



Red Bull Driver Search

Searching for the future American F1 Champion

Press Release

From the Offices of Maxim Sports Management

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Additional Details On American F1 Driver Search Announced

NOTE: High-resolution photographs from the Canadian Grand Prix pertinent to this press release (including Danny Sullivan interviewing Gerhard Berger and Jacques Villeneuve) are available via e-mail from Maxim; please contact us by phone or e-mail to request them.

New York, NY (11 June 2002)—Additional details concerning the Red Bull F1 Driver Search program were announced this past weekend at the Canadian Formula 1 Grand Prix in Montreal. The unique initiative - an annual search to find up-and-coming American driving talent and help them break into Formula One competition, paving the way for the U.S.'s long-awaited comeback in the world's premiere motor sport - was announced in May.

The program directly addresses the current lack of an effective "minor league" system in which young American drivers can hone their skills in order to reach F1. Each year's chosen drivers will be sent to compete in Europe's junior racing championships, where F1 teams have historically looked for the next rising star. Danny Sullivan - Indy 500 winner, former F1 competitor - is in charge of the program.

Announced in Montreal:

1. The Red Bull F1 Driver Search will focus on American drivers between the ages of 16 and 21
 2. Sullivan has recruited a cadre of "undercover scouts" currently combing the U.S., watching and evaluating drivers competing in virtually all of America's junior racing series
 3. The names of the first year's finalists will be revealed at the United States Grand Prix in Indianapolis the weekend of Sept. 27 - 29
 4. The following week, the finalists will undergo fitness evaluation and testing in Indianapolis
 5. Immediately following in October, the finalists will undergo an intense test/run-off at a European race circuit, with the four chosen candidates announced shortly thereafter
- Also at Montreal, a few of Formula 1's leading lights were asked their opinion about the program, including Gerhard Berger, the former Grand Prix driver (nine victories) now in charge of BMW racing, and driver Jacques Villeneuve, 1995 Indy 500 winner, 1995 CART champion and 1997 F1 champion...

Berger: "Of course, it is always important to find the new young drivers. And what was looked for both when I was coming up and today is the enormous commitment. Having great talent is of course a given, but we look for complete drivers, such as Ralf Schumacher, who came up through our own Formula BMW series."

Villeneuve: "What Red Bull is doing is great, because F1 needs the American public. We also need the American mentality a driver from the U.S. would bring: laid-back, willing to have fun!"

Previously released Fact Sheet follows...

FACT SHEET Red Bull F1 Driver Search

What is it?

- This initiative directly addresses the current lack of an effective "minor league" system in which young American drivers can hone their skills in order to reach F1
- The goal is to find, fund and nurture aspiring, up-and-coming American driving talent by sending them to race in Europe's junior racing championships
- The program also involves assistance in the various tangential aspects that are critical to success in Europe: physical training, language and culture, media skills, team dynamics, etc.

Who's running it?

- Danny Sullivan - Indy 500 winner, former Formula Ford, F3 and F1 competitor - is in charge of the program
- As a long-time sponsoring partner in motorsports around the world, Red Bull will fully utilize its existing relationships and network of contacts in the racing community to maximum effect

How are drivers chosen?

- Danny Sullivan has in place an extensive roster of "undercover scouts"
- The scouts are current racing "insiders" with proven track records of spotting up-and-coming talent
- The scouts observe and rate American drivers all over the country in virtually every steppingstone racing series
- Each fall, Sullivan and these scouts will gather to nominate between approximately 10 and 20 drivers judged to have the most potential to succeed

Each year, how many drivers win a scholarship?

- Red Bull will annually fund up to four drivers to compete in European championships such as British and German F3, Formula Renault, F3000 and/or other series appropriate to each driver's development level

How are the four winners chosen from the initial roster?

- All will be assessed in a "test-day style" run-off in equally prepared open-wheel cars (format and venues to be finalized)
- Speed, of course, is paramount, but each driver's racecraft, fitness, mental acuity, personality, cultural flexibility, media and presentation skills and other attributes will also be assessed

- Immediately following the run-off and assessment, the scouts, judges and Sullivan will choose that year's four drivers, each of whom will have their European open-wheel racing funded by Red Bull
- The specific championships and race teams to which each driver is assigned is decided by Sullivan in consultation with Red Bull, the scouts and judges and other necessary respected racing personnel

Note: Drivers do not "apply" to be a candidate for the Red Bull F1 Driver Search. Their week-in, week-out performance on and off the track, as judged by the scouts, will determine whether they are chosen to be part of the annual 10- to 20-driver candidate list. The chosen drivers are responsible for their own living expenses.

Who is the contact for the Red Bull F1 Driver Search Initiative?

Maxim Sports Management of New York City has been retained by Red Bull GmbH, Austria, to handle the public relations and marketing surrounding the initiative. As such, Maxim is the contact for information regarding the program, and queries and/or photograph requests may be directed to:

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