



LG ELECTRONICS PRESENTS  
**FORMULA 1**  
COMES TO REGENT STREET

Tuesday 6th July, 2004  
6pm - 8pm



THE CROWN  
ESTATE



City of Westminster



REGENT STREET  
WHERE TIME IS ALWAYS WELL SPENT

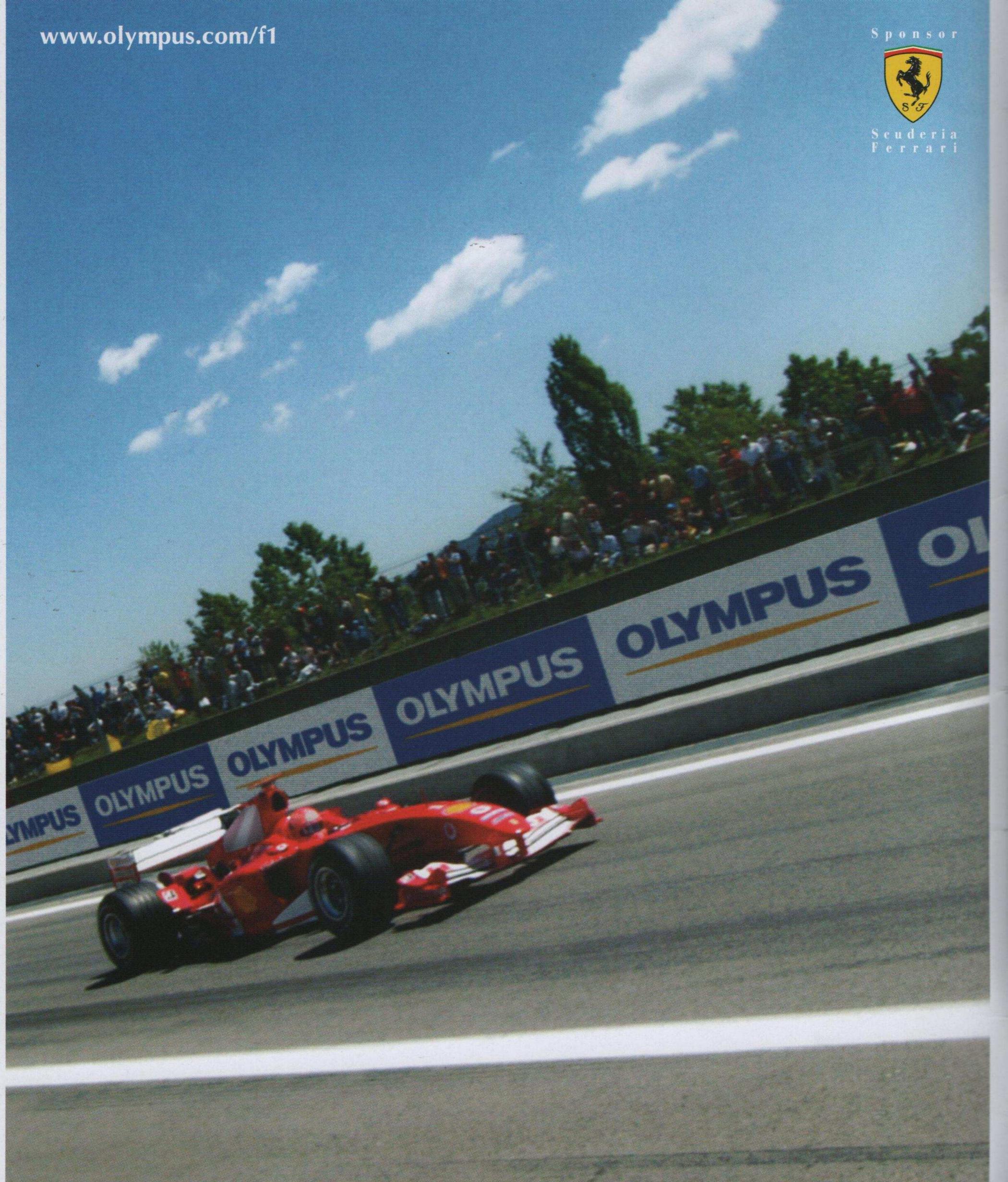


[www.olympus.com/f1](http://www.olympus.com/f1)

Sponsor



Scuderia  
Ferrari



**Speed by Ferrari. Camera by Olympus.**  
Good luck on Sunday. From your proud sponsor.

**OLYMPUS**

**THE EYE OF FERRARI**

Dear Reader

I am delighted to be able to welcome you, on behalf of Westminster City Council, as a spectator to the Parade of Formula One Cars to Regent Street, here in the heart of the West End.

No doubt the cars are the stars, and I hope you all get a glimpse of your favourite teams. But please take time to admire the fabulous back drop of Regent Street, which has long been a "fast track" to stylish shopping, an enjoyable day out and a great evening's entertainment, so it is highly appropriate that the world's greatest racing cars should be here.



Westminster has its own team of ace drivers that do a circuit around the West End each night, unlike the cars on display today our fleet of " Compact 40s" Mechanical Brooms operate at an average speed of 3 mph as they cleanse the streets, so we won't be challenging for the constructors championship just yet !

I'm sure you'll agree that Formula One demonstrates success comes about from careful planning, attention to detail and the dedication of a skilled team.

We think Regent Street works to these same principles.

Westminster City Council is a partner alongside key organisations such as The Crown Estate and The Regent Street Association.

We work together to ensure that Regent Street, and the wider area of the West End is the best it can be for the millions of visitors, workers and Westminster residents that use it every day and night. We are committed to constantly improving the area, celebrating its unique architecture, attracting investment and making it safe, clean and pleasant for all.

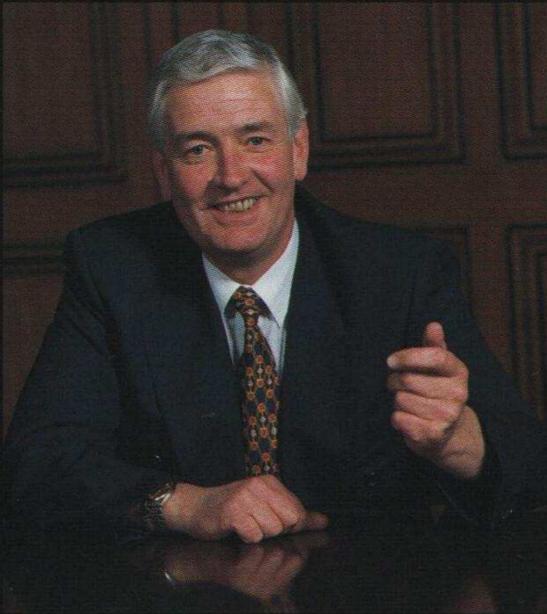
We think Regent Street is amongst the best in the world, and hope you agree.

Have a great day.

A handwritten signature in blue ink that reads "Simon Milton". The signature is written in a cursive, flowing style.

Simon Milton, The Leader, Westminster Council

# Welcome to Regent Street



By Ian Grant, CBE, Chairman  
The Crown Estate

Regent Street has played host to world class events throughout its 180 year history, from its inception as a Royal processional route for the then Prince Regent, to the triumphant parade of England's world-beating rugby team in 2003. We are delighted this year to welcome Formula 1 to join that illustrious list.

Regent Street is ever evolving to take into account the different needs of shops and their customers. Conceived in the 19th Century as the world's first purpose-built shopping street, Regent Street underwent its last major redevelopment in the 1920s, when the elegant facades that grace the street today were erected. Today, £500 million of investment is being made by The Crown Estate, to establish it alongside 5th Avenue, Champs Elysée and Rodeo Drive as a world class shopping destination.

## A history of style and success

The man responsible for designing Regent Street was architect John Nash, who was a favourite of the Prince Regent and already renowned for designing a number of other famous London landmarks, including Trafalgar Square and Marble Arch. Nash began planning Regent Street to link the home of the Prince Regent in Carlton House Terrace with Regent's Park – although this vision was never fully realised.

Regent Street was completed in 1826, just 15 years after the first plans were drawn up, and was acclaimed for its sweeping elegance. Its reputation as a shopping destination grew during the Victorian age and many shops expanded until, in the early 20th century, rebuilding of the street began in order to accommodate the grand Edwardian aspirations for larger shops and department stores.

## Regent Street today

Today, Regent Street is a leading shopping destination, offering a distinctive mix of classic and contemporary fashions unlike anywhere else, with flagship stores like Liberty, Austin Reed and Aquascutum sitting comfortably alongside high street favourites such as Mango, Zara and Esprit. It is also home to Hamley's, the world's most famous toy store, luxury jeweller Mappin & Webb and international chocolatier, Godiva.

A dedicated food quarter has been created in Heddon Street, which boasts a variety of international restaurants and bars to suit all tastes, offering refreshment for weary shoppers or lavish dining in the evening.

With such a diverse range of shops, restaurants and other attractions, Regent Street is certainly a place where time is always well spent.

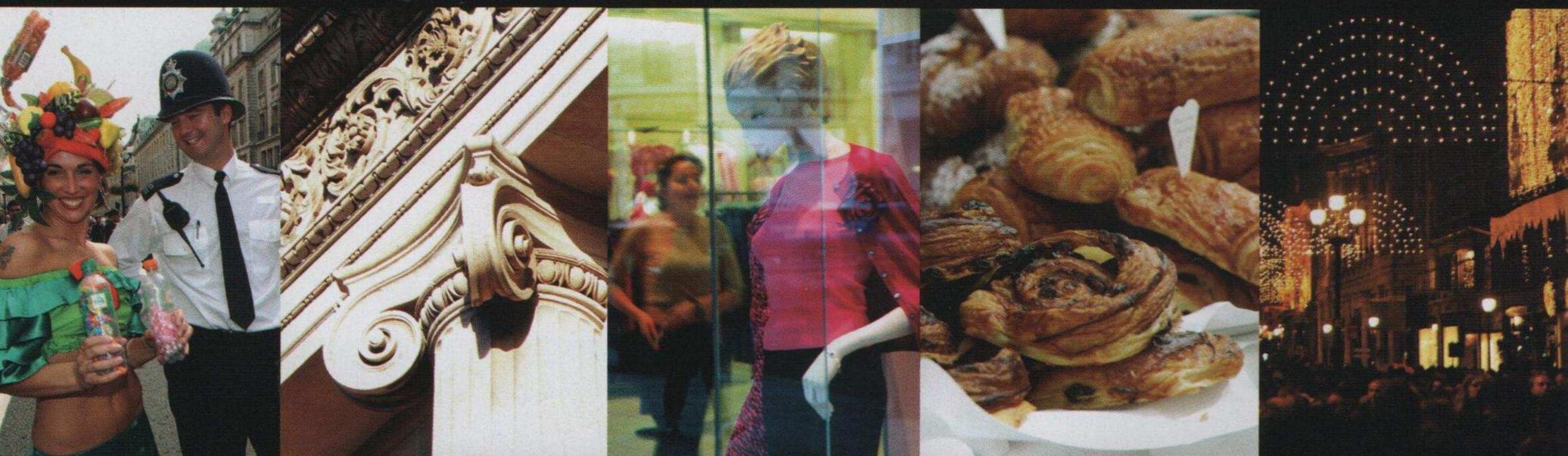
[www.thecrownestate.co.uk](http://www.thecrownestate.co.uk)

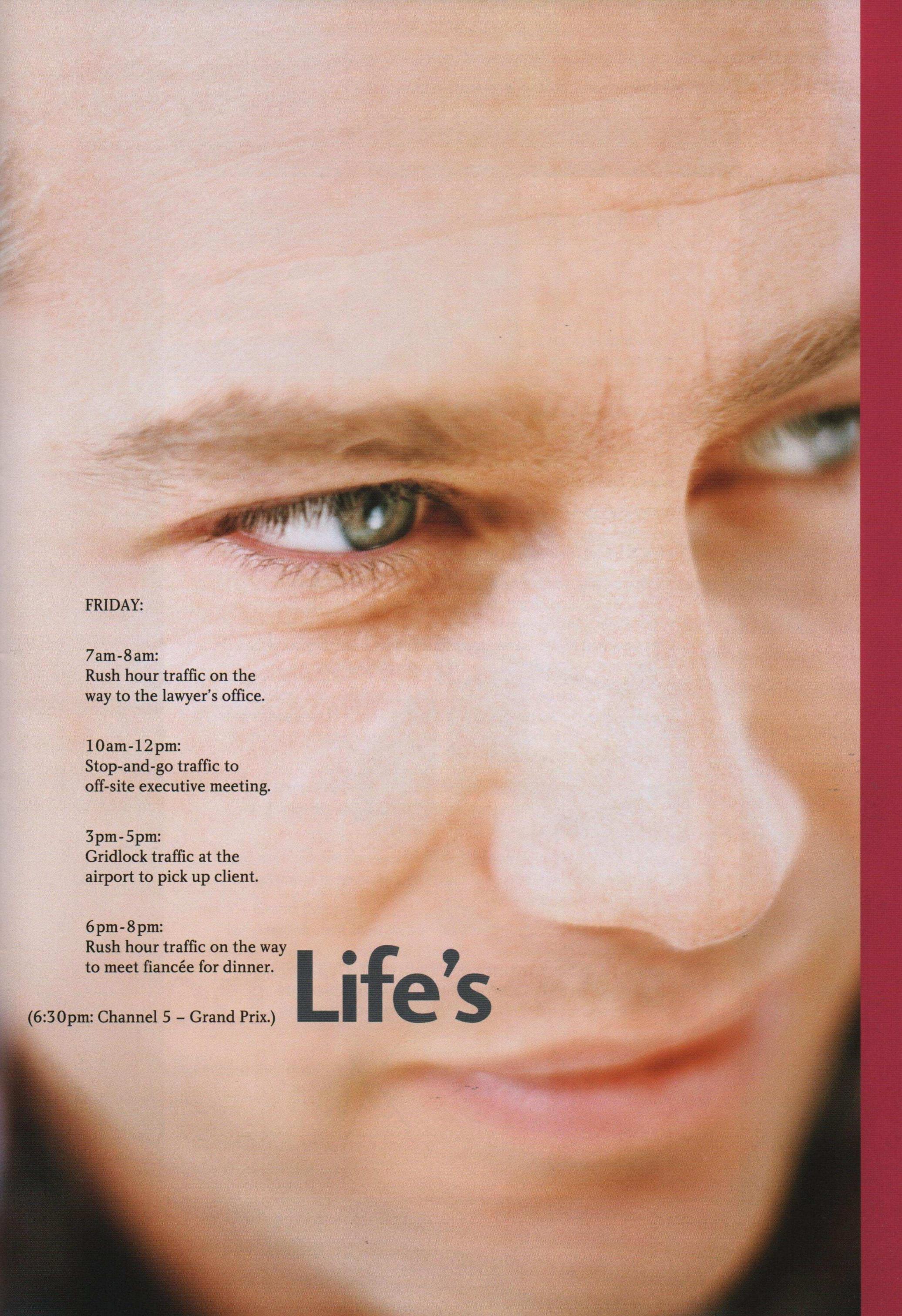
[www.regentstreetonline.com](http://www.regentstreetonline.com)



## REGENT STREET

QUALITY, HERITAGE, STYLE AND SUCCESS



A close-up, high-resolution photograph of a man's face, focusing on his eyes and nose. The man has light-colored eyes and a slight smile. The background is a soft, out-of-focus light color. The text is overlaid on the left side of the image.

FRIDAY:

7am-8am:

Rush hour traffic on the way to the lawyer's office.

10am-12pm:

Stop-and-go traffic to off-site executive meeting.

3pm-5pm:

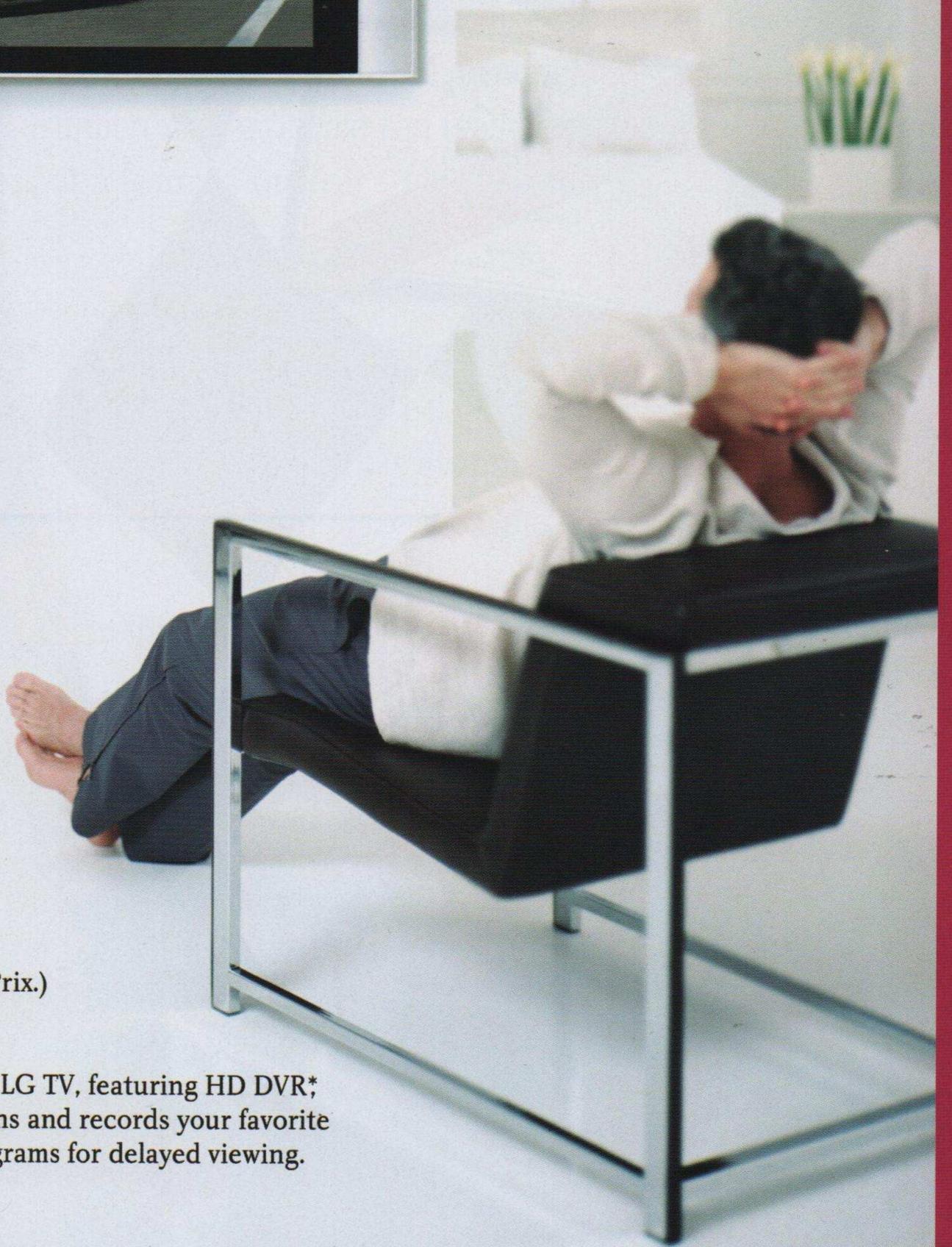
Gridlock traffic at the airport to pick up client.

6pm-8pm:

Rush hour traffic on the way to meet fiancée for dinner.

(6:30pm: Channel 5 – Grand Prix.)

**Life's**



SATURDAY:

(11am: Channel 5 – Grand Prix.)

**Good** The LG TV, featuring HD DVR\* learns and records your favorite programs for delayed viewing.

A 76" plasma screen that does more than just bring it all to life. It makes it life-size.

It's just one way LG makes life good. To see more ways, visit [www.lge.com](http://www.lge.com)

\*High-definition Digital Video Recorder.

Lif's Good  LG

## Councillor Ian Wilder and Harvey Goldsmith CBE

It was three years ago in January 2001 that Harvey Goldsmith invited me to the annual Presidents Club charity dinner, and sat me next to Bernie Ecclestone.

I asked Bernie if he would like to bring the Formula 1 cars into the West End and parade them.

Well it took a little longer, but thanks to Harvey's genius for making big events happen, Bernie gave the thumbs up earlier this year.

Harvey and I then sat down to work out how to make this extraordinary opportunity happen. The main artery of the West End is of course Regent Street, a unique international destination.

The Crown Estate, which owns the freehold of the entire street was approached, and through the efforts of David Shaw, head of The Crown Estate Regent Street Team, approval was given. Emma Twyman was appointed to head the project for The Crown Estate. In turn Annie Walker, Director of the Regent Street Association, was asked to join the growing team.

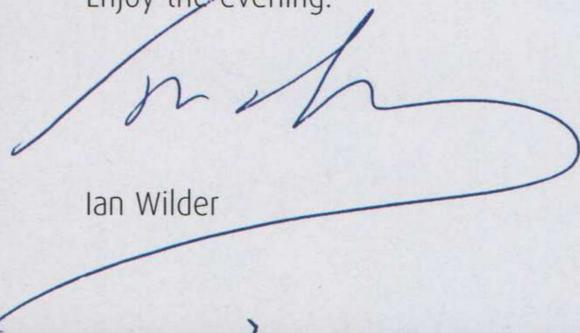
Westminster has the benefit of the Leadership of Councillor Simon Milton, who has included in his programme the 2004/05 a series of measures to give a boost to business in the West End. Simon Milton and Councillor Robert Davis have given their full backing to this event.

From this seed, and an opportunistic moment, we are delighted that today you will have an opportunity to see The Gladiators of sport, the Formula 1 Teams and their drivers.

We apologise for any inconvenience caused, however we feel that this is such an important event for London, that the benefits will manifest themselves to the whole of London as a result.

Finally I would like to thank Robbie Wilson and his team, Diana Goldsmith and her team, Bernie Ecclestone and all of the F1 Teams and the suppliers, Silverstone, Harry Nuttall and Prism, Martin Sola, Tony Ball, The Westminster Council Special Events Group and the Police, for their unbridled help in making this event happen.

Enjoy the evening.



Ian Wilder



Harvey Goldsmith

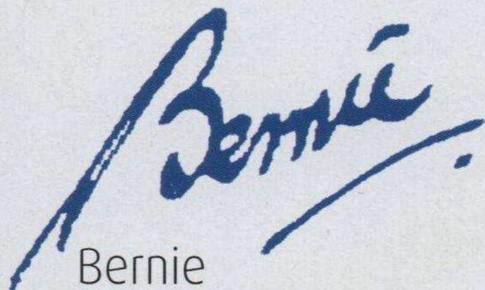


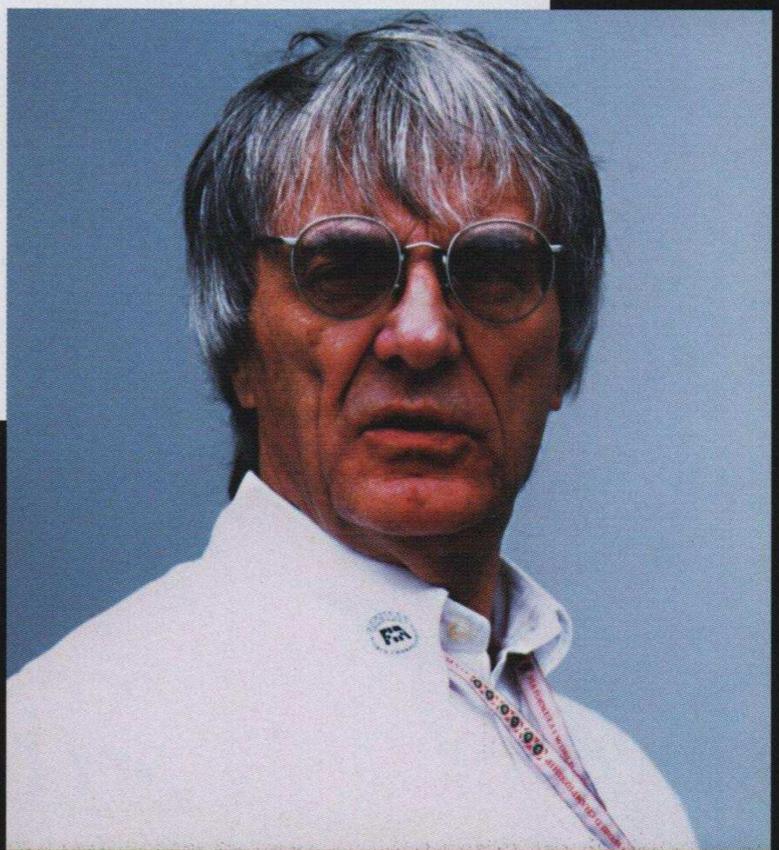
I am delighted to have brought about Formula One comes to Regent Street on 6th July. This is the first time that London has ever hosted a Formula One demonstration where people can really have a close look at a Formula One car – too good to miss.

I would like to thank Westminster Council, The Crown Estate, The Regent Street Association and Harvey Goldsmith for organising this event which coincides with the British Grand Prix at Silverstone.

I hope you enjoy the evening.

Best wishes

  
Bernie



# Do You Feel Lucky?

For information about

FIFTY  
L O N D O N

and LCI's other casinos  
call +44 020 7518 0155 or  
visit [www.lciclubs.com](http://www.lciclubs.com)



LONDON CLUBS INTERNATIONAL

The name behind the world's finest casinos

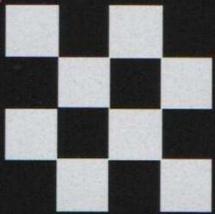


FINE TUNED TO PERFECTION



**Budweiser**  
**TRUE RACING**

  
**BMW.WilliamsF1Team**  
Official Sponsor



# Lucky Strike B·A·R Honda

British American Racing was formed in November 1997 by Craig Pollock, Reynard Racing Cars and British American Tobacco. The team purchased Tyrrell Racing shortly afterwards and moved to new 86,000 square foot Operations Centre in Brackley near Northampton, UK.

British American Racing launched its first car the 001 at Brackley in January 1999, only 14 months after it was founded.

The team's inaugural race was the 1999 Australian Grand Prix in Melbourne. Despite the services of 1997 World Driver Champion Jacques Villeneuve, the first few seasons in F1 have a steep learning curve and British American Racing struggled to compete with the more established F1 teams.

With lessons learnt the fortunes of the team began to turn around in 2002, when Team Principal David Richards took over the helm. In 2003 the team was re-launched as B·A·R and finished a respectable 5th, in the Constructors Championship after a thrilling end of season battle at Suzuka.

The 2004 race car, the B·A·R Honda 006, has been designed by B·A·R Technical Director, Geoffrey Willis. The car is one of the most exciting packages on the F1 grid

and, most importantly, it is consistently one of the fastest.

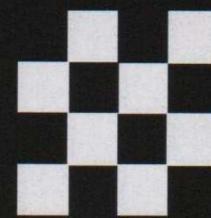
This year has seen the team's relentless hard work being rewarded with its best season to date. Jenson Button achieved his first podium finish at the Malaysian Grand Prix and has since been on the podium a further five times while also securing pole position at the San Marino Grand Prix. Takuma Sato has also secured the first podium of his career at the US Grand Prix last month, where he became the first Japanese driver in 14 years to step up onto an F1 podium,

bringing the team's running total to seven podiums in nine consecutive races.

Integral to the success of the B·A·R team has been the support of team partner British American Tobacco, the commitment by engine partner, Honda, and the continuous research and development undertaken with tyre manufacturer, Michelin. This support, coupled with the dedication of the 400 staff at the Team's Operations Centre, has assured that B·A·R Honda is now a team at the forefront of the world's most dynamic sport.



# Scuderia Ferrari Marlboro



The history of the team is inextricably linked to the founder of the company, Enzo Ferrari.

He was born in Modena, Italy in 1898 and died in 1988 at the age of ninety. He designed his first racing car, an 8-cylinder 1500 cc spider known as the 815 to take part in the 1940 Mille Miglia. At the end of the war the company changed its name to



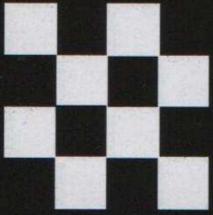
Ferrari and designed the 125 Sport which in 1947 drove to victory in the Rome Grand Prix – the first of over 5,000 successes on circuits and roads all over the world.

Ferrari is the only manufacturer to have competed in all editions of the Formula 1 Drivers Championship since its creation in 1950 and it is the only team to build every part of its racing cars in-house.

Ferrari's greatest achievements, by the end of 2003, included 13 Formula 1 Driver's World titles, 13 Constructors' titles, 167 victories and 166 pole positions.

Michael Schumacher and Rubens Barrichello, 35 and 31 respectively, are Ferrari's drivers with over 375 Grand Prix starts between them.

Interestingly, the distinctive Ferrari red was initially simply the colour assigned to Italian cars competing in Grand Prix races by the International Automobile Federation in the early years of the century.



# Jaguar Racing

After several years of disappointing results Jaguar Racing went back to basics with new engineering-led philosophy.

An experienced team of world-class engineers was recruited to design and build a car for 2003 that went back to basics and used conventional engineering and design techniques to provide a solid platform on which to build.

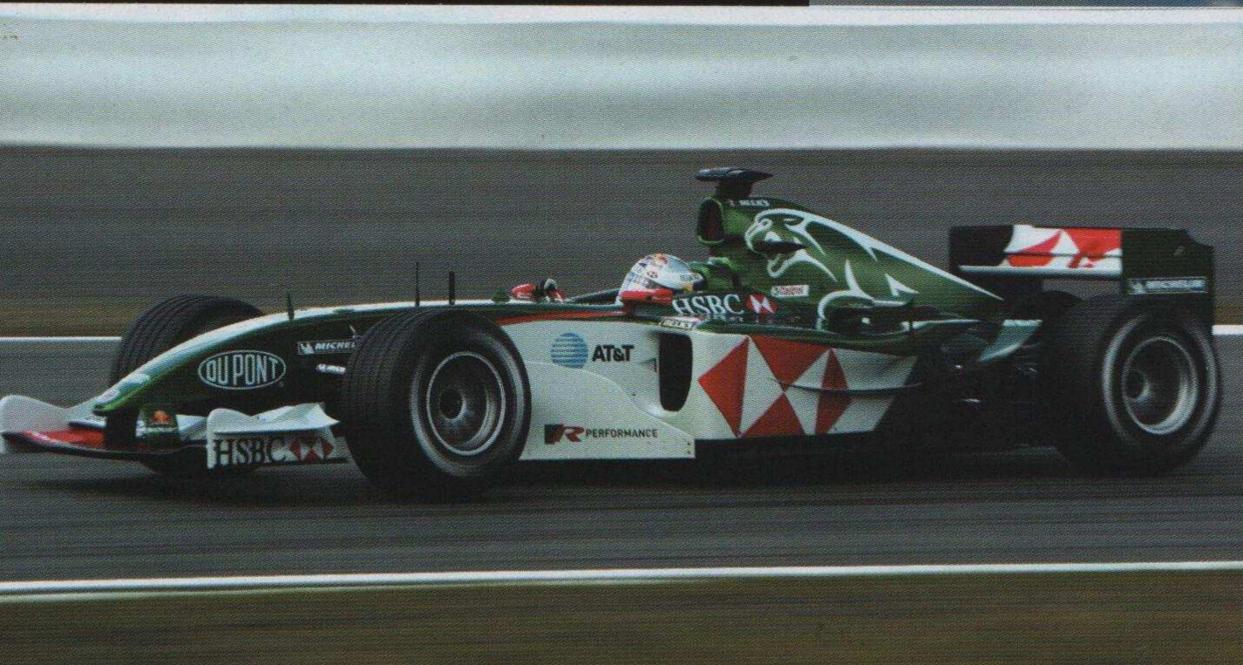
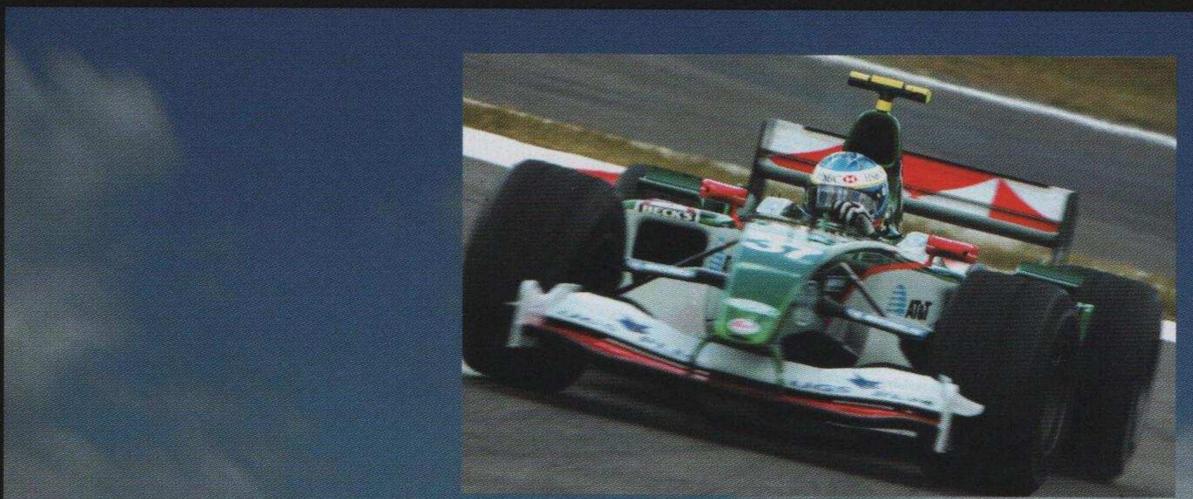
And it worked. The R4 was immediately quick, setting impressive qualifying times and regularly racing at the sharp end of the grid.

The 2004 launch of the Jaguar Racing R5 demonstrates the second year of the team's on-going philosophy of evolving and improving upon last year's car. The car uses the all-new Cosworth Racing CR-6 90-degree V10 engine and early signs suggest this will

Damon in Monaco this year (Ocean's 12 movie tie-up), the team's unrivalled ability to attract the biggest names is unquestionable. Today, yet another star comes to town in the shape of ITV's Formula One frontman, Martin Brundle, who will drive the Jaguar F1 car. Martin has a long and successful history with Jaguar which began in 1982 and culminated in Martin

driving Jaguar to victory at the Le Mans 24 Hours Race in 1990. Prior to driving the F1 car today, Martin will recce the course in the Austin Powers "Shaguar."

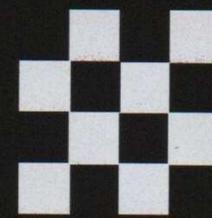
The Austin Powers Shaguar, 1990 Le Mans winning Jaguar and Ocean's 12 Monaco F1 car will be on display outside Morton's Private Members Club in Berkeley Square from 2pm today until late.



live up to the highest expectations. The R5 has proved quick and capable all season but reliability niggles have robbed the team of a much higher place in the Championship so far. The car has set impressive qualifying times with the best being Mark Webber's front row position alongside Michael Schumacher at the Malaysian Grand Prix.

In addition to being one of the most evocative brands in motor racing, Jaguar Racing are renowned in Formula One for bringing the glitz and glamour so famously associated with the sport. From Arnold Schwarzenegger at the British Grand Prix last year to George Clooney, Brad Pitt and Matt





# Jordan Grand Prix

Jordan Grand Prix is known as the colourful, high profile team of F1, shaped by the character of its leader, Eddie Jordan, and now entering its fourteenth year of competing at the top level of motorsport. Jordan has disrupted the domination of the sport's elite by breaking the stranglehold of the few teams which have won races in recent years. The team has brought a new dynamic to the sport, founded on entrepreneurship and a lean structure, to challenge long-established rivals for success on the track while providing unparalleled access to the action for sponsors, media and fans.

The team's F1 debut was with the Jordan Ford 191 at the USA GP 1991, and Michael Schumacher's first drive in a Grand Prix followed later that year at the Belgian GP. A steady progression of success through the 90s resulted in a historic 1st and 2nd at the 1998 Belgian GP with Damon Hill and Ralf Schumacher. In 1999 the team went further when Heinz Harald Frentzen added two more victories (French and Italian GPs) to Jordan's record and he was a Drivers' Championship contender going into the penultimate round, finishing 3rd overall. Giancarlo Fisichella added a fourth victory in 2003 with a remarkable drive in the rain-drenched Brazilian GP. In addition to the team's four race wins, results include a further fourteen podiums, plus six front rows in qualifying.

Despite the team's best efforts results did not live up to the successes of 1998 - 1999 in subsequent years which included a works engine deal with Honda in 2001-2002 and a reunion between Jordan and its original F1 engine partner Ford in partnership with Cosworth Racing.

An internal restructure, a strengthening sponsorship portfolio and equal status on engine specification with Ford's works team has inspired confidence and anticipation as a rejuvenated Jordan team attacks the Formula One World Championship.

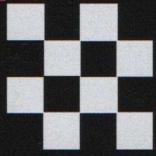




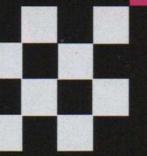


HOBBS

217 - 219 Regent Street, London W1B 4NG  
Enquiries 020 7586 5550 [www.hobbs.co.uk](http://www.hobbs.co.uk)



# LG presents Formula 1 comes to Regent Street



Welcome to the glamour and excitement of Formula 1 as it comes to Regent Street, where time is always well spent.

We welcome the F1 teams B.A.R Honda, BMW WilliamsF1, Ferrari, Jaguar, Jordan, Team McLaren Mercedes, Minardi and Toyota.

The event is presented by LG Electronics and sponsored by (in alphabetical order): Burford Plc, Cirque du Soleil, Evening Standard, London Clubs International, Mumm Champagne, Olympus, TAG Heuer UK, Vertex and Vodafone.

### Order of events 6pm-8pm

- Look out for: B.A.R Honda, BMW WilliamsF1, Ferrari, Jaguar, Jordan, Team McLaren Mercedes, Minardi and Toyota. F1 drivers will drive up and down the route and will then parade in an open-topped vehicle

- Also look out for Chitty Chitty Bang Bang with Christopher Biggins, plus members of the cast from Les Miserables and The Phantom of the Opera. There will also be an Evening Standard Bentley Parade!

### If you need to cross the track

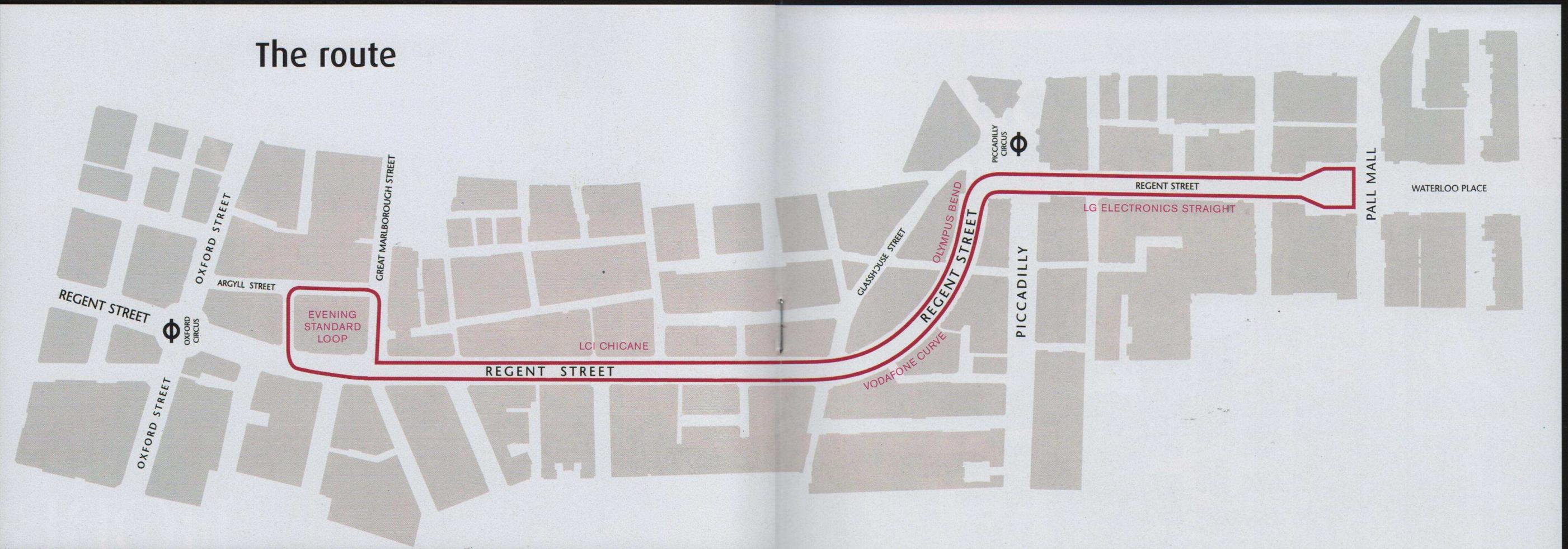
For safety reasons pedestrians cannot cross Regent Street during the event except at timed intervals, and only then with an event steward. If you need to cross the road, find your nearest crossing point and wait for a steward.

### First Aid

St John's Ambulance teams will be at the event. Contact an event steward if you or someone with you needs first aid.

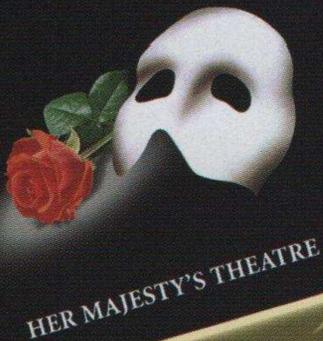


## The route



# A winning formula!

The  
**PHANTOM**  
of the  
**OPERA**

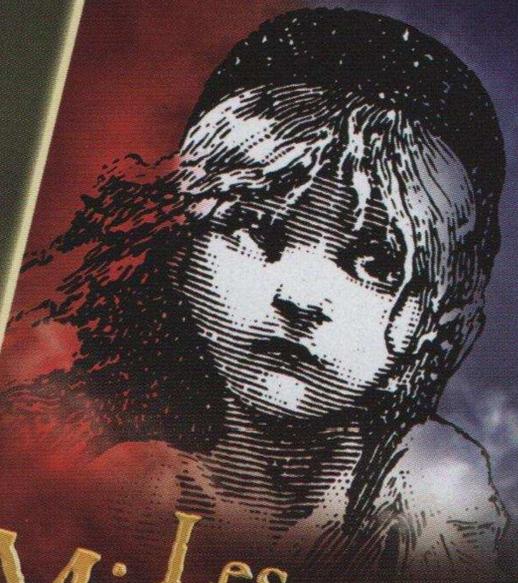


HER MAJESTY'S THEATRE



MARY  
**POPPINS**

Les  
**Misérables**



**LONDON  
THEATRE CLUB**

**020 7907 7000**

**www.londontheatreclub.com**

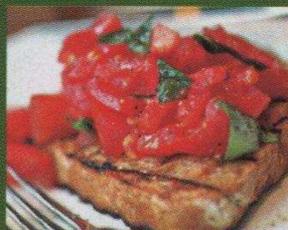
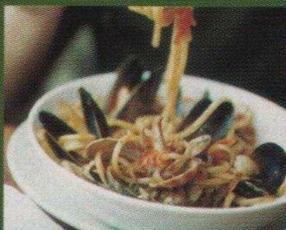
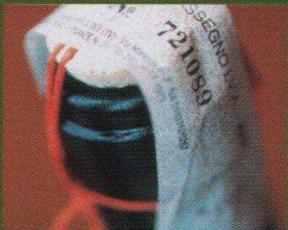
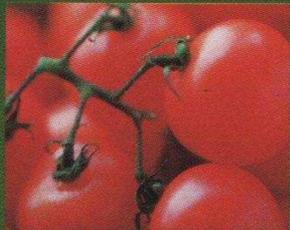
**STRADA**

*Forno a Legna*

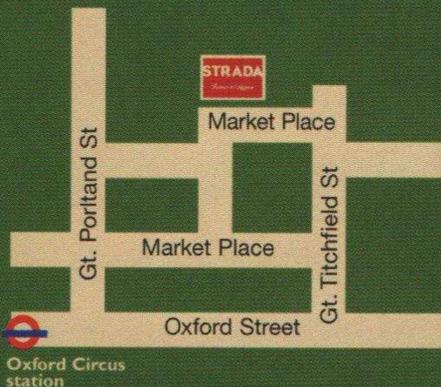
## 20% DISCOUNT AT STRADA

We would like to offer readers a 20% discount off food and drink at Strada on production of this advert.

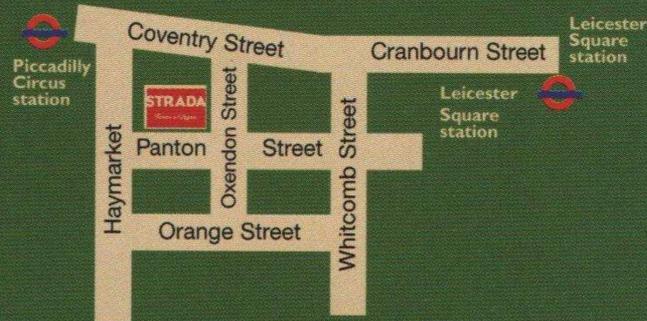
Promotion not available with any other offer or discount or special menu. Maximum of 6 people per table. This advert can be used once and must be given to a manager when dining. Offer valid until 31st August 2004. Offer valid only at Strada New Burlington St, Market Place and Panton Street.



15/16 New Burlington Street,  
London W1S 3BJ t: 020 7287 5967



9/10 Market Place, London W1W 8AQ  
t: 020 7580 4644

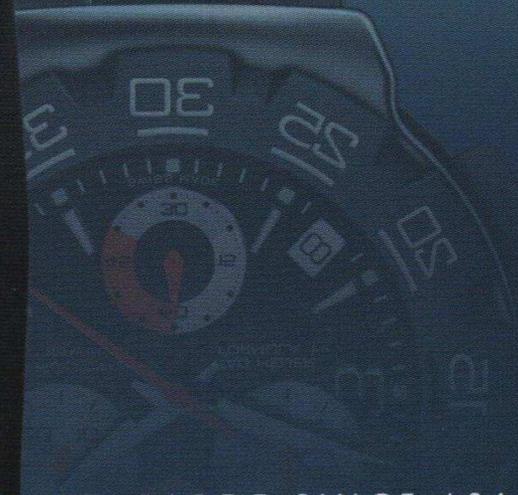


39 Panton Street, London SW1Y 4EA  
t: 020 7930 8535



# TAGHeuer

WHAT ARE YOU MADE OF ?

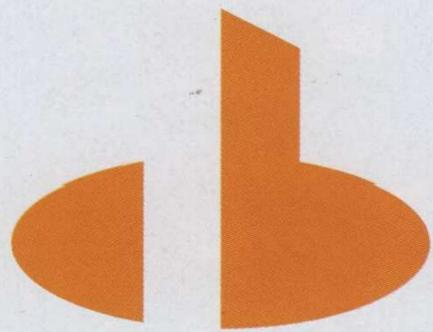


Computer Associates

TAG Heuer

KIMI RAIKKONEN AND HIS NEW FORMULA 1  
For information 0800 037 9658 www.tagheuer.com

SWISS AVANT-GARDE SINCE 1860



# Burford

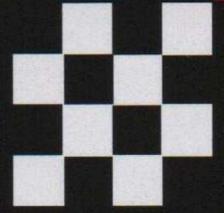
are proud to be  
one of the sponsors  
of

Formula 1 Comes to  
Regent Street

**Tel: 020 7224 2240**

**Fax: 020 7224 1710**

# Team McLaren Mercedes



Bruce McLaren Motor Racing Ltd was founded by New Zealander Bruce McLaren in 1963. Three years later, the McLaren Formula One car made its debut at the 1966 Monaco Grand Prix, and the marque took its debut victory in the series with Bruce at the wheel at the 1968 Belgium Grand Prix. Bruce was tragically killed two years later whilst testing a Can-Am car, and in the years that followed, the

*"I am very excited about the prospect of driving through the streets of London in my Team McLaren Mercedes car," commented David Coulthard. "This event will take Formula One to the British people in the truest sense, it's a sport that can really attack your senses when you are experiencing it close-up. The spectators in London will be able to have a genuine experience of the sound and smells of the sport, which will of course be heightened by the fact it is in such an enclosed environment with buildings on each side of the track. From what I have heard of the event so far, I am expecting there to be a fantastic atmosphere and we look forward to putting on a show for all the fans to enjoy."*

David Coulthard - Team McLaren Mercedes driver

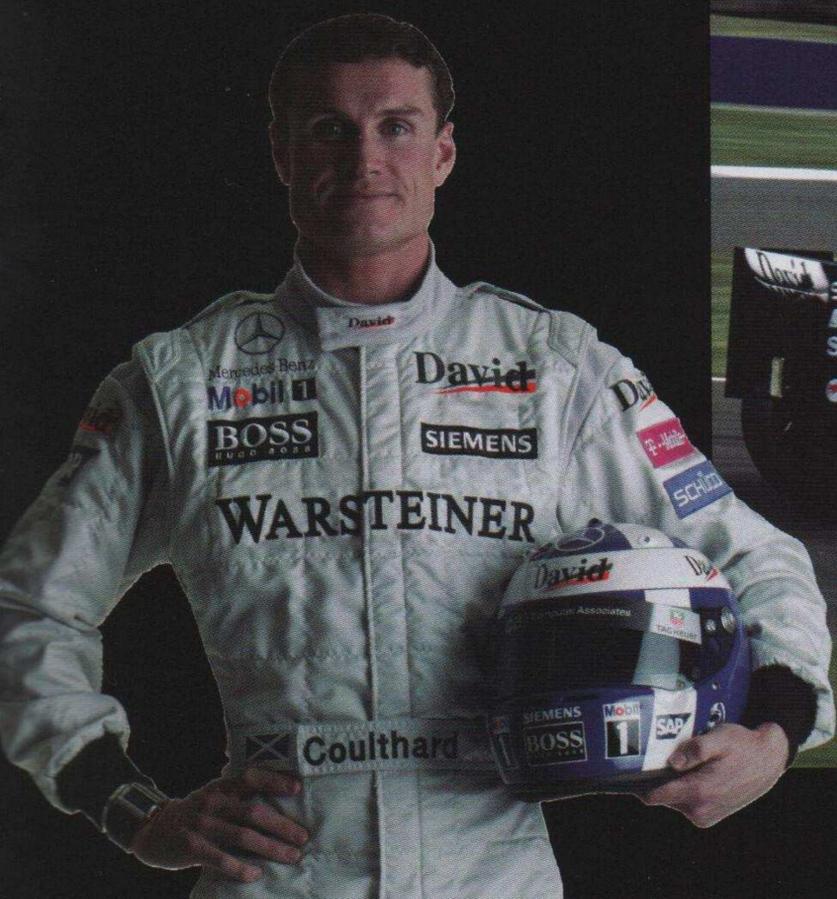
McLaren team continued to win both races and Championships in Formula One, Indy and Can-Am racing.

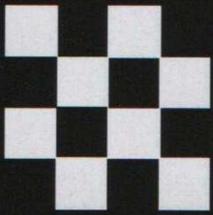
In 1980, McLaren International, now known as McLaren Racing, was formed, the result of a merger between Team McLaren and Project Four, a successful British Racing company led by Ron Dennis, now Chairman and CEO of the McLaren Group. 1995 saw the team enter a long-term Partnership with Mercedes-Benz as engine supplier to Team McLaren Mercedes, and in January 2000, DaimlerChrysler - parent company of Mercedes-Benz - acquired a 40 per cent interest in the McLaren Group. This followed a decision by DaimlerChrysler and McLaren Cars Limited to jointly develop and produce the Mercedes-Benz SLR McLaren super sports car, which is manufactured at the McLaren Technology

Centre, the Group's new headquarters in Woking, Surrey.

Since its conception, the McLaren marque has won eleven Formula One Drivers' Championships and eight Formula One Constructors' Championships, including four consecutive seasons between 1988-1991 when the team dominated the sport taking both titles each year with Ayrton Senna, Alain Prost and Gerhard Berger. Other highlights also include the 1998 and 1999 back-to-back Drivers' World Championships secured by Mika Hakkinen. McLaren has been the most successful Formula One team in the recent history of the sport. In the past 20 years McLaren has won nine Formula One Drivers' World Championships and seven Formula One Constructors' Championships, securing 107 victories, which is more than any of its competitors.

Team McLaren Mercedes MP4-17D - used by David Coulthard and Kimi Raikkonen to compete in the 2003 Formula One World Championship





## Minardi F1 team

Founded by Gian Carlo Minardi in 1979, with the aim of competing in the European Formula Two Championship, the Minardi Team made its Formula One debut in 1985. After spending its first few seasons in motorsport's top category acclimatising to the demands of Grand Prix racing, the team took its first World Championship point in 1988, with the 6th place of Pierluigi Martini in Detroit (USA), then in 1989, scoring in Great Britain (fifth and sixth places), Portugal (fifth) and Australia (sixth).

Minardi's best season to date was 1991, when its effective, Ferrari-powered chassis helped the team to claim seventh place in the final standings of the World Constructors' Championship.

The 2001 season marked a watershed for

Minardi when it was acquired by UK-based Australian businessman, Paul Stoddart, head of the European Aviation Group of companies, and merged with his European Formula Racing operation, based in Ledbury, England.

In 2003, Minardi entered the third year of Paul Stoddart's five-year plan for the team with an improved technical package based around an evolution of the PS02 chassis and powerful Cosworth Racing CR-3 V10 engine. In 2004, there was a further evolution of the Minardi PS02/PS03 design concept, with power again provided by Cosworth Racing's potent 72-degree, CR-3L V10 engine.

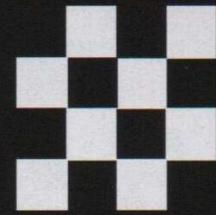
The team, based in Faenza, north eastern Italy, will be running one of its eight two-seater Formula One cars at today's London

event. It possesses a fleet of eight of these unique F1x2 machines, which have entertained crowds and stunned lucky passengers at venues around the world, including Kuala Lumpur, Beijing, Melbourne and Johannesburg, as well as at the Rockingham and Donington circuits in the UK.

Driving the Minardi F1 two-seater on Regent Street will be Zsolt Baumgartner. Born in Budapest in 1981, Zsolt joined Minardi this year and is Hungary's first full-time Formula One competitor. He scored his first World Championship point at the United States Grand Prix in Indianapolis two weeks ago.



# Panasonic Toyota Racing



The 2004 season is Panasonic Toyota Racing's third year of participation in Formula 1, making it the youngest team on the grid. That fact alone brings with it vast challenges, but the way in which Toyota has approached Formula 1 is a brave, yet ultimately rewarding venture.

Toyota prides itself on building success in its own inimitable way through the implementation of proven Toyota way principles. The corporation's entry into the pinnacle of motorsport was no different and it was decided at an early stage that Toyota would create its entire Formula 1 car, engine and chassis, as well as the team from scratch at its bespoke F1 factory in Cologne, Germany. Alongside Ferrari, Toyota is one of only two modern-day teams to develop the whole racing car under one roof.



Today's driver Cristiano da Matta

The team's debut race at the 2002 Australian Grand Prix resulted in its first championship point when Finnish driver Mika Salo crossed the chequered flag in sixth place. But the team realised whilst luck brings fortune occasionally, there was a long road ahead. In 2003, drivers Olivier Panis and Cristiano da Matta netted the team 16 points and took it to 8th in the constructors' championships. Toyota was developing from a baby to an infant. Race-by-race, the team continues to learn and step-by-step, continues to mature on its way to becoming a fully grown team, one which will one day challenge for the F1 world championship.



# Who's got the coolest wheels on the track?



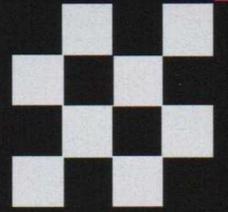
## WE DO.

The closer you look, the more you'll agree that Hot Wheels® Racing models are the hottest on the track.



**HotWheels**  
Racing

# WilliamsF1



WilliamsF1 is one of the world's leading Formula One teams. Formed in 1977 by Frank Williams and Patrick Head, the company has secured 16 FIA Formula One World Championship titles. Nine of these titles have been won in the Constructors' Championship in association with Cosworth, Honda and Renault. The remaining seven titles are Driver's Championships, won with Alan Jones, Keke Rosberg, Nelson Piquet, Nigel Mansell, Alain Prost, Damon Hill and Jacques Villeneuve.

Today WilliamsF1 employs around 500 personnel at a 40ha technology campus based in the heart of the UK's 'Motorsport Valley' in rural Oxfordshire. The company's core competencies are the design and manufacture of Formula One race cars, and the deployment of this expertise in running the team's entries into the Grands Prix each season.

Away from the race track, WilliamsF1 has grown into a significant international business over a quarter of a century, and its achievements earned its founder, Frank Williams, a knighthood in the 1999 New Year's Honours List to augment France's highest decoration, the Legion d'Honneur. Corporately, WilliamsF1 has also been awarded two Queen's Awards for Export

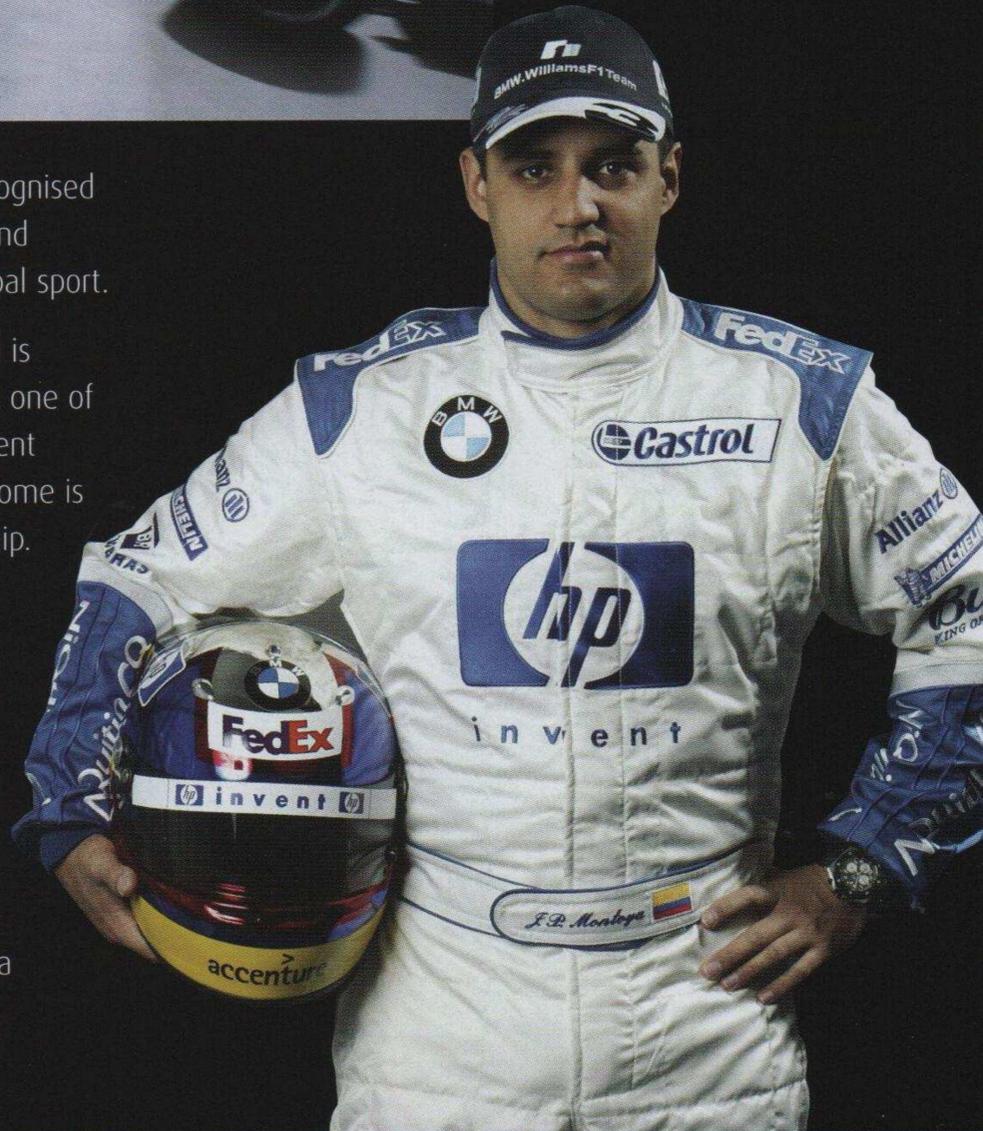


Twenty eight year old Juan Pablo Montoya, who made his Formula 1 debut in 2001 is today's driver

Achievement, and is today recognised as one of the most enduring and successful organisations in global sport.

The company's business model is relatively unique. WilliamsF1 is one of the very few wholly independent Formula One teams and its income is largely derived from sponsorship. Supplementing this are a number of secondary income streams, including an international business and conferencing facility at the company's Grove HQ, with an extensive interactive museum tracing over twenty five years of success in Formula One.

[www.bmw.williamsf1.com](http://www.bmw.williamsf1.com)



# F1 1000

## GREATEST DRIVERS OF ALL TIME

At last, *F1 Racing* reveals the definitive answers to that age-old pub debate: who is, or was, the greatest? In our June issue we asked an all-star 77-person jury – including five F1 world champions and 11 other F1 drivers – to vote for their top 25. Of the current crop, 12 make the cut, but only one hits the top 10. Guess who?

(Data correct up to USA GP 2004)

- 97= Harry Schell (F/USA)  
Starts 56 Wins 0 Ch'ships 0
- 97= Mike Parkes (GB)  
Starts 6 Wins 0 Ch'ships 0
- 97= Lella Lombardi (I)  
Starts 12 Wins 0 Ch'ships 0
- 97= Karl Kling (D)  
Starts 11 Wins 0 Ch'ships 0
- 93= Dave Walker (AUS)  
Starts 11 Wins 0 Ch'ships 0
- 93= Martin Brundle (GB)  
Starts 142 Wins 0 Ch'ships 0

84=



**Ralf Schumacher (D)**  
**Starts 123 Wins 6 Ch'ships 0**  
On a good day, Ralf is inspired; he just doesn't have very many good days. Hence, Schumi Jnr finds himself a massive 81 positions behind his illustrious brother.

- 75= Carlos Pace (BR)  
Starts 71 Wins 1 Ch'ships 0
- 75= Tony Brise (GB)  
Starts 10 Wins 0 Ch'ships 0
- 71= Archie Scott-Brown (GB)  
Starts 1 Wins 0 Ch'ships 0
- 71= Heinz-Harald Frentzen (D)  
Starts 156 Wins 3 Ch'ships 0
- 71= Richie Ginther (USA)  
Starts 52 Wins 1 Ch'ships 0
- 71= Lorenzo Bandini (I)  
Starts 42 Wins 1 Ch'ships 0
- 68= Gunnar Nilsson (S)  
Starts 31 Wins 1 Ch'ships 0

67=



**Jarno Trulli (I)**  
**Starts 120 Wins 1 Ch'ships 0**  
After Jarno led the 1997 Austrian Grand Prix with ease, F1 hailed a new star. His talent lay dormant for seven years until mesmerising first win at Monaco this year.

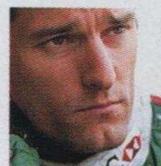
93=



**Jenson Button (GB)**  
**Starts 75 Wins 0 Ch'ships 0**  
Low-ranked now, but surely due a higher 'top 100' spot in future, now that he's fulfilling great early promise. Emerging as a real rival to Michael Schumacher in the fleet B.A.R 006. Regular front-row grid slots and podiums in 2004.

- 84= Patrick Tambay (F)  
Starts 114 Wins 2 Ch'ships 0
- 84= Frank Gardner (AUS)  
Starts 8 Wins 0 Ch'ships 0
- 80= Peter Revson (USA)  
Starts 30 Wins 2 Ch'ships 0
- 80= Johnny Herbert (GB)  
Starts 160 Wins 3 Ch'ships 0
- 80= Alessandro Nannini (I)  
Starts 76 Wins 1 Ch'ships 0
- 80= Mike Hailwood (GB)  
Starts 49 Wins 0 Ch'ships 0
- 75= Peter Gethin (GB)  
Starts 30 Wins 1 Ch'ships 0
- 75= Wolfgang von Trips (D)  
Starts 27 Wins 1 Ch'ships 0

70=



**Mark Webber (AUS)**  
**Starts 41 Wins 0 Ch'ships 0**  
Australia's next world champion has a Schumi-esque work ethic, but it's his sheer speed that has won him acclaim. Mark is Jaguar Racing's best asset but is No1 on the Williams driver wish list for 2005: a match made in F1 heaven.

- 59= Eddie Irvine (UK)  
Starts 146 Wins 4 Ch'ships 0
- 58= René Arnoux (F)  
Starts 149 Wins 7 Ch'ships 0
- 57= Patrick Depailler (F)  
Starts 95 Wins 2 Ch'ships 0
- 56= Clay Regazzoni (CH)  
Starts 5 Wins 132 Ch'ships 0
- 54= Jean Behra (F)  
Starts 52 Wins 0 Ch'ships 0
- 54= Michele Alboreto (I)  
Starts 194 Wins 5 Ch'ships 0
- 51= Jacques Laffite (F)  
Starts 174 Wins 6 Ch'ships 0
- 51= Elio de Angelis (I)  
Starts 108 Wins 2 Ch'ships 0

- 93= Giancarlo Baghetti (I)  
Starts 21 Wins 1 Ch'ships 0
- 88= Ricardo Rodriguez (Mex)  
Starts 6 Wins 0 Ch'ships 0
- 88= Jochen Mass (D)  
Starts 104 Wins 1 Ch'ships 0
- 88= Stuart Lewis-Evans (GB)  
Starts 14 Wins 0 Ch'ships 0
- 88= Jean-Pierre Jabouille (F)  
Starts 49 Wins 2 Ch'ships 0
- 88= Thierry Boutsen (B)  
Starts 163 Wins 3 Ch'ships 0
- 84= Maurice Trintignant (F)  
Starts 82 Wins 2 Ch'ships 0

75=



**Olivier Panis (F)**  
**Starts 148 Wins 1 Ch'ships 0**  
Olive's finest hour remains his win at Monaco in 1996 in a Ligier from 14th on the grid. Never since had the equipment to match that day, despite undeniable Gallic talent.

- 68= Jean-Pierre Jarier (F)  
Starts 134 Wins 0 Ch'ships 0
- 64= Piers Courage (GB)  
Starts 27 Wins 0 Ch'ships 0
- 64= Jean-Pierre Beltoise (F)  
Starts 84 Wins 1 Ch'ships 0
- 61= Johnny Servoz-Gavin (F)  
Starts 11 Wins 0 Ch'ships 0
- 61= David Hobbs (GB)  
Starts 6 Wins 0 Ch'ships 0
- 61= Jo Siffert (CH)  
Starts 96 Wins 2 Ch'ships 0
- 59= John Watson (UK)  
Starts 152 Wins 5 Ch'ships 0

64=



**Giancarlo Fisichella (I)**  
**Starts 132 Wins 1 Ch'ships 0**  
Voted F1 drivers' driver in 2002 by his peers, Fisi is still searching the elusive Big Drive his exceptional car control merits. Has truly shone in 2004 and impressed Williams.

- 50 Bruce McLaren (NZ)  
Starts 100 Wins 4 Ch'ships 0
- 48= Jean Alesi (F)  
Starts 201 Wins 1 Ch'ships 0
- 47 Riccardo Patrese (I)  
Starts 256 Wins 6 Ch'ships 0
- 46 Tom Pryce (GB)  
Starts 42 Wins 0 Ch'ships 0
- 45 José Froilan Gonzales (RA)  
Starts 26 Wins 2 Ch'ships 0
- 44 Gerhard Berger (A)  
Starts 210 Wins 10 Ch'ships 0
- 43 Peter Collins (GB)  
Starts 32 Wins 3 Ch'ships 0

48=



**Rubens Barrichello (BR)**  
**Starts 186 Wins 7 Ch'ships 0**  
As smooth as cream on glass, and quick, but self-condemned to role as Schumi lackey. Still, has taken more from that job than any other and is well-regarded by rival teams.

- 24 Jody Scheckter (ZA)  
Starts 111 Wins 10 Ch'ships 1
- 23 Keke Rosberg (SF)  
Starts 114 Wins 5 Ch'ships 1
- 22 Alan Jones (AUS)  
Starts 116 Wins 12 Ch'ships 1
- 21 James Hunt (GB)  
Starts 92 Wins 10 Ch'ships 1
- 20 John Surtees (GB)  
Starts 111 Wins 6 Ch'ships 1
- 19 Ronnie Peterson (S)  
Starts 123 Wins 10 Ch'ships 0
- 18 Graham Hill (GB)  
Starts 176 Wins 14 Ch'ships 2

32



**Kimi Räikkönen (SF)**  
**Starts 58 Wins 1 Ch'ships 0**  
Kimi's reputation remains intact despite McLaren's current problems. Some rate him the quickest on the grid today, but he still has only one win to his name.

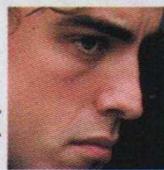
53



**David Coulthard (GB)**  
**Starts 166 Wins 13 Ch'ships 0**  
Part of the F1 furniture these days. Super-quick in early years, but bad career move took him from on-form Williams to McLaren in doldrums. Eclipsed ever since by Flying Finns, especially in past two years, but still in the hunt for a 2005 Jaguar drive.

- 33 Chris Amon (NZ)  
Starts 96 Wins 0 Ch'ships 0
- 31 Mike Hawthorn (GB)  
Starts 45 Wins 3 Ch'ships 1
- 30 Giuseppe Farina (I)  
Starts 33 Wins 5 Ch'ships 1
- 29 Damon Hill (GB)  
Starts 115 Wins 22 Ch'ships 1
- 28 Jacky Ickx (B)  
Starts 114 Wins 3 Ch'ships 0
- 27 Tony Brooks (GB)  
Starts 38 Wins 8 Ch'ships 0
- 26 Carlos Reutemann (RA)  
Starts 146 Wins 12 Ch'ships 0
- 25 Dan Gurney (USA)  
Starts 86 Wins 4 Ch'ships 0

34=



**Fernando Alonso (E)**  
**Starts 41 Wins 1 Ch'ships 0**  
Possibly the most naturally gifted of the new generation, Fernando is Senna-like in his effortless race craft and car control. Sublime first win in Hungary last year will surely prove first of many, but Trulli has had upper hand at Renault in 2004.

- 10 Alberto Ascari (I)  
Starts 31 Wins 13 Ch'ships 2
- 09 Nelson Piquet (BR)  
Starts 203 Wins 23 Ch'ships 3
- 08 Stirling Moss (GB)  
Starts 66 Wins 16 Ch'ships 0
- 07 Niki Lauda (A)  
Starts 171 Wins 25 Ch'ships 3
- 06 Jackie Stewart (GB)  
Starts 99 Wins 27 Ch'ships 3
- 05 Alain Prost (F)  
Starts 199 Wins 51 Ch'ships 4
- 04 Jim Clark (GB)  
Starts 72 Wins 25 Ch'ships 2
- 02 Juan Fangio (RA)  
Starts 51 Wins 24 Ch'ships 5

- 42 Pedro Rodriguez (MEX)  
Starts 55 Wins 2 Ch'ships 0
- 41 Didier Pironi (F)  
Starts 68 Wins 3 Ch'ships 0
- 40 Stefan Bellof (D)  
Starts 20 Wins 0 Ch'ships 0
- 39 Denny Hulme (NZ)  
Starts 112 Wins 8 Ch'ships 1
- 37 Phil Hill (USA)  
Starts 48 Wins 3 Ch'ships 1
- 36 Jacques Villeneuve (CDN)  
Starts 130 Wins 11 Ch'ships 1
- 34= François Cevert (F)  
Starts 46 Wins 1 Ch'ships 0

38



**Juan Pablo Montoya (COL)**  
**Starts 57 Wins 3 Ch'ships 0**  
Blinding talent; yet to maximise his potential. Could be an F1 great but needs mentoring. Ron Dennis may bring out JPM's best at McLaren in 2005 if car is good. Jury's out...

- 17 Mario Andretti (USA)  
Starts 128 Wins 12 Ch'ships 1
- 16 Jochen Rindt (A)  
Starts 62 Wins 6 Ch'ships 1
- 15 Emerson Fittipaldi (BR)  
Starts 144 Wins 14 Ch'ships 2
- 14 Nigel Mansell (GB)  
Starts 187 Wins 31 Ch'ships 1
- 13 Gilles Villeneuve (CDN)  
Starts 67 Wins 6 Ch'ships 0
- 12 Jack Brabham (AUS)  
Starts 126 Wins 14 Ch'ships 3
- 11 Mika Häkkinen (SF)  
Starts 161 Wins 20 Ch'ships 2

03



**Michael Schumacher (D)**  
**Starts 202 Wins 78 Ch'ships 6**  
If Schumi hadn't been born, Ferrari would have had to invent him. The definitive modern F1 über-ace; consummate brilliance on show at every GP. You love him, really...



01

**Ayrton Senna (BR)**  
**Starts 161 Wins 41 Ch'ships 3**  
How fitting that 10 years on from that black Imola day, Senna is still regarded as the greatest F1 driver ever. Matchless qualifying speed (65 poles); total, unflinching commitment (think back to his pole at Monaco '98 when he bested team-mate Alain Prost by 1.427 seconds); spirituality unique in F1. These were the qualities that inspired worldwide awe in his fans and which continue to illuminate his legend. Age shall not weary him...



**BRITISH GP SPECIAL**  
**ON SALE NOW**  
[www.f1racing.co.uk](http://www.f1racing.co.uk)

# Formula 1

COMES TO REGENT STREET

ENJOY THE DAY WITH  
THE FOLLOWING

THE FANTASTIC £3 LUNCH  
from 12 Noon - 5PM

THE FORMULA 1  
BAR PLATTER only £7.95  
from 5PM - 3AM

EXTENDED HAPPY HOUR  
from 5 - 9PM

[www.latenightlondon.co.uk](http://www.latenightlondon.co.uk)

for further information or call

0870 7777 080

H.R. OWEN.

ALWAYS AT THE FRONT OF THE GRID.



Audi



Jeep



JAGUAR



smart

VOLVO



CHRYSLER



LEXUS



SEAT

SUZUKI



digress

TIGER



THE LOOP

THE WARWICK

[latenightlondon.co.uk](http://latenightlondon.co.uk)  
Bars Restaurants Clubs

H.R. OWEN  
TRADITION OF EXCELLENCE

[www.hrowen.co.uk](http://www.hrowen.co.uk)

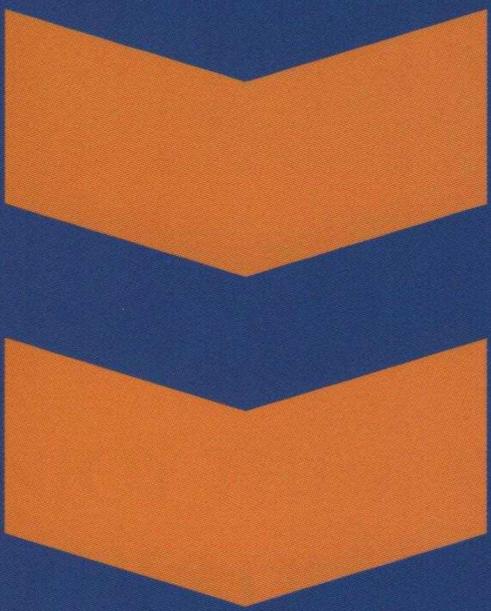
## The *winning* formula for easy parking in Central London

- Eighteen car parks throughout Central London with available spaces
- Save up to 50% off parking with special offers
- New monthly Flexi-pass scheme
- Theatre, hotel, shopping and business vouchers
- Avoid the congestion charge by parking outside the congestion charge zone
- Season ticket discounts available

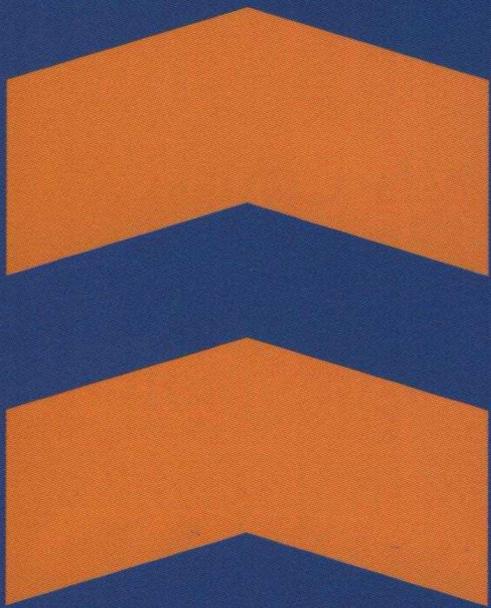
For more information on prices, locations and latest special offers call free on:

**Freephone 0800 243 348**

or visit: [www.masterpark.org.uk](http://www.masterpark.org.uk)



**YOUR NUMBER ONE  
PIT STOP FOR NEWS**



# Ontime Kenfield Rescue & Recovery are pleased to donate their services to *Formula 1 comes to Regent Street*



## Ontime

RESCUE & RECOVERY

Telephone: 020 8855 5544  
[www.ontime-recovery.com](http://www.ontime-recovery.com)



## Sartoria

**Manager:** George Perendes

**Chef:** Piero Boi

**Lunch**

Mon-Sat 12noon - 3pm

**Dinner**

Mon-Thu 6.30pm - 11.30pm

Fri-Sat 5.30pm - 11.30pm

Sun 6.30pm - 10pm

**Bar**

Mon-Sat 12noon - 11pm

Sun 6.30pm - 10pm

As elegant as a Milan boutique and as glamorous as a catwalk show, Sartoria provides the very latest in Italian cooking in the home of English tailoring, Savile Row. The restaurant, bar and private rooms are the favourite of the fashionista and the darling of the art dealer.

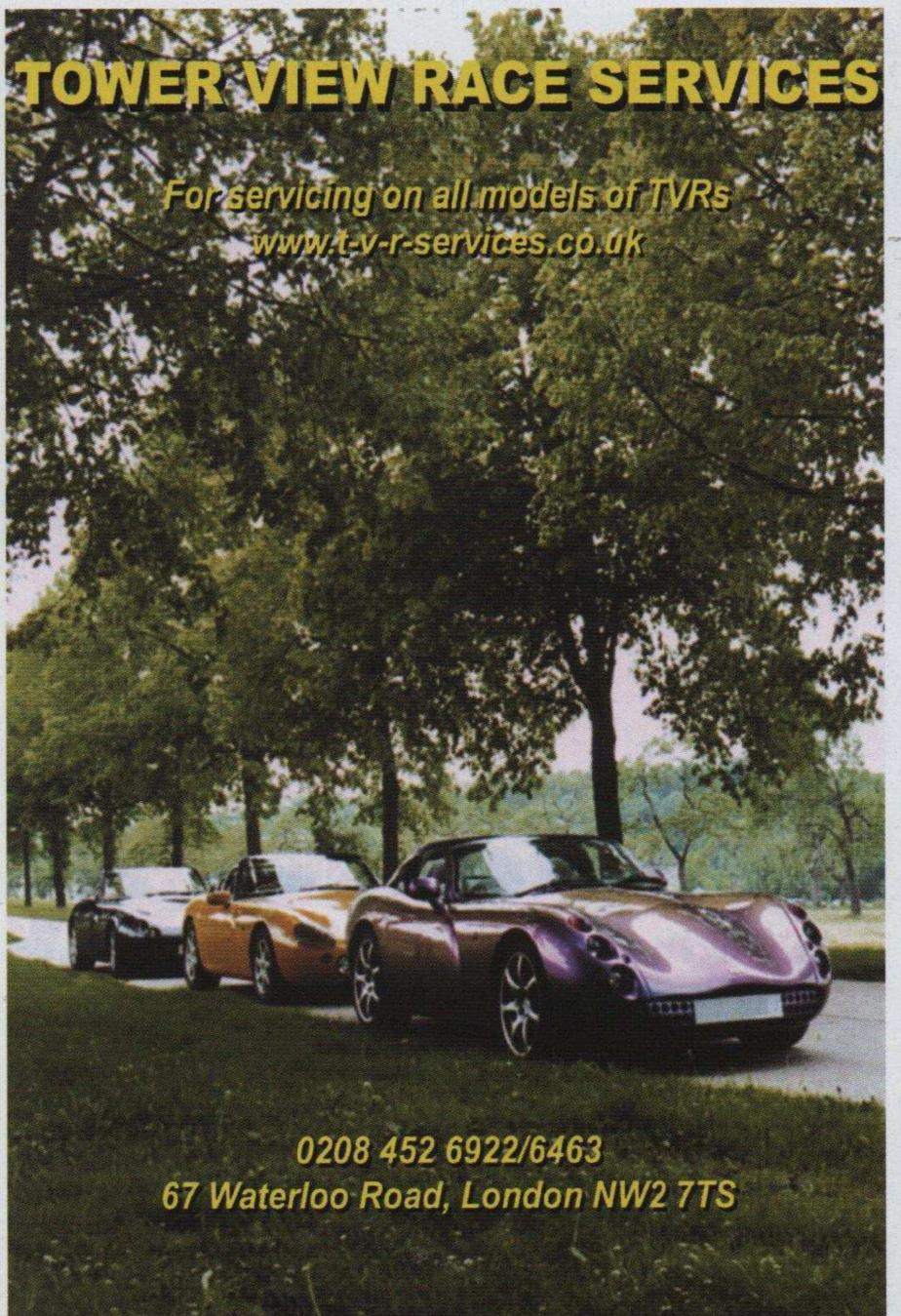
**20, Savile Row, London W1X 1AE**

**T: 020 7534 7000 F: 020 7534 7070**

Private rooms, seat up to 50:  
020 7534 7015

## TOWER VIEW RACE SERVICES

*For servicing on all models of TVRs*  
[www.t-v-r-services.co.uk](http://www.t-v-r-services.co.uk)



**0208 452 6922/6463**

**67 Waterloo Road, London NW2 7TS**

# Credits

## Executive Producers

Harvey Goldsmith C.B.E.  
Councillor Ian Wilder  
Emma Twyman for The Crown Estate  
Annie Walker, Director, Regent Street Association  
Assistant: Rob Sharp, Regent Street Association

## Technical Director

Robbie Wilson

## Assistants:

Alexandria Wilson  
Matthew Chung

## Pre-Production

Steve Allen

## Event Co-ordinator

Diana Goldsmith

## Traffic Management

Martin Sola

## Westminster Council Special Events Group

Tim Owen  
Chris Crome

## For The Crown Estate

David Shaw  
Irene Belcher  
Giles French

## Police Liaison

Commander David George  
Chief Superintendent Alaric Bonthron  
Inspector Stuart Cornish

## Sponsors

LG Electronics  
Evening Standard  
London Clubs International(LCI)  
Mumm  
Olympus UK Ltd  
TAG Heuer UK  
Vodafone Ltd  
Cirque du Soleil  
Burford Plc  
Vertex

## Filming

Jason Fielding, Octagon Ltd  
Ben Miller, TV Director

## Media Partner

Evening Standard

## Sponsorship Sales

Harry Nuttall, Jump Sports Marketing Ltd  
Neal Taylor, Prism  
Jason Fielding, Octagon Ltd  
Linda Ewing, Ewing Media Ltd

With thanks to all Suppliers

## Banners

Piggotts  
Bluefly

Bentley Azure supplied by Rodney Turner for HR Owen PLC  
Pace Cars supplied by DaimlerChrysler  
Street cleaning supplied by Onyx UK Ltd

## Catering

Bonnie May, Eat To The Beat

## The Producers would like to thank:

The tenants and residents of Regent Street for their understanding.

Bernie Ecclestone for making this event happen  
Councillor Simon Milton, The Leader and Councillor Robert Davis, Chief Whip, Westminster City Council Ltd and David Shaw of The Crown Estate for their invaluable assistance

## A special thanks to:

All the teams and their drivers for participating

Proceeds from this Event will be donated to Arts in Westminster  
With special thanks to Lee Amaitus, President, Cantor Index

## Design

Small Back Room

## Souvenir Brochure

Martin Goldsmith, Event Merchandising Ltd

Further copies of this souvenir brochure can be obtained by sending £5 to Event Merchandising Ltd, Unit 11, Humber Road, London NW2 6EW.

Handset limitations and terms and conditions apply. Visit [www.vodafone.co.uk/termsandconditions](http://www.vodafone.co.uk/termsandconditions) for details.



## Swap places with Schumacher

Play Ferrari Experience II for the chance to WIN a VIP trip to the Vodafone Italian Grand Prix.



live!™

# REGENT STREET

WHERE TIME IS ALWAYS WELL SPENT



## Shop Eat Relax

Welcome to Regent Street - Where time is always well spent.

Regent Street is home to some of the world's leading fashion names, with a unique mix of classic and contemporary style at stores including Liberty, Hobbs, Austin Reed, Jaeger, Zara, Mango and Esprit. You will also find a wide selection of quality non-fashion stores with everything from tempting chocolates to stunning jewellery and the finest toys in the world.

And whether you need a quick coffee or a leisurely lunch, the international bars and restaurants of Heddon Street, Regent Street's food quarter, offer a variety of venues to take time out, any time of day.

Formula 1 on Regent Street is just one of the many events taking place along this mile of style in 2004.



### International Regent Street Festival

On Sunday 5 September, 12 noon - 8pm, we will be hosting the International Regent Street Festival - the capital's largest one-day street festival. The day will be full of international fashion, live music, and street dancing, bringing the world to Regent Street.



### Christmas Lights

November will see the 50th anniversary of the world-famous Regent Street Christmas lights. The street will be closed to traffic for a live concert and celebrity switch-on, attended by thousands of visitors ready to kick off the festive season.

Visit [www.regentstreetonline.com](http://www.regentstreetonline.com) to keep up to date with the latest Regent Street events and offers.



Image courtesy of Mango

