

Cosmobilis and Park Square Capital mark the beginning of a new era for the FIA World Rally Championship

- **Cosmobilis and Park Square have acquired the commercial rights to the FIA World Rally Championship (WRC) and the FIA European Rally Championship (ERC), two of motorsport's most prestigious championships.**
- **The French Group Cosmobilis is a leading European automotive technology and services platform.**
- **Park Square Capital is a leading private credit investor that is providing both debt and equity financing to support the Championships' long-term industrial and media growth plan.**
- **The ambition is to establish the WRC and ERC among the world's leading global sports properties, expanding their global audiences and unlocking new commercial opportunities in more than 30 countries.**
- **This acquisition provides access to 1.3 billion television viewers, the world's leading manufacturers, and the Championships' international network of partners.**
- **Éric Boullier, a renowned motorsport expert, has been appointed as CEO of WRC Promoter.**

Paris, Friday 31st of July 2026

The WRC: A new chapter for two iconic championships

Founded in 1973 by the Fédération Internationale de l'Automobile (FIA), the FIA World Rally Championship (WRC) is one of the most spectacular motorsport competitions in the world. Its truly global calendar of unique events span four continents, with drivers competing across terrains ranging from snow and ice, to gravel and asphalt. The FIA European Rally Championship (ERC), comprises seven of Europe's most demanding rallies and provides a vital pathway for Europe's leading rally crews.

Together, the two championships attract more than 1.3 billion television viewers and over 3 million spectators at the events each year. Nearly half of the audience is aged 18 - 34, providing a strong platform to accelerate

growth, raise the profile of drivers and crews, and deepen fan engagement.

Cosmobilis' commercial and technological platform and Park Square's global network and institutional capital will drive the Championships' next phase of growth

As the new commercial rights holders, Cosmobilis and Park Square are looking forward to working closely with the FIA, the sport's international governing body. It aims to expand the global audiences of the WRC and ERC, strengthen their presence in strategic markets and unlock new commercial opportunities.

The Championships will benefit from Cosmobilis' automotive, commercial and technological expertise, and will gain access to Cosmobilis' wider industrial ecosystem, which spans 30 automotive manufacturers, 12,000 commercial touchpoints and 100,000 automotive professionals, including its proprietary technology platform bee2link.

Bringing together mobility, technology, data, media and motorsport will bolster the partnership with manufacturers, distributors, commercial partners and event organisers, while enhancing the experience for fans. It will also invest in the long-term development of both championships and position them within a high-performing international ecosystem capable of generating sustainable value across the sport.

For the French Group Cosmobilis, the acquisition marks a significant step in its development from a leading European automotive technology and services group into a global operator of an international sports property.

A long-term development plan built on three pillars

Cosmobilis and Park Square are implementing a long-term development plan to make the WRC and ERC attractive, profitable, and sustainable global sports properties, built around three strategic pillars:

- **Enhancing the delivery of the events** to create a more spectacular, accessible, and immersive rally experience in order to grow the fanbase and bring the sport to a whole new generation.

- **Building on WRC and ERC as global brands**, raising the profile of drivers and all stakeholders through multi-platform broadcasting and new content.
- **Strengthening sustainability goals**, by aligning WRC and ERC operations and environmental goals with manufacturer expectations and carbon neutrality objectives.

An experienced and strategic leadership team

Cosmobilis and Park Square are assembling a team of experts based in Geneva and Munich. Éric Boullier, who has been appointed as CEO of WRC Promoter, brings deep motorsport expertise and a proven track record of strategic and operational leadership to support the development of the Championships.

Jean-Louis Mosca, Chairman and CEO of Cosmobilis, said: “This acquisition marks a major milestone in Cosmobilis’ transformation. Since our creation, our ambition has been to build a group capable of connecting the entire automotive ecosystem through technology, data, and value-creating platforms. The WRC and the ERC represent a tremendous acceleration of this strategy. We are not merely acquiring the commercial rights to a World Championship: we are building an international platform where manufacturers, partners, media, technology, and fans come together. Our goal is clear: to make the WRC the global benchmark for motorsport while creating a driver of sustainable growth for the entire Cosmobilis ecosystem.”

Martino Ghezzi, Partner at Park Square Capital, said: “The WRC and ERC are iconic championships with exceptional heritage and global appeal. We are delighted to provide both capital and strategic support to unlock the significant potential of these unique assets, and look forward to partnering with Cosmobilis and Éric Boullier on this next chapter. Cosmobilis brings unparalleled expertise and relationships in the automotive sector, while Éric’s extensive experience and deep understanding of global motorsport make him ideally positioned to lead the company through its next phase of growth and development.”

Éric Boullier, CEO of WRC Promoter, said: “I take on this challenge with enthusiasm and determination, but also with humility and a strong sense of responsibility – to make these exceptional Championships even more compelling. Alongside the FIA and our partners, we want to make every round a spectacular event, designed to thrill fans around the world. Our objective is to establish the WRC and ERC as world-class global

brands and a driver of sustainable growth, closely aligned with today's technological and environmental challenges."

President of the FIA, H.E. Mohammed Ben Sulayem, said: "This is truly the deal of the century for rallying, and I am proud to announce this transformative step forward, and never before seen levels of investment.

"Not only will it deliver real benefits to fans, competitors and our member clubs worldwide, but this investment signifies confidence in the future of our sport as its global popularity continues to grow.

"The future of our championships is at the heart of every decision we make, and we have ensured that we not only secure the right partner for today, but one who shares our long-term vision. My thanks to FIA Deputy President for Sport, Malcolm Wilson and his dedicated team for delivering this, and I am looking forward to working closely with our new promoter.

"Rallying is a huge part of my personal story, it has shaped who I am and how I work, and I am deeply committed to its future. This is an important moment for our sport and as we enter a new era I am proud that we have a new partner in place to help us drive forward the bright future of these championships."

FIA Deputy President for Sport, Malcolm Wilson OBE said: "I have spent my entire professional life in the FIA World Rally Championship, so I know exactly what this sport means to its competitors, its organisers and above all its fans. In over 40 years in the sport, I have never seen investment on this scale into rallying – this deal really is that significant and I'm full of optimism for what it means for the fans, competitors and organisers.

"From the beginning, our focus has been on finding a partner that not only recognises the WRC's enormous potential, but understands its character, heritage and the responsibility that comes with shaping its future.

"Cosmobilis and Park Square Capital share that ambition. With a new era approaching through the WRC27 regulations, and with the FIA establishing a groundbreaking growth fund to drive the sport's development, this is a real opportunity to strengthen the championship, grow its global audience, and deliver the kind of future this sport and its fans deserve."

About Cosmobilis

Founded in 2021, Cosmobilis is a leading European automotive Tech & Services company, with bee2link's proprietary SaaS platform at its core. This platform aggregates and structures audience and customer data across all digital channels, enabling smarter commercial strategies by country, region and manufacturer partner. The group also combines integrated services (financing, insurance, logistics) and go-to-market brands (BYmyCAR, UCAR). Present in more than 30 countries and partnering with over 30 manufacturers, the group brings together 4,700 employees and generates nearly €4 billion in revenue. Its platform is used by 100,000 professionals across 12,000 points of sale.

About Park Square Capital

Park Square Capital is a leading private credit investor, providing senior debt, mid-market direct loans, subordinated debt and structured equity to private equity-backed companies in Europe and the US. The firm has a selective, long-term and flexible investment approach, aimed at delivering attractive risk-adjusted returns across market cycles. Founded in 2004, Park Square Capital has invested more than \$35bn and today manages more than \$22bn of capital on behalf of its investors.

About the WRC and ERC

The WRC

The FIA World Rally Championship (WRC) is the ultimate test of driver skill, co-driver precision, and engineering endurance. Since its inception in 1973, WRC has pushed competitors and their cars to the limit across some of the most unforgiving terrains of the planet.

Spanning 14 rallies across four continents and 15 countries, the championship demands mastery of every surface imaginable, from snow-packed forests in sub-zero-temperatures to rock-strewn mountain passes in blistering heat. Drivers and teams must adapt to ever-changing conditions as they battle against the elements and the clock.

The WRC is contested across three main titles: Drivers' Championship, Co-Driver's Championship, and Manufacturers' Championship, each requiring consistency, speed, and resilience to conquer rallying's biggest prize.

The ERC

The 2026 FIA European Rally Championship (ERC) is the 74th season of Europe's premier rallying series, featuring a seven-round calendar designed to showcase young talent and experienced campaigners across diverse terrain. The championship, promoted by WRC Promoter, features top-tier Rally2 cars and acts as a key feeder series to the WRC.

About the FIA

The Fédération Internationale de l'Automobile (FIA) is the governing body for world motor sport and the federation for mobility organizations globally. It is a non-profit organisation committed to driving innovation and championing safety, sustainability and equality across motor sport and mobility.

Founded in 1904, with offices in Paris, London and Geneva, the FIA brings together 246 Member Organizations across five continents, representing millions of road users, motorsport professionals and volunteers. It develops and enforces regulations for motor sport, including six FIA World Championships, to ensure worldwide competitions are safe and fair for all.

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