

For Immediate Release  
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## **Martini Returns to Formula 1**

**Martini to partner Scuderia Ferrari**

**Martini announces Martini World Circuit TV programme**

**Martini to support sponsorship with responsible drinking/don't drink and  
drive campaign**

Martini Racing, one of the most famous names in world motorsport sponsorship, has today announced that it is returning to Formula One in 2006 as an official partner of Scuderia Ferrari, the most prestigious and successful team in the history of the FIA Formula One World Championship.

Martini Racing, which will use the distinctive Martini 'Ball and Bar' brand icon on the car, has been associated with some of the most celebrated teams and vehicles in world motorsport for more than 35 years. Today's announcement, confirming a multi year sponsorship deal between the global drinks brand and Scuderia Ferrari, further endorses that association, and links Martini with both a team and sport that reflect its dynamic, cosmopolitan, and sophisticated nature.

Robert Furniss-Roe, Director of Martini Racing, said, "We are extremely excited about our new partnership with the Scuderia Ferrari F1 team. We have a long and proud heritage in motorsports and this latest chapter promises to be rewarding and exciting for us and our consumers. Ferrari has produced some of the most evocative and famous racing cars ever built, and there is no other team in Formula One that better reflects the personality and character of Martini. The global appeal of Formula One also provides us with a highly visible platform to engage and communicate with consumers around the world."

Martini is exceptionally proud of its heritage in motorsport through Martini Racing, and sees its partnership with Ferrari as far more than just a logo on a car. Furniss-Roe explained, "Martini's pride goes hand in hand with a deep sense of social responsibility and respect for the communities it serves. Martini Racing has more than 35 years experience at the highest levels of motorsport, and this has provided us with a comprehensive understanding of the sensitivities surrounding the drinks industry and motor racing.

"Our position in Formula One with Ferrari will enable us to communicate a strong message of responsible drinking, which will form the basis of a pan-European anti-drink and drive campaign that we will be implementing during this year's F1 season."

Ferrari team manager Jean Todt was equally delighted to welcome Martini to the Ferrari family, "Ferrari has always been associated with highly prestigious, international brands, so we are delighted to welcome Martini on board as an official sponsor. They have a remarkable heritage in motorsport, in particular I recall their successful association in World Rallying, and we are thrilled that they have decided to make a return to Formula One with Ferrari.

"We go into 2006 with a quicker and more competitive car, a new driver in Felipe Massa, and seven times World Champion Michael Schumacher, who is determined to win back his title. We are all looking forward to an exciting season ahead, and winning races with Martini."

In addition to its sponsorship of Ferrari, and an anti-drink and drive campaign, Martini will also be sponsoring a new lifestyle TV programme in 2006, featuring all the glamour and

action from the world's top motorsport series. Thirty three episodes of Martini World Circuit will be broadcast worldwide, in six different languages, from the beginning of March 2006.

Martini Racing's amazing legacy in motorsport stretches as far back as 1968. Since that time Martini has been associated with an illustrious list of teams, including Brabham, Alfa Romeo and Lotus in Formula One, Porsche in the World Champion Series, Le Mans, World Rallying and the German Touring Car Championship and Lancia and Ford in both the World Rally Championship and the World Championship of Endurance Racing.

Martini Racing has also been associated with a number of legends in the world of motorsport, including one of the greatest F1 drivers of all time, Mario Andretti; the inspirational F1 drivers Carlos Reutemann and Michele Alboreto; six times Le Mans winner Jacky Ickx; World Rally Championship driver Markku Alen; and 1981 winner of the World Championship of Endurance Racing, Ricardo Patrese. In addition other famous drivers have all been associated with Martini Racing including Carlos Sainz, Colin McRae, Mikki Biason, Didier Auriol, Juha Kankunnen, Francois Delacour and Derek Bell.

Furniss-Roe concluded, "We share a common Italian heritage and passion with Scuderia Ferrari and look forward to an exciting and glamorous 2006 season with a winning Italian team"

***Be responsible – please don't drink and drive!***

Images – please click on following link: HYPERLINK  
"http://www.sportssystems.com/hosting/display100265"  
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**Contacts:**

**Martini Racing** – Simon Davies

Email – [simon.davies@martiniracing.com](mailto:simon.davies@martiniracing.com)

Tel – +44 (0)20 7706 4409 / +44 (0)7786 868846

**Martini** – Silvia Andrade-Edwards

Email – [s.andrade-edwards@martiniracing.com](mailto:s.andrade-edwards@martiniracing.com)

Tel – +44 (0)20 7158 0440

**Scuderia Ferrari** – Luca Colajanni

Email – [press@ferrari.it](mailto:press@ferrari.it)

Tel – +39 0536 949 450

**Links:**

Martini Racing – HYPERLINK "http://www.martiniracing.com" [www.martiniracing.com](http://www.martiniracing.com)

Social Responsibility – HYPERLINK "http://www.drinkaware.co.uk" [www.drinkaware.co.uk](http://www.drinkaware.co.uk)

Scuderia Ferrari – HYPERLINK "http://www.ferrariworld.com" [www.ferrariworld.com](http://www.ferrariworld.com)