

How The Weather Company is driving Aston Martin Red Bull Racing to victory

Winning Formula 1 teams leave nothing to chance. The real race starts way before the cars reach the track. One thing teams can't control, though, is the weather. That's why Aston Martin Red Bull Racing engineers use technology and insights from The Weather Company to inform hundreds of decisions before and during each race.

21 races

in 21 countries hosted by Formula 1. Radically different climates demand different strategies.

2 hours

race duration - if it rains, teams change tyres as fast as possible and carry on.

15 minutes

is how often The Weather Company provides Aston Martin Red Bull Racing with hyperlocal forecasts.

2.2 billion

location points from The Weather Company provide key insights used to guide race strategy.

Does your business move as fast as an F1 race?

Learn how The Weather Company, an IBM Business, uses big data and weather technology to provide a competitive advantage.

1. ON YOUR MARKS



14 weeks before the race

Choose optimum tyre compounds based on projected weather forecasts.



Historic data

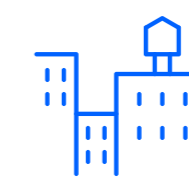
Shows common weather patterns for new race locations and the connection between race results and weather conditions.

2. GET SET



1 mm/h difference in expected precipitation

Pick a different tyre. Slick tyres are the fastest but won't work in the rain, so hitting the sweet spot between performance and functionality is crucial.



On-site meteorologist

Gives you a customised weather forecast enabling you to choose the optimal car build.

4. FINISH



2 seconds per lap

If you get the rain forecast wrong and change tyres a lap early, you can lose valuable time - and the race.

3. GO



10° temperature difference

Knowing the best tyre compound for any temperature change is crucial. Drivers are allowed 3 compounds per weekend, and must run two.



2° degrees difference in track temperature

Could affect how quickly the tyres degrade and therefore change Pit Stop strategy for the race.

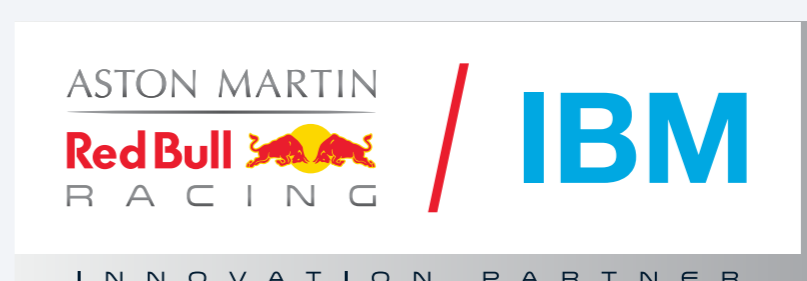


Weather Operations Dashboard

Reveals wind speed, radar comparisons, cloud distance and precipitation timing in real-time during the race.

There isn't a business on the planet that isn't impacted by weather.

Keen to learn more about how we are bringing weather technology to the race track? Visit vanityurl.com.



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