

BeRacing, an innovative app to become a professional racing pilot

LOCATION: Jerez de la Frontera, Cádiz

LENGTH: 1'39"

SUMMARY: Alejandro Fuertes is from Cádiz and a motor racing enthusiast who has turned his hobby into an entrepreneurial adventure. Through the Brain initiative, Alejandro has created a professional app that is at everyone's reach. It's called BeRacing and it works with any type of vehicle. It measures times and analyses driving techniques. The project was boosted by the Minerva Programme of technological entrepreneurship, promoted by Vodafone and the Andalusian Government.

VTR:

Most of them are under ten years old but, on the road, they are as professional and mature as any grown-up. Their greatest fans are their parents and they all want to achieve the same thing: the first place. In order to improve their performance, they use a device that allows them to make the most out of their pilot skills.

"It provides us with much data with which we can work and, in the future, we will be able to draw conclusions about how they drive around a curve, and discover if they are entering it through the right spot."

IVÁN MORENO

Sports Dir. Andalucíamotor Talent

This technology was created in Cádiz. It's called BeRacing and it was boosted by the Minerva Programme of technological entrepreneurship, promoted by Vodafone and the Andalusian Government. Alejandro carries his passion for motor racing in his DNA. Trained by his father, he has participated in car races all around Spain. Now he has turned his hobby into an innovative project.

"From the lap time, to the analysis of each stretch, each trajectory, the inclination angle, loss of adhesion..."

ALEJANDRO FUERTES

BeRacing Managing Director

As it works with your phone, you can take it anywhere, by motorbike, car or bike.

ALEJANDRO FUERTES

BeRacing Managing Director

"Different grip, speed and direction factors that you must know in order to understand and make sure that you are always going to practise this sport under the best conditions and safely."

Now that BeRacing is completely operational, its most important goal is ahead of it, being on the phones of all the motor racing lovers in the world.

For more information or support please email info@andalusianstories.com