



*press release*

## **CARRERA ENTERS F1™ PREMIUM PARTNER OF ALFA ROMEO SAUBER F1 TEAM**

Padua, 20th February, 2018 – Carrera, the iconic eyewear brand owned by Safilo, the fully integrated Italian eyewear creator, manufacturer and worldwide distributor of quality and trust, announces its entry into Formula 1 with a multi-year sponsorship agreement with the Alfa Romeo Sauber F1 team.

The partnership will be unveiled during the Official Alfa Romeo Sauber F1 Team launch event on February 20th, when the Carrera logo will appear on Sauber Formula One car livery, on the sides of the visor of Race Helmets, and on the Race Overalls.

Carrera, the statement brand synonymous with pioneering design and outstanding quality in eyewear since 1956, stands for people who live by their own rules, continuously defying themselves and proudly approaching life, standing out from the crowd.

Since its creation, Carrera has always followed the passion for sport, alongside sporting legends in different fields. Carrera's founder, Wilhelm Anger, named his Company after the most legendary car race in history, the Carrera Panamericana, drawing inspiration from what, back then, represented the future.

An incredible story made of innovation, collaboration and unmistakable style began, intersecting the lives of bold personalities who have worn Carrera glasses through sixty-two years of increasing popularity, including the living legends and F1 champions Niki Lauda and Gerhard Berger.

Years and iconic styles later, 2018 marks a significant milestone for the Brand, designed in Italy and enhanced by the artisanal manufacturing excellence.

Unconventional and daring, the Carrera's 2018 collection pushes the boundaries of design to the highest peaks of distinctiveness, introducing a rich and outstanding design language with a complete product offer, that combines the most iconic and recognizable details of the brand, such as the "C" logo, the qualitative and cutting-edge lens offer and the "Tank" hinge. All of that thoughtfully finished by the new brand's graphic element - the Flag symbol: Carrera's signature detail reminiscent of the brand's sports heritage.

To celebrate the present, Carrera comes back to one of the passions that made its history: F1.

With this sponsorship, the Carrera logo joins the Alfa Romeo Sauber F1 distinctive colors, putting the champion eyewear brand in a prominent position in Formula One.

## **ABOUT CARRERA**

*Carrera – synonymous with pioneering design and outstanding quality – is a statement brand since 1956 for people who live by their own rules, continuously defying themselves and proudly approaching life standing out of the crowd.*

## **ABOUT SAUBER**

*In 1970 Peter Sauber founded his company and designed his first racing car in the cellar of his parents' house. The race team grew steadily and enjoyed its first major international successes in the late 1980s. As the Mercedes works team, Sauber celebrated a one-two victory in the Le Mans 24-hour race in 1989 and back-to-back Drivers' and Manufacturers' titles in the World Sports Car Championship in 1989 and 1990. In 1993 Sauber entered Formula One. Among the team's F1 highlights have been a fourth-place finish in the Constructors' World Championship in 2001 as an independent team and – in partnership with BMW – a one-two finish in the 2008 Canadian Grand Prix on the way to third place in the constructors' standings that year. In 2010 Sauber became an independent outfit once again. 2012 was a very good year of the Sauber F1 Team, headlined by four podium finishes, 126 World Championship points and sixth place in the constructors' standings. The 11th October 2012 marked a milestone in the history of the team – the day when Peter Sauber stepped down as Team Principal and passed on the baton to Monisha Kaltenborn. In July 2016 the team started into a new era with its new owner Longbow Finance S. A.. In its 25 years' anniversary in Formula 1 in 2017, the team contested 444 grands prix in Formula One – being the fourth oldest Formula 1 team. In 2017, Frédéric Vasseur was named as the new Managing Director and CEO of Sauber Motorsport AG, and Team Principal of the Sauber F1 Team. From 2018, the team will be known as the Alfa Romeo Sauber F1 Team having Alfa Romeo on board as a Title Partner. Sauber has its headquarters in Hinwil, in the Swiss canton of Zurich. The team's state of the art factory houses manufacturing facilities and offices spanning an area of 15,600 square meters and boasts one of the most advanced wind tunnels in F1.*