

# DARE TO JUMP







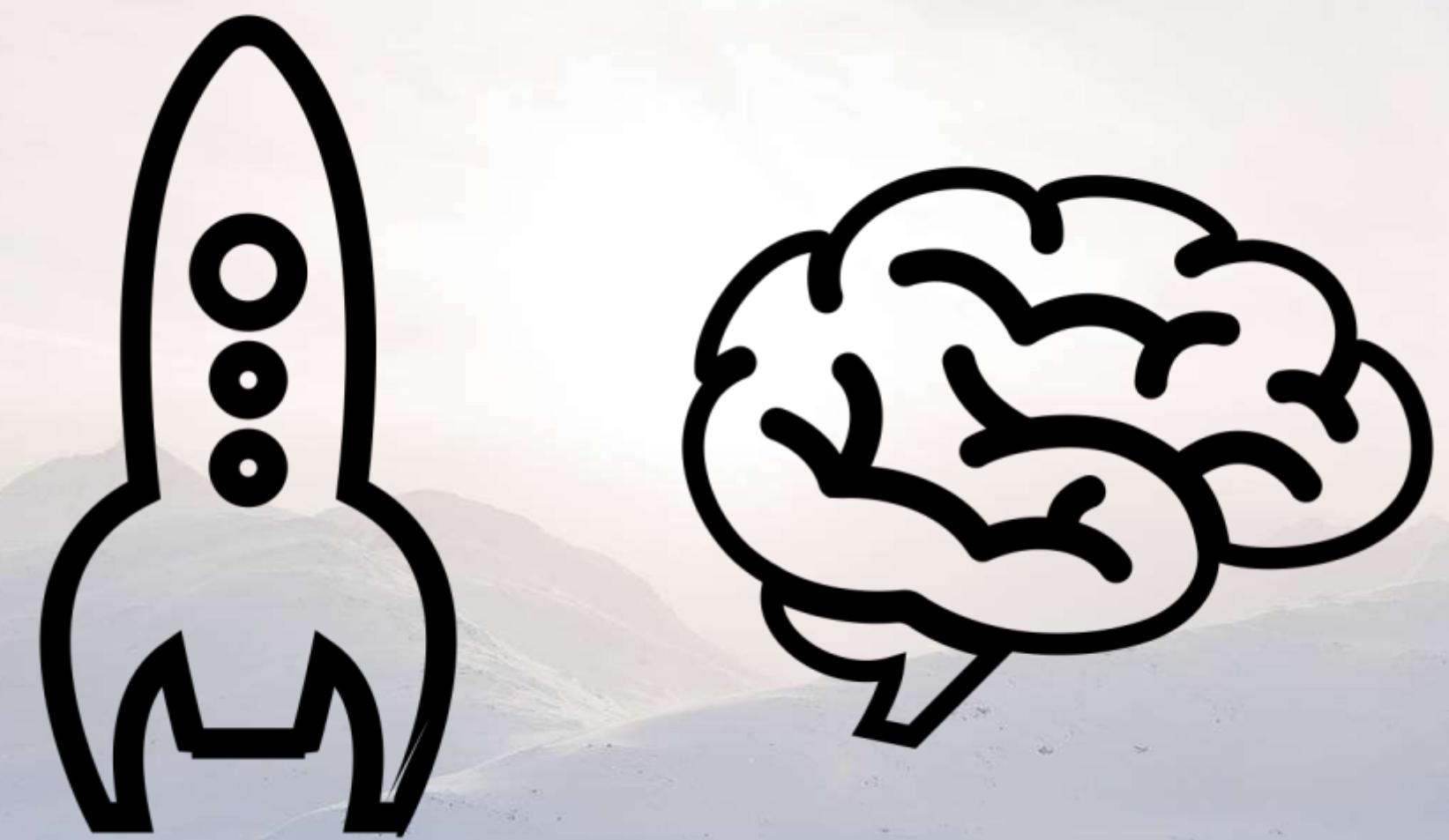








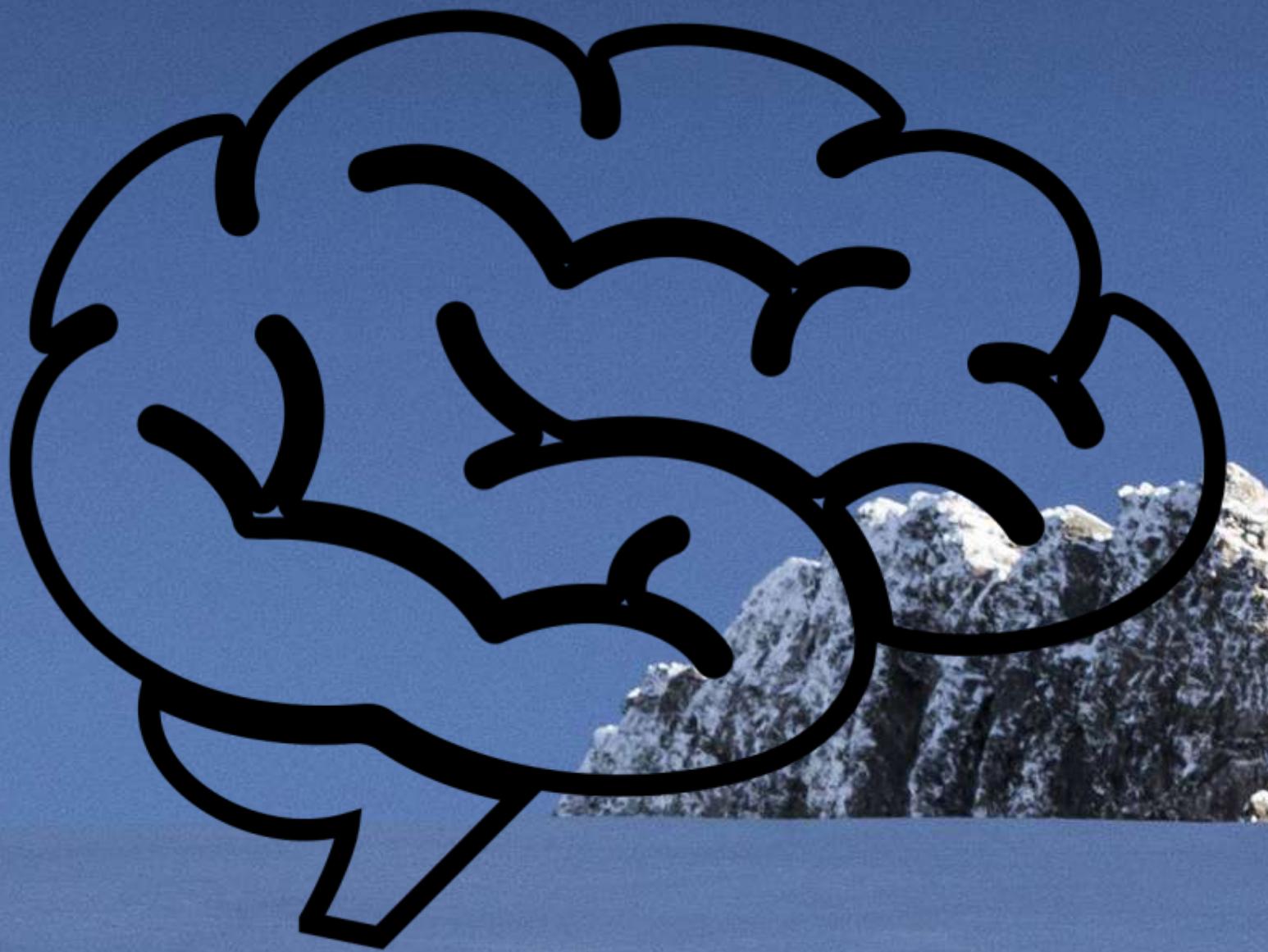






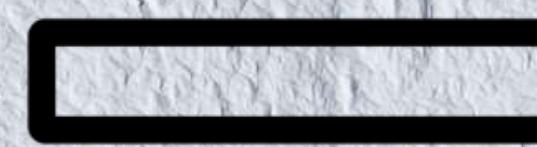






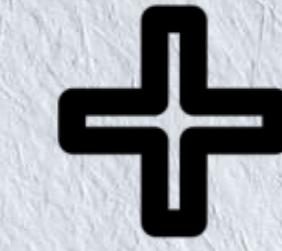


# NEGATIVITY BIAS



60%

40%



A photograph of a person in a blue suit and helmet standing on a grassy cliff edge, looking down at a vast mountain range. The person appears to be a character from a video game or movie.

WHAT IF?

WE CAN!



# NEUROPLASTICITY

A woman with blonde hair tied back is performing a deadlift in a gym. She is wearing a black tank top, grey shorts, and black knee sleeves. She is holding a barbell with blue weight plates. The gym background includes various equipment like a squat rack, kettlebells, and medicine balls. In the foreground, there are several ELEIKO competition weight plates in green, blue, red, and yellow, along with a white water bottle and a can of Red Bull.

A wingsuit flier in a Red Bull suit is performing a high-altitude maneuver over a rugged, brown, mountainous landscape. The flier is in a dynamic, curved position, with their body angled downwards and to the left. The Red Bull logo is prominently displayed on the blue wingsuit. The background features a vast, blue sky with scattered white clouds and distant mountains under a clear blue sky.

EMOTIONAL  
REGULATION

HYPER  
AWARENESS

FEAR  
MANAGEMENT

# EMOTIONAL REGULATION



A person wearing a full-body blue jumpsuit with a prominent Red Bull logo is rappelling down a steep, rocky cliff face. The individual is positioned vertically, facing downwards, with their body parallel to the rock surface. The background consists of a rugged, light-colored rock wall with visible vertical fissures and horizontal layers.

**HYPER-AWARENESS**



**SELF-AWARENESS**



**BETTER DECISIONS**



**BETTER RESULTS**

A black and white photograph of a Peugeot 3008 DKR rally car driving across a vast, sandy desert landscape. The car is angled towards the right side of the frame, creating a large cloud of dust behind it. The background is a dark, textured sky.

95% AUTOPILOT



**COGNITIVE BIAS**

A dramatic aerial photograph captures a skydiver in mid-fall, suspended from a skyscraper's edge in Shanghai. The diver, wearing a dark jumpsuit and a helmet, has their arms spread wide in a wingsuit pose. The vast city skyline stretches out below, with numerous skyscrapers and the distinctive red and green spire of the Oriental Pearl Tower. The word "FEAR" is overlaid in large, bold, white capital letters across the center of the image.

FEAR



POWER OF NOW

A helicopter with "Red Bull" branding is flying over a range of mountains. Two skydivers are attached to the bottom of the helicopter. One skydiver is wearing a blue suit with "Red Bull" and "F1" logos, and the other is wearing a white suit with "Red Bull" and "Re" logos. The background consists of several mountain peaks under a clear sky.

MINDSET  
ADAPTIVE  
INTELLIGENCE

FOCUS  
SELECTIVE  
INTELLIGENCE

META  
SKILLS  
ACCELERATE

TRUST  
COLLECTIVE  
INTELLIGENCE



# FOCUS IS THE NEW IQ



# COLLECTIVE INTELLIGENCE

A dynamic shot of a Red Bull Racing Formula 1 pit stop. A team of approximately 10 crew members in dark blue uniforms with red and yellow accents are working on a black and red Formula 1 car. The car features prominent Red Bull and Total sponsorship logos. The scene is set in a brightly lit pit lane with other team members and equipment visible in the background.

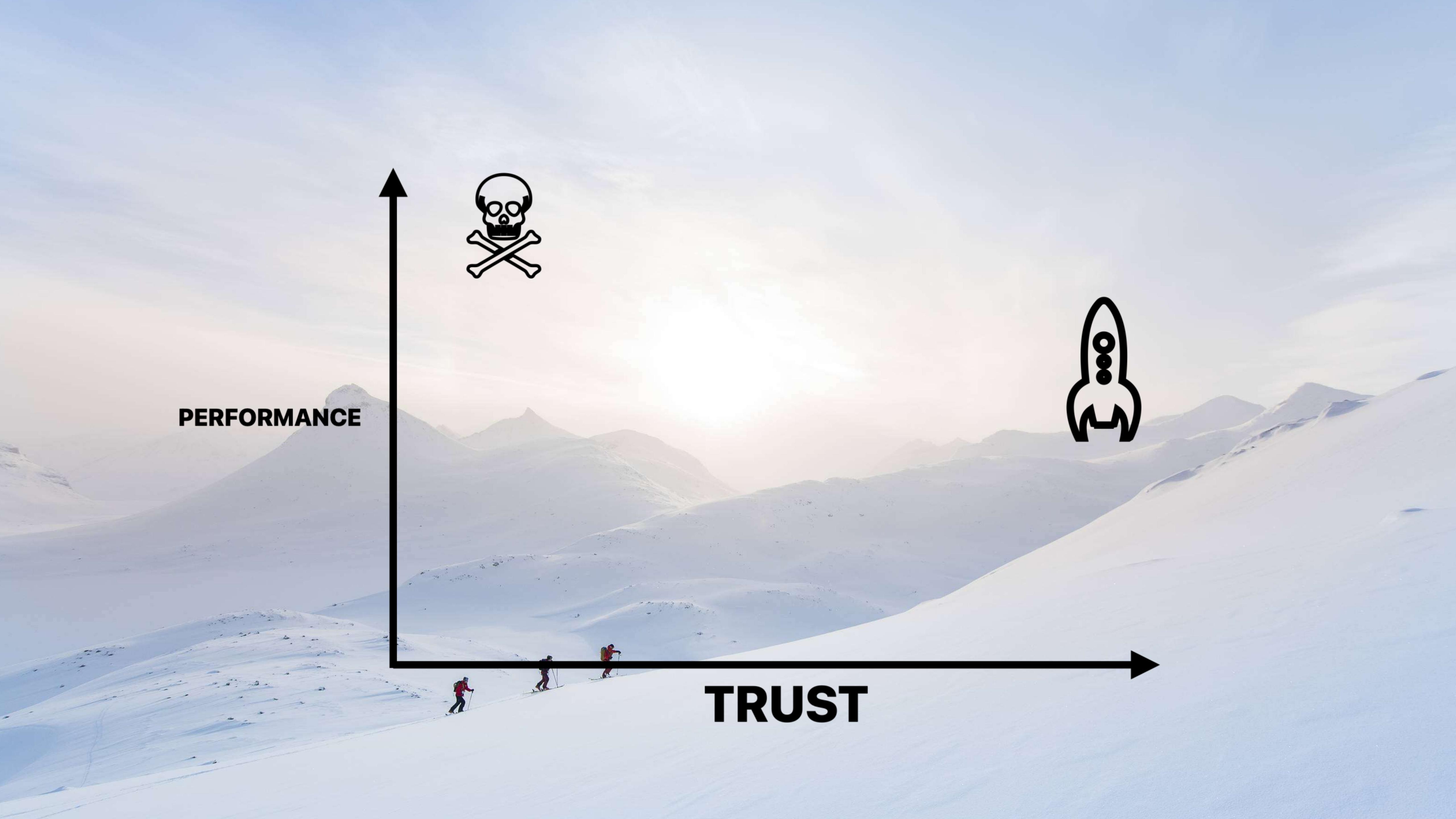


IT'S THAT

# SCIENCE OF TRUST



**SAFE  
SPACE**



**PERFORMANCE**

**TRUST**



A photograph of a rugged mountain peak at sunset. A massive, light-colored rock formation stands prominently on the left, its surface textured and layered. The sky is a gradient from deep blue at the top to a warm orange and yellow near the horizon. In the bottom right corner, a lone hiker in a white shirt and backpack walks along a dark, rocky ridge. The overall scene conveys a sense of scale and adventure.

**CONSISTENCY**

# ACTION!





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