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E-FISE JUNIOR BY HOT WHEELS 2022

2nd edition of the Action Sports Video Contest for 5-16 year olds

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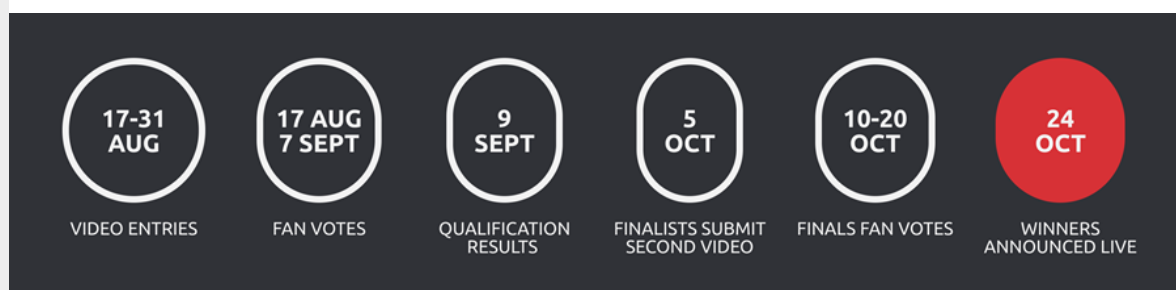
This summer, E-FISE Junior by Hot Wheels is making a comeback to bring together young riders who are fans of extreme sports from August 17 to October 24. During the summer holidays, girls and boys will be able to participate in the contest in the discipline of their choice: Skateboard, BMX, Scooter, or Roller and share their videos on the dedicated E-FISE web platform to try their luck at winning the title of champion and a number of great prizes.



FROM RIDE SPOTS TO MINI-CAR CIRCUITS

For its 2022 edition, the digital transformation of E-FISE Junior by Hot Wheels is dedicated to young people and to the inherently passionate creativity they mobilise. In most urban disciplines, riders evolve in a practice space where there are different configurations, whether it be in the Park or on the streets. In all cases, however, the point is to take greatest pleasure by linking the most beautiful, most creative lines possible; the ones that optimise the rider's speed and enable them to achieve whatever tricks they want.

The creative process is exactly the same whichever lines you are working on, whether in BMX, Skateboard, Roller or Scooter or on mini-car circuits. You must project yourself, try, adapt, try again, until you succeed – or modify the lines until you attain your goal. It is only in scale that mini-car circuits differ from freestyle sports; you still have to put together the elements of the set, choose the best car, and try to make the best of any new configuration.



ABOUT E-FISE JUNIOR BY HOT WHEELS 2021



This year, the online competition will take place from August 17 to October 24, 2022. Participants in the Mini Riders (5-7 years old), Kids (8-12 years old) and Juniors (13-16 years old) categories will compete through videos that they will submit exclusively on the e-fise.com platform. Fans, friends, parents can vote for their favorite videos directly on the platform.

Through this video competition, it will promote the female and male new generation of urban sports, and bring out young talents from France and around the world.

By partnering with Hot Wheels, the famous racing and car games brand, E-FISE Junior by Hot Wheels focuses only on Juniors, allowing riders up to the age of 16 to promote their best performances. Whether in BMX, Skateboard, Roller or Freestyle Scooter, the partnership aims to attract and enhance the creativity of young people looking for thrills on different sites.

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