconds slower, is consider as a bad lap. When professionals are driving, the racing changes closer to chess where timings of overtakings are crucial and driving is quite much automatic.



www.x30.fi

10 000 - 15 000 VISITORS
140 000 - 180 000 PAGE LOADS
1,73 MILLION PAGE LOADS

UNBELIEVABLE WEBSITE

DRIVER PROFILES

In X30 website each driver has his own profile and page where you can see all the information about the driver. The basic information section can be update by the driver but results, standings, achievements, statistics and official photographs, which support tagging, are updated automatically after each event. Facebook, Instagram and Twitter updates are also automatic, so it's very simple and fast to keep up-to-date.

All drivers are photographed in X30 mobile studio, so there a pro-quality photo of everyone to

be used for all materials like rollups, brochures and beach flags. The driver profile can be printed to a PDF with a press of a button, which helps in finding partners.

The level of detail, team points and versatile statistics and high-quality photos form an entity which has never been seen before in sports. You don't need your personal website anymore and almost everything is automatic.

RANKING

It's rare to have a complete ranking system in a sport which covers all ages and all results. In X30 series you have such a system and every action gives you a score between 0-100 points.

You get points from positions, lap times, relative and absolute gaps, gained positions, uniformity of lap times and many other things. X30 ranking and its development is an outstanding tool to follow your progress and analyze strenghts and weaknesses.



Full driver ranking



TECHNOLOGICAL INTEREST

PALM RECOGNITION

FUJITSU



Fujitsu Finland is an official technology partner of X30 Challenge Finland. Fujitsu has developed an infrared scanner which scans the unique blood veins structure from palms allowing significantly better accuracies compared with traditional systems like fingerprints or iris scans. In X30 events the scanner was used in sporting checks

and registrations to drivers' briefings. This way it made the system faster for competitors, allowed more reliable supervision and provided Fujitsu a challenging test environment. Fujitsu was really excited about the data gathered in the tests and they were able to develop their product even more thanks to co-operation with X30 Challenge Finland.

TIMEKEEPING



KARTTIMER

KartTimer is a timing software developed by Seppo Pekkala. It supports many times the features and devices supported by its competitors. In the co-operation X30 series tests and develops the software. It has superb features like multi-sector timing, TV and livestream graphics. The software also supports multiple LED

displays for showing flags, times and laps to drivers. They can be controlled by a computer, tablet or phone. A very handy feature is to create timetable of the event and make the system process all the flags automatically reducing the need of manpower. It's a perfect system from rental karts to international competitions.

www.karttimer.fi

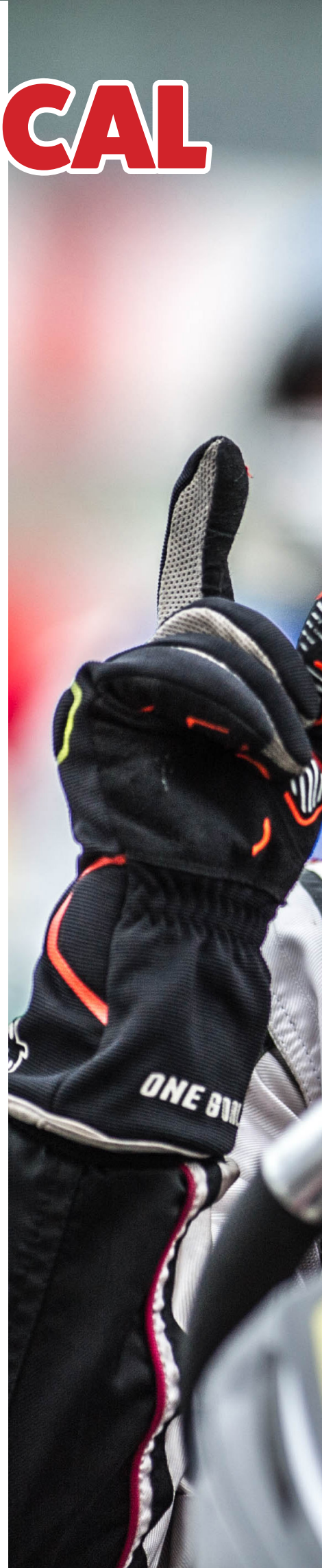
REGISTRATION SYSTEM

The same credentials that drivers use to add and edit their information on X30 websites are useful for many things. You can fill queries and give feedback and therefore affect to the series development in the future. Of course, you use them also to register to events.

The fine feature of the system is that once you've filled some data, it stays there. When you give engine and chassis numbers, they are known in the scrutineering, so you don't need

to fill any papers any more. They are also there for the next time and only changes need to be made to the system.

The same accounts and information are used in other series as well. Belgian RACB and ASAF championships use the same system. Through the registration system it's also possible to export data to 3rd party systems like AKK's Kiti system and Livestream or TV broadcasts.





TIRE BARCODING

In X30 series the requirement was a fast, flexible and reliable system for scanning the barcodes of race tires, so it was developed in-house. The system can work via Internet or as a local version.

Tire distribution in races is done in a way that tires are grouped and scanned to full sets beforehand. During scrutineering process drivers get their race tires when they give their tire voucher. To maximize equality and minimize rumours, drivers can choose their set themselves.

When the set is given away, only one tire needs to be scanned. The system is very flexible and possible late entries can be added in seconds. The delivery process is quick and problem-free, so the events begins with an enjoyable experience!

THE BEST COMMENTARY IN THE WORLD

CHECK WITH
OF GUY
NIZE TH

X30 is not modest - the only target is perfect. The first recruited professional to the staff was Aleksi "Hämlton" Halen. His voice is well-known from WRC Rally of Jyväskylä to the most popular moto-sport events.

The revolutionary X30 project was a thing which really warmed Hämlton's heart. He creates an amazing atmosphere to events from driver's perspective with professional comments. It's possible to hear his comments also in nearby areas thanks to RADALLE.com's FM radio transmitter and thanks to livestream anywhere in the world.

"These guys have done an unbelievable work and it's superb to be here with them doing such a sincere job and do the best motorsport ever!", describes Hämlton his feelings about X30 series.

The commentating and hosting trio is completed by Harri "It's me Harry" Kolehmainen and Teppo Laukkanen - well-known from RADALLE.com events. The spectators won't be cold - no matter what's the weather!



WHAT KIND
YS ORGA-
HE EVENTS!



GREAT VOLUNTARY STAFF

The staff of X30 and RADALLE.com events are mostly voluntary, and partially obligated, warm and close group of people. Everyone does their best for the events because of their love towards racing and motorsports. Many of the staff members either still race or have raced in the past.

A big challenge nowadays for race organizers is the fact that Netflix and couch are more attractive and it's very few who actually do most of the work. Those few shoulders grow older every year.

Now you have a great chance to do almost anything to the events. X30 / RADALLE.com / Radalle Ua trains new staff for every position from race directors to marshals and ticket sales. Babes are always wanted to every event and they're given special clothing and a possibility to start a TV career.

The only requirement is sincere, real and motivated will for customer service - everything else can be thought.

X30 RACE ORGANIZATION

Main officials:

Jury of the Race (chairman, 2 x judge)
Race Directors (director, 1-2 x deputy)
Scrutineering Officer
Safety Officer
Paddock Officer
Head of Marshals
Race Secretatry

Officials:

Grid Officer
Driving Standards Supervisor (3-5 pcs)
Track Marshal (10-22 pcs)
Kart Collector
Scrutineer (4-6 pcs)
Livestream (mixer, 2-3 cameramen)
Photographer (1-3 pcs)
Host / Commentator (2 pcs)
X30 Girls (1 pc+, no upper limit)

www.x30.fi/recruit

X30



CHAMPIONS AND MEMORIES

SEASON 2017

In addition to X30 classes, we had also Mini and Micro in Finland in 2017. Because of the licence requirements from the ASN, Mini also needed to divide into two different classes: Mini and Mini Junior, but the equipment was still identical allowing them to race together.

In 2016 the champions were Elmeri Peippo (X30 Senior), Arttu Salmela (X30 Junior), Mikko Laine (X30 Master), Jami Heiman (X30 Cadet), Tommi Savolainen (Mini) and Jan Kalmet (Mini Junior), so we didn't see any back-to-back champions.

Henri Pihlajikko won the championship of X30 Seniors with Fullerton chassis by being on top in every race. Rimmo Kadapik of Estonia and AIX Racing Team beat others in X30 Juniors. In Master class Jani Fokin got the championship. He has won also several Formula A Finnish Championships in the past. Joakim Goman won X30 Cadets with SFN Motorsport team.

Mini class was dominated by Estonian-Finn double nationality owner Patrick Hakala and less experienced Mini Junior were won by Ot-

so-Aaron Hietanen. There weren't too many drivers in Micros but it didn't reduce the glory of almost perfect Santeri Martikainen.

The season started from the great circuit of Kouvola as in 2016. OuluZone race was cancelled because of safety issues and transferred to Lahti for the 2nd race weekend. Honkajoki track profile had been completely changed from the previous year and making it one of the best in the country and praised by the drivers. Niko Lahtinen and other drifting drivers gave rides also around Pesämäki race track.

WRC rally was organized in Jyväskylä at the same time as X30 event. The test stage was just few hundred meters from the karting track allowing participants to follow rally from a close distance. The season final was in Powerpark, Alahärmä at Mika Salo Circuit and the evening buffet was organized at Park Hotel Härmä.

NUMBER OF PARTICIPANTS

Class	2017	2016	Change
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X30 Senior	61	39	+56 %
X30 Junior	55	29	+90 %
X30 Master	29	15	+93 %
X30 Cadet	20	13	+54 %
Mini	57	53	+8 %
Micro	10	0	+100%

232 vs 149 (+56 %)



CONGRATULATIONS
THE WINNER





All standings,
results and
statistics

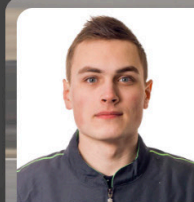
KARTING.
RADALIE
.com

RATS TO
INNERS!

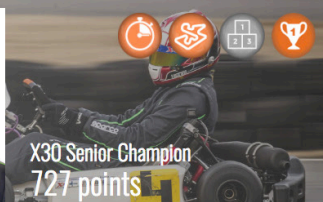
THE BEST TRACKS

22.-23.04.2017	Kouvola (Tykkimäki Circuit)
10.-11.06.2017	Lahti (Home track of Valtteri Bottas)
08.-09.07.2017	Honkajoki (Pesämäki Motorsport Center)
29.-30.07.2017	Jyväskylä (WRC Rally)
26.-27.08.2017	Alahärmä (Powerpark)

MESTARIT 2017



FI PIHLAJIKKO Henri

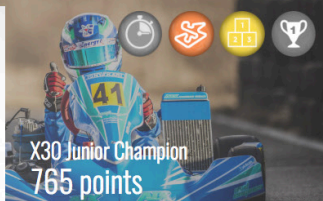


X30 Senior Champion
727 points

#4



FI KADAPIIK Rimmo

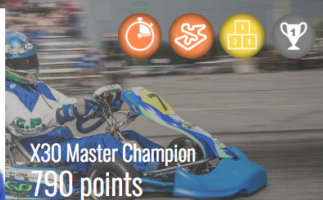


X30 Junior Champion
765 points

#41

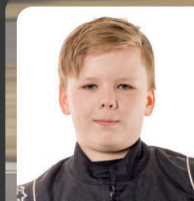


FI FOKIN Jani

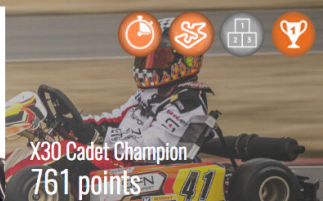


X30 Master Champion
790 points

#7

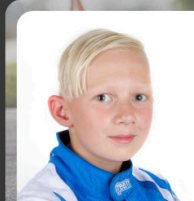


FI GOMAN Joakim

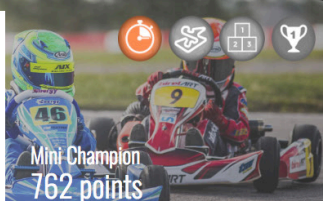


X30 Cadet Champion
761 points

#41

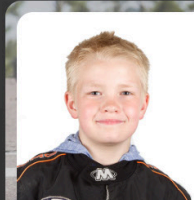


FI HAKALA Patrick



Mini Champion
762 points

#46

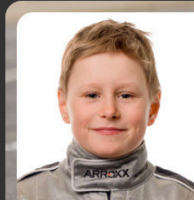


FI HIETANEN Otso-Aaron

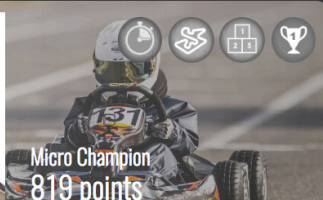


Mini Junior Champion
746 points

#34



FI MARTIKAINEN Santeri



Micro Champion
819 points

#131



RADALLE UA

Radalle Urheiluautoilijat ry is a member club of AKK (Finnish ASN) which organizes the racing events. Radalle Ua is a non-profit organization and most of its members have main official licenses for various sports and decades of experience from organizing races. The club also organizes its own official trainings and its members are active in AKK committees.

Radalle Ua organizes Finnish Drift Open, TimeAttack Series and X30 Series as its own. Additionally it offers professional services to other organizers including, for example, jury members, marshals and officers, timekeeping, livestream and consulting.

When measured in numbers, Radalle Ua is the most active member club of AKK with 26 events organized in 2016.

WWW.RADALLE.COM
WWW.TIMEATTACK.FI
WWW.DRIFT.FI

PERFECT SYNERGY

WHAT IS RADALLE.COM?

Freely translated "Radalle" means "to the track". In Finnish it's definitely better. RADALLE.com is well-known for its wonderful events, great cars, beautiful BABEs and also for exhibitions and festivals. RADALLE.com events done by volunteers always look good and the feeling is great.

RADALLE.com has organized the most popular events, festivals and races already for 20 years. In addition to X30 karting, the other sports are, for example, Drifting and TimeAttack generally the group of RADALLE.com staff lead by Aki "Akinaattori" Salmela and Teppo Laukkanen is

known for OOA days where anyone can drive at race tracks with their own cars.

The main event of the year is Motopark festival with more than 4000 visitors. Traditionally RADALLE.com tries to visit every motor track in Finland from Ahvenisto to OuluZone and even to the heart of Turku, to Artukainen by bringing a drifting event close to city center.

Every season ends with RADALLE.com Gala where all the best drivers are awarded with a prize with a lot of surprises. Hundreds of people gather to the event and celebrate together.

DRIFTING

RADALLE.com organizes one of the most popular and best-looking car sports meaning drifting as its own series but also Finnish and NEZ Championship races. Drifting looks and sounds great with amazing cars sliding in unbelievable angles with full throttle through path that the jury has decided. If you lift, you lose points!

The most entertaining sessions are head-to-head tandem runs where contact can't always be avoided. The drivers give pressure by driv-

ing just inches from each other. Very fresh European and Finnish Champion of 2017 is Juha Pöytälaakso. In the USA and in Japan drifting is super popular and the drivers are full-time professionals.



TIME ATTACK

RADALLE.com Time Attack is a car sport where only one lap counts. The cars are divided into different classes based on their tuning level but one is above all others - Unlimited! There you see the fastest beasts of Finland and they have track records almost on every circuit.

The reigning Finnish Champion is Miika Toivonen who won the series with his Lotus Exige before Sami Sivonen whose Audi R8 has unbelievable 1 kg = 1 hp ratio. Other competitive drivers are Tom Warelus, who's well-known

from boat racing at international level, and Toni "Rasmus" Ruokonen, who's won dozens of big international titles in motorsport. The World Championships of Time Attack are held in Australia in 2017 where both Toivonen and Sivonen are going. Good luck!



INTERNATIONAL

X30 WORLD CHAMPIONSHIPS

IAME International Final (IIF) is organized once a year and it's the World Championship race for X30 classes. Drivers must earn their tickets from a national or an international race or series. In 2017 there are 28 Finns participating in the event. In total there are 468 drivers from all around the world making it also the biggest karting event of the year.

IIF is organized in Le Mans where JJ Lehto celebrated his victories with GT cars. There are

amazingly three karting circuits in the middle of the race track and large paddock areas making it an excellent location for such a big international event.

The best Finnish result is from 2014 when the promoter of X30 Challenge Finland, Mikko Laine, was third X30 Master class.

www.iamekarting.com

X30 EURO SERIES

One of the most well-known karting series organizer, RGMMC of Roland ja James Geidel, has organized one of the best and highest quality events in Europe for 15 years.

Now X30 Euro Series by RGMMC is the European Championship of X30 and it's organized for the first time this year for classes: X30 Senior,

X30 Junior, X30 Super, X30 Super Shifter and Mini. During the season number of participants especially in X30 Senior and X30 Junior has doubled.

The races of 2017 were held in Genk of Belgium, Salbris of France, Wackersdorf of Germany and Castelletto of Italy.

www.x30euro.com

X30 NORDIC CHALLENGE

Radalle Ua and X Promotions organize together international events as NEAFP races. X30 Nordic Challenge is the Nordic Championship for X30 classes. In the near future it will transform into a series of 2-3 events.

In 2016 there were 38 participants in Kristiansstad, Sweden and in 2017 the event took place in Kouvola, Finland already with 123 drivers. The winners get a ticket to IAME International Final or other foreign event.

www.x30nordic.com

X30 BALTIC CHALLENGE

Radalle Ua and X Promotions organize together international events as NEAFP races. X30 Baltic Challenge is the Baltic Championship for X30 classes. There's possibility that it will transform into a series of two events.

In 2017 the event was organized for the first time in Põltsamaa, Estonia in May and the first tickets of the year were earned to Le Mans, France to IAME International Final.

www.x30baltic.com





NORDIC CHAMPIONS

2017

Robin Sario (X30 Senior)
Rimmo Kadapik (X30 Junior)
Patrik Styf (X30 Master)
Miska Kaskinen (X30 Cadet)
Patrick Hakala (Mini)

2016

Viktor Öberg (X30 Senior)
Alexander Jeppsson (X30 Junior)
Mikko Laine (X30 Master)



BALTIC CHAMPIONS

2017

Elmeri Peippo (X30 Senior)
Miro Mela (X30 Junior)
Mikko Laine (X30 Master)
Oskari Sokka (X30 Cadet)





IAME Series Finland, X30 Nordic Challenge, X30 Baltic Challenge, X Promotions, Radalle Ua and RADALLE.com seek partners for events and series for season 2018 and naturally also longer term to bring Finnish motorsport to a new level. Now there's a unique chance to combine different media and sports to your marketing strategy. Welcome aboard!

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