

**ABB FIA FORMULA E
CHAMPIONSHIP**

SEASON 4 | ROUND 4

 **NEWSLETTER**

SANTIAGO E-PRIX

3 FEBRUARY 2018

Parque Forestal Ciudad De Santiago

SANTIAGO

Mahindra
RACING

FIGHTING AT THE FRONT

Our first outing in Santiago didn't start in the best way, but we came away very positive after a big come-back from what was not the best qualifying session for the team; where a dusty and slippery track did not play to the team's strength in terms of the cars' qualifying setups.

A first lap incident saw Nick Heidfeld pit almost immediately to switch cars and continue his race. Unfortunately, with one car out of action, he was forced to retire at the time he would have otherwise come in for his pitstop.

In his own unique fashion, Felix begun his charge up the order almost immediately. He pulled himself up into the points, and after a lightning fast pitstop (due to minimum pitstop times being abolished by the FIA), he exited the pitlane fifth and looked like he was ready to take the fight all the way to the finish. In a hard fighting field of drivers, he spent the last few laps behind the Renault of Sebastian Buemi, and the ex-Formula E Champion did his best to successfully keep Felix at bay. Bearing in mind the greater need of the hour, Felix held back a little bit in order to play it safe, finish fourth, and bring home the maximum points he could, without putting himself in jeopardy.

After qualifying low down the order, Nick's retirement after his collision, and Felix's almighty charge up the competitive field to finish fourth from 14th, we're quietly confident that our consistency, hard work, and ability to work through tough situations as a team and still be close to or at the very front of things is keeping us very much in the hunt for both titles.

This championship has just opened up completely, and as we've said before, we're up against a very competitive set of teams. We aren't letting up on the pressure, the hard work and we're keeping our eyes on the prize!

WATCH our team highlights from Santiago!

CHAMPIONSHIP POSITIONS

TEAMS

2nd MAHINDRA RACING
87 points

DRIVERS

2nd FELIX ROSENQVIST 66pts
8th NICK HEIDFELD 21pts

SANTIAGO REVIEW

By Dilbagh Gill



“It was a challenging day for Mahindra, we didn’t maximise the qualifying session, but we knew that our race pace was good. Felix actually made it up to one place better than the position we predicted and finished fourth. It was very unfortunate for Nick, he got caught up in the first lap melee, and it was not entirely his fault. Overall, we didn’t maximise our positions in Chile, but we were able to drive from the back to the front. – Thank you Santiago.”

DILBAGH GILL
Team Principal & CEO



FELIX ROSENOVIST

"I have to say it was a very difficult race, I had to save a lot of energy and my temperatures were really high. After a great pitstop I managed to get back out in fifth place. I had some fabulous pace after that, and I tried to close the gap, but as I got closer, there was a lot of defending from the cars in front of me, and I couldn't get ahead."

"While I was ready for any opportunities that came my way, I thought of the championship and decided not to take any further unnecessary risks. It was an incredible day though, from P14 to P4, good points, and that's how we work towards winning the championship."

ROUND 4

P4





NICK HEIDFELD

"Obviously, I'm very disappointed to not finish the race. After the start, I made some space on the outside, I saw a gap in turn four, but in hindsight I might have been too optimistic. I didn't make it entirely alongside Daniel Abt's Audi and he turned in, though he was not in the wrong. It's one of those days where you see a gap, go for it gap and it's a split-second decision, which can lead to a mistake."

—

ROUND 4

DNF



POSTCARDS



 [Click here for more great photos from Santiago](#)

MAHINDRA CHILE DEMO RUN

We spent a very special Thursday afternoon with our extended family in Chile. Mahindra operations are run by the Gildemeister group, who organised the most fabulous event at their showroom for us. The drivers and myself were invited to spend time with Mahindra dealers from across South America (Peru, Uruguay, Costa Rica), customers and media guests. The media event included a small press conference, a semi-virtual reality race simulator driving session, and a small demo of the M4Electro by Nick Heidfeld. Our hosts and guests were very welcoming and enthusiastic, and had we not been pressed for time (having a race to prepare for), we would have been most happy to spend some more time with them. If that was not enough, we had a whole contingent of 40 plus Mahindra Racing supporters who were trackside, visited the garage, and showed their support by turning up in Mahindra Racing team kit! It was truly the feeling of extended family.

Thank you for the support Mahindra Chile,
we look forward to seeing you again!



DIGITAL BUZZ

#SANTIAGOEPRIX

1.8 BILLION IMPRESSIONS

668.6 MILLION PEOPLE REACHED

168,500 CONVERSATIONS

MAHINDRA RACING'S CONVERSATIONS BY COUNTRY

| COUNTRY | % |
|---------|-----|
| India | 73% |
| USA | 3% |
| Germany | 3% |

8%

of #SantiagoEPrix
conversations
were related to
Mahindra Racing



MAHINDRA RACING'S TOP
INFLUENCERS FOR SANTIAGO E-PRIX

RACE POSTER

Click here to purchase
this poster at 0%
mark-up with proceeds
going to charity at our
store on Society6.



ROUND 4

2017-2018 ABB FIA FORMULA E CHAMPIONSHIP

FEBRUARY 3 · 2018

SANTIAGO DE CHILE

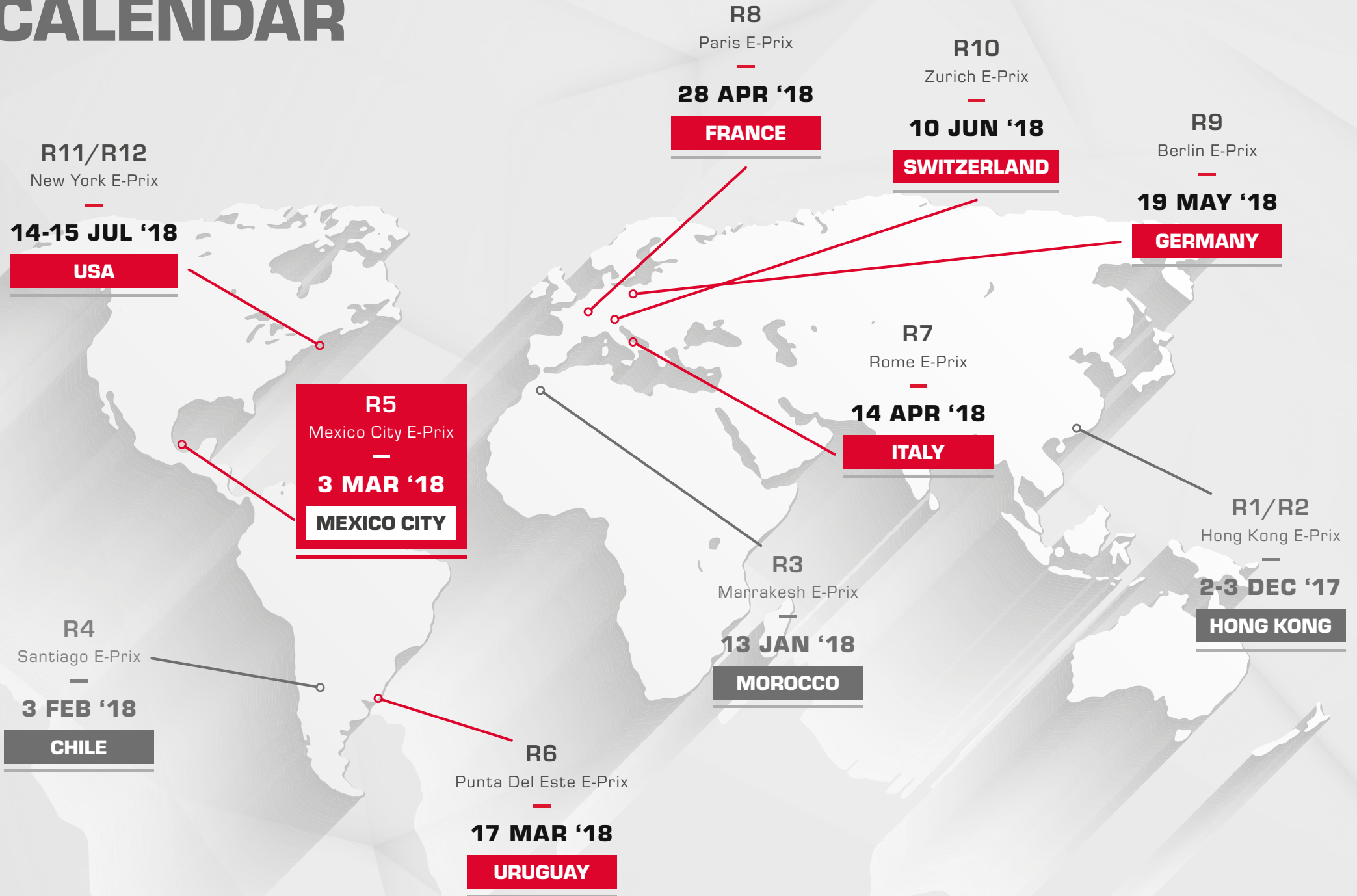


19
ROSENQVIST

Mahindra
RACING

23
HEIDFELD

CALENDAR



SEE YOU IN
MEXICO!



Mahindra

RENESAS



MAGNETI
MARELLI

Tech
Mahindra

LEAR SEATING



umicore

AVIS

errea

OMOLOGATO

sparco

voxdale