

Starters Orders For Smirnoff In Racing Partnership

Thursday 1 May, 2014

SMIRNOFF - the world's leading premium vodka - is on a mission to bring down the velvet rope around racing via its new partnership with Sahara Force India Formula One Team.

The partnership provides a high-profile, truly global, platform for Smirnoff within one of the world's most iconic sports enjoyed by millions of fans around the world.

It brings together two brands with a shared ethos to open up access to one of the world's most elite sports for everyone. The fan-centric alliance will be focussed on helping lovers of the sport get closer to drivers, nearer to top quality race action and further away from exclusivity.

Responsible drinking will lie at the heart of the partnership. Smirnoff will use its position as an official partner of the Sahara Force India Formula One Team to deliver a powerful anti-drink drive message.

Vijay Mallya, Team Principal and Managing Director of Sahara Force India, said: "It's fantastic to see Smirnoff join the world of Formula One. It's an iconic, global brand and we welcome them to the Sahara Force India family. As a team we've always mixed the highest professionalism on the track with great celebrations away from it and our partnership with Smirnoff reinforces these values. As we continue to make progress on the track, Smirnoff is the ideal brand to help celebrate these moments and open up the sport to new fans."

Matt Bruhn, Smirnoff Global Brand Director, added: "We love Sahara Force India's story, as well as its ability to help us communicate about responsibility and top quality performance. This team is shaking up how we perceive racing and giving the establishment a real run for its money. We are thrilled to help them bring fans closer to the action and have lots of fun with this energetic, exciting team along the way."

The partnership will see Smirnoff branding featured on the VJM07s of Sahara Force India drivers from next weekend's Spanish Grand Prix in Barcelona. Logos will appear on the rear wing and top of the chassis, with branding on the sidepods at key races. Drivers' suits, helmets and team clothing will also carry the famous Smirnoff eyebrow logo.

Sahara Force India is also launching a new merchandise range at the Spanish Grand Prix (www.forceindiaf1.com/shop). The team is working with Smirnoff to find members of the public to model the new team's new look. This is available from 7th of May through the team's website.

Follow the action at:

<http://facebook.com/Smirnoff>

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<http://www.pinterest.com/smirnoffus/>

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FOR FURTHER INFORMATION

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NOTES TO EDITORIS

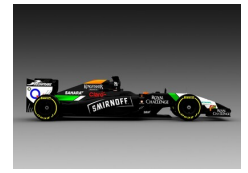
About Smirnoff

The SMIRNOFF brand that boasts the world's number-one selling premium spirit and the top-selling flavored vodka in North America, traces its heritage back to 19th century Russia. As the most awarded vodka brand in the world, SMIRNOFF has always been known for quality and is enjoyed responsibly in 130 countries around the world. For more information, log on to www.smirnoff.com

About Sahara Force India Formula One Team

Sahara Force India Formula One Team has risen to become one of the sport's most prominent success

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stories. Founded in 2008 by Dr Vijay Mallya, Chairman of India's iconic UB Group, as the first-ever Indian Formula One team and incorporating the colours of the national flag, the outfit has grown to represent the country on a worldwide stage. In 2011, a historical partnership saw Sahara India Pariwar become co-owners of the team, heralding a new era of success. Since then, the team's global appeal has risen thanks to the arrival of world-class drivers such as Nico Hulkenberg and Sergio Perez, who reinforced Sahara Force India's commitment to excellence in the highly competitive environment of Formula One. www.saharaforceindiaf1.com

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