



PRESS RELEASE

FOR IMMEDIATE RELEASE

‘Formula One embraces F1 in Schools – the Formula One Technology Challenge’

Formula One motor racing and education came together yesterday at the Cass Business School, City University, London, to celebrate the new partnership agreement with The Formula One Group which grants F1 in Schools - the global motorsport design challenge for school children - the rights to a new specially designed livery and trademark protected logo.

The agreement supports F1 in Schools in its drive both to encourage high-technology engineering skills and teamwork among school children, and to encourage sponsorship to fund its present rapid expansion. For The Formula One Group, the deal is an investment in future technology skills that Formula One needs to stay at the forefront of automotive engineering, while helping pave the way for future growth.

Bernie Ecclestone, CEO and Chairman of The Formula One Group, says, ‘We are delighted to be supporting F1 in Schools. It is extremely important to our sport to encourage young people to enter the world of high-performance engineering. F1 in Schools is a truly global challenge, which meets all the objectives of our business.’

F1 in Schools Patrons

Last night, F1 in Schools’ association with Formula One was strengthened by the announcement that Sam Michael, Technical Director of Williams F1; Ross Brawn, Technical Director of Ferrari and Mike Gascoyne, Technical Director of Toyota F1. The event was hosted by the Challenge’s other patron, James Allen, ITV Sport’s lead commentator on Formula One. All lent their support by agreeing to become patrons of the student challenge that now runs in 21 countries around the world, involving 46,000 participating students between the ages of 11 to 18.

Speaking at last night’s launch, Sam Michael said, ‘The level that they’ve [the schoolchildren] gone to - looking at things like manufacturing techniques, CADs, CFD, studying levels of friction – it’s fantastic that kids of 12 years old are looking at that sort of thing.

‘It puts the awareness of Formula One into schools at an early stage.’

Student Scholarships at the City University, London

Last night, City University, London, was announced as the F1 in Schools official education partner with the offer of student scholarships to all members of the World Championship winning team of the Formula One Technology Challenge which takes place on 15 January 2006 at the NEC Birmingham. The scholarships allow students to study for three years at City University after they have graduated. The award is worth up to £30,000 per student.

Speaking about the new scholarships, Vice Chancellor of City University, Professor David Rhind said: "We are really excited to be able to offer substantial scholarships to provide talented budding engineers with the opportunity to complete a degree here at The City University. Our School of Engineering is proud of its degree in automotive engineering, and would be pleased to attract these and other top quality students to this or other engineering courses, which include aeronautical, civil, biomedical and mechanical engineering. We believe that this country needs top-quality engineering graduates, and we aim to help some of the best of them on their way."

With new opportunities arising thanks to the support of Formula One Management and with the announcement of the Challenges new patrons F1 in Schools is looking forward to its best ever championship season.

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Notes to Editor:

F1 in Schools has given hope and joy to millions of children. It takes the form of a competition in which teams of boys and girls use computers to design and produce miniature CO2-powered Formula One cars which they race at regional, national and the World Championships. Founded in 2000, the Challenge has enjoyed phenomenal growth: some 3 million children from thousands of schools in 20 countries have taken part. The figure for entrants is rising at 30 per cent each year as more countries sign up.

F1 in Schools, formerly the 'Jaguar F1 Team in Schools – CAD/CAM Design Challenge', is a not-for-profit company supported solely by sponsors and partners. These include Formula One Management, BAE Systems, Denford Ltd, Jaguar Cars Ltd, SEMTA, UGS, ARKom Ltd, City University - Cass Business School, DATA, the DfES, Haymarket Exhibitions, EEF – The Manufacturers' Organisation, The Learning Grid, I Mech E, PITSCO and The Year in Industry.

School children who wish to enter F1 in Schools should consult with their teachers and visit www.f1inschools.co.uk to register. Entry is free.

More than school children from over 300 schools will compete in British regional finals between from November 2005 and January 2006, culminating in the British National Final on Saturday 14th January 2006 at Autosport International 2006 in the Birmingham NEC.

More than 20 teams from around the world will compete for the ultimate F1 in Schools title at the World Championships which will take place on 15th January 2006 at Autosport International 2006 in the Birmingham NEC. Those teams taking part in the World Championships will be the respective 2005 national champions from all competing nations.

The F1 in Schools Challenge is a member of the Learning Grid (a DTI initiative) and an access organisation for the Duke of Edinburgh Award.

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