



Javier Garcia Collado
EFRA President
Calle Pintor Aparicio, 18
03003 Alicante
president@efra.ws
+34639102714

EFRA New Branding Video Federations (ENBVF)

Alicante, 9th of April of 2021

Dear Federation Members,

First of all, I hope all of you and your associates are safe, well and still motivated to come back to the tracks soon. This pandemic and its implications are taking longer than expected so far. Always my thoughts are with all our friends around Europe and it is our wish that we can see each other as soon as possible.

I contact you as, even in these challenging days, whilst we have lived without races, we must look to the positives. As continuation of our AGM, where we introduced the EFRA DEVELOPMENT PLAN and the goals of 2021, with great pleasure on 19th of March, the New EFRA Branding was revealed on Social Media and on our website. According to the plan agreed at the AGM, new branding is our first visible step to show the RC Community our determination to push forward and bring RC Motorsport the representation it deserves.

With the new EFRA logo, we introduce the #hashtag RC MOTORSPORT EUROPE so that for the outsiders we can reinforce the connection of RC with pure competition. Additionally, we are working in a project called RC+ME with specific content for NON-RC people which will be useful to attract new people in our clubs and federations.

In all this content and work behind the scenes, National Federations play an important role. It's in our aim that everything that we are making inside the EFRA DEVELOPMENT PLAN thru our PR Department must be useful to National Federations to promote RC Motorsport in your countries, promoting videos in Social Media and finding the ways of cooperation between main actors in RC community: Federations, RC Industry, Drivers and EFRA. Remember when we introduce EFRA DEVELOPMENT PLAN that this is not an EFRA plan, it's OUR DEVELOPMENT PLAN. All that we want to achieve is for you, for your drivers, for your organizers, for your clubs.

Attached with this letter you have the video we did to introduce EFRA New Branding where we included all National Federation Logos at the end of the video. The plan, with this video, is to promote your federation and EFRA itself in your social media or in your different channels of communication. Please, use the video to show to the RC community that National Federations and EFRA are a team, that we are together in this journey and we want to achieve same goals at this stage. It could be a great message for RC community, and I firmly believe that this will reinforce our strengths inside of our drivers. This is first visible step but be ready because a lot of more will come during 2021 and beyond.

Finally, we are planning to make a ZOOM meeting in May to see each other again to talk about situation due COVID19, implications, calendars, etc and also, we want to update you regarding EFRA DEVELOPMENT PLAN and next visible steps with work that we are doing.

Stay Safe and I hope to see you soon

Javier Garcia
EFRA President

EFRA General Secretary
Willy Wuyts
Herentalsesteenweg, 20
2220 Heist op den Berg Belgium
Mob: +32477 947 109
secretary@efra.ws



Organisation Nr. 849400-6615 Sweden www.efra.ws

Handelsbanken, Box 135,
S-601 03 Norrköping Sweden
EUR IBAN SE 21 6000 0000 0000 43 202 799
USD IBAN SE 18 6000 0000 0000 43 202 659
Swift-Code: HANDSESS
[Paypal @paypal.ws](https://www.paypal.com)