



# TRANSFORMING MOTORSPORT SAFETY WITH IOT AND REAL-TIME VEHICLE CONNECTIVITY



## BACKGROUND

In the fast-paced world of motorsport, the stakes are high. Races stretch across remote terrains, vehicles hit extreme speeds, and competitors, spectators, and support staff face increasing risks. Traditional methods—clipboards, stopwatches, and short-range radios—once used for timing and communication, couldn't keep up with the demands of modern rally racing.

These limitations led to delayed emergency response times, increased chance of secondary accidents, and growing concerns over safety, accuracy, and race control. Motorsport needed a smarter, connected solution.

That solution came from Tasmania, Australia, in the form of Status Awareness Systems.

## ORIGIN STORY: FROM PERSONAL TRAGEDY TO GLOBAL SAFETY SOLUTION

Stephen Sims, Managing Director of Status Awareness Systems, knows the dangers of rally racing firsthand. In 1998, as a competitor in a Tasmanian rally, he came across a fatal crash involving another team. He had to drive 18 km at racing speeds to alert officials—an experience that left a deep mark.

Later, another near-tragic incident during the 2009 Targa Tasmania rally led Stephen and long-time friend and co-founder Wayne Maxwell to take action. Their goal: use technology to get safety-critical information to race control and fellow drivers in real time.

With early prototypes built from basic radio components and encouragement from motorsport authorities, the team launched their first system in 2010. The concept evolved into RallySafe, a world-first rally management system focused on real-time tracking, communication, and safety. Today, RallySafe operates under its parent company, Status Awareness Systems, and is trusted worldwide.

## THE CHALLENGE

Modern rallies face growing challenges:

- Remote venues far from emergency services
- Increasing numbers of vehicles and people on course
- Faster vehicles and harsher terrains
- Poor or no cellular coverage in key areas

Legacy 2G and RF systems simply couldn't offer the reliability or reach required. Organisers struggled with blind spots, delayed communications, and manual, error-prone timing systems.

## THE SOLUTION: IOT-DRIVEN, GLOBALLY CONNECTED MOTORSPORT SAFETY

Status Awareness Systems designed a fully integrated Vehicle-to-Everything (V2X) solution that delivers:

- **Real-Time Tracking & Hazard Alerts:** Drivers can instantly indicate if they are OK, request medical/fire assistance, or flag their vehicle as a course hazard. Following vehicles receive alerts via onboard V2V systems.
- **Emergency Communication via Satellite & Cellular:** The system leverages both Iridium satellite networks and cellular (GSM) for maximum redundancy. Even with latency of up to 20 seconds on satellite, reliability is unmatched—critical in remote locations.
- **Automated Timing & Trip Metering:** High-frequency GPS data feeds accurate timing directly to race control, reducing disputes and improving race integrity.
- **Data Capture & G-Force Monitoring:** Accident G-force data is automatically transmitted, providing key safety insights.

## REAL-WORLD IMPACT: LIVES SAVED

In one Queensland incident, the RallySafe system proved lifesaving. A car crashed and was hidden from view—race officials at first saw nothing unusual. But using GPS tracking, race control identified the crash site 40 meters off-course and guided emergency responders

precisely to it. A critically injured co-driver was airlifted out and ultimately survived thanks to the timely intervention.

## ENABLING THE VISION: KORE WIRELESS AS STRATEGIC PARTNER

Since 2012, KORE has partnered with Status Awareness Systems to deliver the secure, global IoT connectivity that RallySafe depends on.

KORE's role includes:

- **Ubiquitous Connectivity:** Reliable cellular and satellite support for worldwide events
- **Managed IoT Services:** Pre-programmed race coordinates, no-touch setup
- **Technical Enablement:** Integration guidance and carrier certification across regions
- **Scalability:** Enabling the system to scale with the growing global demand for motorsport events



## RESULTS & BENEFITS

- **Improved Safety:** Faster alerts, accurate tracking, and reliable comms
- **Better Race Management:** Real-time vehicle location and status viewed on a map by officials
- **Lower Costs & Errors:** Automated timing reduces disputes and streamlines race operations
- **Seamless Experience:** One device, multiple functions, minimal driver distraction



## ABOUT KORE

KORE is a pioneer, leader, and trusted advisor delivering mission critical IoT solutions and services. We empower organisations of all sizes to improve operational and business results by simplifying the complexity of IoT. Our deep IoT knowledge and experience, global reach, purpose-built solutions, and deployment agility accelerate and materially impact our customers' business outcomes.

For more information, visit [korewireless.com](http://korewireless.com)



## ABOUT STATUS AWARENESS SYSTEMS

Founded in Tasmania, Australia, Status Awareness Systems is a leader in connected motorsport solutions. The company pioneered RallySafe, the world's most advanced safety, tracking, and timing system for motorsport. With over 15 years of global experience, their technology is trusted at elite rally events worldwide.

For more information, visit [statusas.com](http://statusas.com)