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## **MORE THAN EQUAL LAUNCHES PUBLIC APPLICATIONS FOR FEMALE DRIVER DEVELOPMENT PROGRAMME**

- *The pioneering programme is dedicated to identifying and coaching female drivers with the highest potential globally*
- *Applications are open to all countries and nationalities from January 4 - 31, 2024*

**LONDON, January 4, 2024:** Global independent motorsport initiative, More than Equal is thrilled to announce it is accepting public applications for its inaugural female driver development programme.

From today, applications for the More than Equal Driver Development Programme's 2024 cohort may be submitted online through the More than Equal website. Selection criteria include current performance, driving history, age and development stage. Shortlisted applications will be invited for further assessment including an interview stage, giving drivers and those who support them the opportunity to meet the coaching team and ask any questions.

The More than Equal Driver Development Programme is a high-performance preparation programme that supports young, talented female drivers who have the potential to develop into elite racing drivers. An in-house team of experienced driving coaches, in collaboration with leading evidence-based coaching group Hints Performance, will provide a bespoke programme of technical and tactical coaching, alongside physical preparation and personal development. The pioneering global driver development programme will coach, mentor and support girls with elite driving potential through a tailored programme that is both gender and age appropriate.

[Hints Performance](#) has an extensive track record of supporting top athletes and contributed to the success of 18 Formula 1 World Drivers' Championships. Over the past eleven seasons, 96% of all Formula 1 races have been won by a Hints-supported driver.

Alongside public applications, More than Equal is conducting a first-of-its-kind, data-driven global talent search in collaboration with data and technology firm, Smedley Group. Founded by ex-Scuderia Ferrari race engineer Rob Smedley, Smedley Group boasts a rich motorsport heritage and leverages state-of-the-art F1 technology to tackle challenges and unearth tomorrow's superstars. In this initiative, a significant portion of the first cohort will be identified through a sophisticated talent scouting process from the [Global Karting League](#), an innovative project initiated by Smedley Group that is transforming karting by slashing traditional costs by up to 96%.

**Ali Donnelly, CEO at More than Equal** said: "No woman has raced competitively in Formula 1 in close to 50 years, and very few women are racing at the elite level of any motorsport series currently. In order to enact lasting structural change, we need to do things differently. For us, that means investing in and developing female drivers early in their careers, and we are thrilled to be taking the first steps towards that by launching our female-dedicated programme in 2024."

Ex-British Cycling Head of Performance Pathways **Tom Stanton, now Head of Driver Development at More than Equal**, added: "Our programme is designed to support and enhance the development of female drivers in three key areas: as a driver, as an athlete and as a person. I'm excited to be working with Smedley Group and Hints Performance to maximise the potential of talented drivers, making them the winners of the future."

The application is open to all countries. The submission form can be found on More than Equal's website at [www.morethanequal.com/apply](http://www.morethanequal.com/apply). The deadline for applications is on January 31, 2024.

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### **ABOUT MORE THAN EQUAL**

More than Equal is a global independent initiative with a mission to find and develop the first female Formula 1 world champion.

It seeks to close the performance gap for girls and women in motorsport through commissioning and publishing pioneering research, identifying top female racing talent globally with a data-led approach, as well as introducing a world-class, high-performance female driver development programme.

Founded by thirteen-time Grand Prix winner David Coulthard and entrepreneur-philanthropist Karel Komarek, More than Equal brings together the best in sport and business, including Ali Donnelly (Sport England, 10 Downing Street) as CEO; Karen Webb Moss (International Olympic Committee, British Swimming) as Chair; and Kate Beavan (Formula 1) as a Strategic Advisor.

In 2023, More than Equal published its first research report titled 'Inside Track', identifying the barriers that girls and women face in motorsport and proposing solutions to make a difference. The report can be downloaded here: [www.morethanequal.com/insidetrackreport](https://www.morethanequal.com/insidetrackreport).

For more information, visit: [www.morethanequal.com](https://www.morethanequal.com).