

They've hired an enormous cruise guests and were a little upset when Lucky Strike, whose beautiful sailboat Elenora is moored right next door, projected large Lucky Strike logos on the side of the ship. In fact, the Lucky Strike Honda team has managed to alienate all their neighbours. At their yacht party on Thursday night, former BAT marketing man turned Johnny Walker honcho Gary Carey was asked to make a speech. "Although I'm now working with McLaren, you should know I'll still be rooting for your guys," he said. Touching, but unfortunately for Gary, the Elenora was sharing a pontoon with Mansour Ojjeh's vessel...

and Ron heard every word.



14 Soho Square, London, W1D 30G, Telephone: +44 207 494 2257

Editor Justin Hynes Chief Sub-editor (Race) **David Granger** Chief Sub-editor (London) Nancy James Senior Sub-editor Paul Keith Senior Writer Matt Youson Staff Writer Adam Hay-Nicholls Researcher Damian Corrigan Art Director Miles English Designers Phil Slade,

Publisher Norman Howell

Producer/Designer Adam Carbajal Photo Editor Susie Forman Team Photographer Thomas Butler Illustrator Dietmar Kainrath Logistics Manager Bettina Leidiger Logistics Kate Robson. Ariane Galle, Justine Hoffmann Truckies Leigh Pothecary, Martin Woodfine, Marc Sirett, José Franco, Andrea Schlager **IT Christoph Raunig, Werner** Stadlober, Bernd Gorbach. Alexander Keck/Riedel Printing Team Oswald Halwax, Thomas Schmitz, Mario Wolf Martin Young Project Co-ordinator **Bernd Fisa** Concept Karl Abentheuer, Christian Kaemmerling, Boro Petric, Christian Seiler

Alex Wiederin

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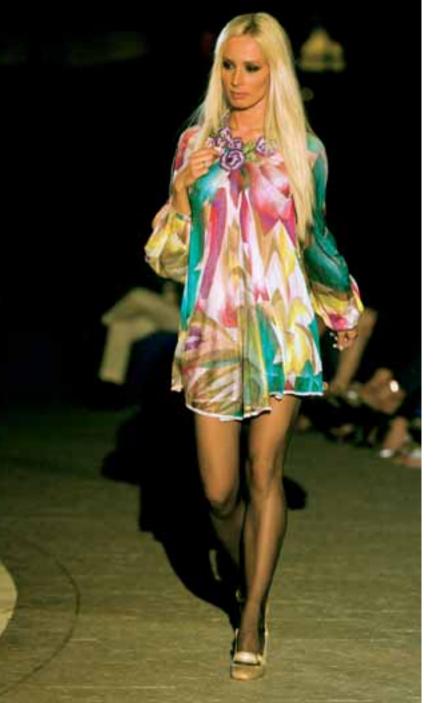
SUNDAY, MAY 28, 2006

the centre of attention at the Amber Lounge's poolside charity fashion show on Friday night. Dressed by designer Missoni, the models included Cora Schumacher, Erja Hakkinen and Maria de la Rosa. But while many of the ladies were very keen to strut down the runway and twirl for the photographers, a couple of drivers' wives were less than thrilled at the prospect of having to wear high heels so close to the water's edge. Instead, the full length of the catwalk was reserved for the professionals and after the show a dinner with these Czech models was auctioned off to one lucky punter for the princely sum of 18,000 euros. Money extremely well spent



THE THREAT OF A RIVAL world championship has dawned once again, but this time it's more of a sanitary nature. The mechanics in the MF1 garage are quite convinced that they have the most pristine latrine in the pitlane this weekend. They are challenging the other teams to match the brilliant shininess of their cistern, the perfect cleanliness of their ballcock, and their plentiful supply of toilet paper. A quick survey of the competing facilities shows that McLaren is, as expected, a contender, while

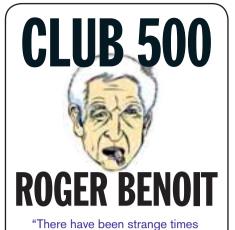
Renault looks set for the back of the grid.



GOSHCC



AS EVERYONE KNOWS, Bernard Charles Ecclestone is a soft, lovable guy, forever giving money away, and his official blessing for the British Grand Prix goes to London's Great Ormond Street Hospital Children's Charity (GOSHCC) The second annual F1 Party, hosted by GOSHCC will take place, by kind permission of Mr E. at Duchess Palace. 16 Mansfield Street, London, W1 on Wednesday 7 June at 7.30pm. Additionally, for the fifth year in a row, 50 of the hospital's patients have been invited to attend the grand prix and GOSHCC will shake its collecting tins and host an auction at Silverstone. Their HQ will be in Paul Edwards' trailer near the medical centre. The collection will help to build a Formula One Cardiac Operating Theatre and Intensive Care Unit at the hospital. "You could compare our current facilities to driving a Morris Minor around the track at Silverstone - we need a Ferrari to give our patients the best possible chance of life," says Professor Martin Elliot, the hospital's leading cardiac paediatrician. So put your hand in your pocket and give generously, or Bernie promises to organise the Grand Prix of Kazahkstan.



at Monaco in the past. In 1972 it rained incredibly heavily. It was so dark by the end of the race that the streetlamps were on all over Monaco to signal Jean-Pierre Beltoise's win. It was really quite surreal. Also odd was Riccardo Patrese's win in 1982. He spun in Loew's and was pushed on to the track, finished and had to be told he was the winner. He was aiming his car back to the pitlane but was directed to the area for the top three and genuinely thought he had just scraped on to the podium. His boss, Bernie Ecclestone wasn't even there. He'd left for the airport in dismay after the spin!" This is Roger Benoit's 526th grand prix. He writes for Switzerland's Blick

and Sonntags Blick newspapers.



IT WAS WITH GREAT sadness that the pitlane learnt of the death of Edouard Michelin on Friday, Monsieur Michelin was on a fishing trip in Brittany when he drowned. The cause of the accident remains unclear. The 43 year-old was the great-great-nephew of company founder Andre Michelin. Upon graduation, Edouard went to work under an assumed name at the tyre manufacturer's factory at Clermont-Ferrand, to learn each component part of the manufacturing and management processes.

He rose to the position of managing director in 1999. French politicians, business leaders, and the motoring and motorsports communities have reacted to the tragedy with deepest condolence. President Chirac paid tribute to the life and work of Michelin: "At the head of a company that has a special place for French people, Edouard Michelin had considerably modernised his company and made it into a universally renowned French industrial champion."



CHECK OUT THE NEW threads! Red Bull Racing's finest unveiled their new outfits yesterday, though the pit crew are terrified by the thought of flame-proof underwear. Meanwhile, last night's Superman Returns party was a stellar affair, with Kevin Spacey the star attraction.



'Some drivers get

energised by Monaco's

pressure and craziness

and up their game'

FOUR COMMENTARIES

THE USUAL SUSPECT

'Michael has often been

his own worst enemy

- Adelaide '94 and

Jerez '97 spring to mind'

F1 FUNNIES

"It's a souvenir from last year's race. It fell from either

Kimi or Montoya's diamond-encrusted helmet.

HUNTING DOWN SCHUMACHER BY IUSTIN HYNES

Controversy at last. Seven weekends into the season and finally there's something to talk about, something for the chattering classes to get their teeth into. Except for the fact that by the time this left the laptop for the page yesterday there was no clear apportionment of blame or verdict of innocence. So, what to say about it?

The action, at least from the in-car footage, certainly carried with it a whiff of suspicion. Flavio Briatore fumed that it was unworthy of a seven-time champion, Fernando Alonso maintained a stoic almost-silence, simply saying that he felt he would have had pole if the incident hadn't happened. And over at Ferrari, Michael Schumacher got somewhat irritated - hardly suprising - when he was asked if he'd parked his Ferrari at Rascasse.

We'll presumably get a verdict later rather than sooner. Personally, I would imagine that the result of qualifying will stand and the press room, always too hasty with a kneeierk anti-Schumacher opinion, will be left to seethe and fulminate along with Renault and everyone else who has a cold spot in his heart for the seven-time champion.

Whether it's guilty or innocent, it does remind you that Michael has borne the brunt of more ill-will than most. It is ever thus, one supposes, with dominant forces. The familiar, especially when it contains a calculating directness of ambition, brings out in others a sense of ennui, which inevitably leads to dissatisfaction

And, in truth, Michael has often been his own worst enemy, Adelaide '94 and Jerez '97 spring to mind. His public perception isn't helped by his inflexible public persona, which is - how to put this politely - not the most telegenic.

But, at least it seems to me, that it is an unfair judgement. I have always found Michael to be an extremely clever, sharp and aware interview. He doesn't waste words, which are, in English, certainly, not his strongpoint, but by the same token he never comes across as someone who lacks empathy, understanding or even flashes of wit.

Of course, that doesn't mean that he isn't capable of transgression, Jerez was the perfect example of that. But it does mean that he is probably too quickly judged to be in contravention of the law, based largely on boredom with his sublime skills and antipathy towards his

But is the Michael Schumacher of 2006 the same kind of driver who

attempted to bustle Jacques Villeneuve off the track almost 10 years ago? The head would say no, he has matured, is no longer as brittle under pressure. He is surely a driver more at ease. after seven titles, with his place in the pantheon and the paddock. Not, then, a man to so riskily flout the law.

Yet here we are in 2006 and Schumacher is deperate to end on a high note. It is the championship or bust, and bust for good. He wants this title, it seems, as badly as he wanted it in 1994. Does that mean he'd take the all or nothing step and park up at Rascasse in a bid to slot his slower car into pole and defend like he knows he can do in the race? Never...



So many parties, so little time. I can remember an age when Friday in Monaco really was a day off and I'd head out to Cap Ferrat to see old friends Stinker and Daphne. Stinker being one of England's most handicapped polo players, and his handicap being that he had to leave England in a hurry after an incident involving a young girl, a pair of handcuffs and an orange. Reclining on his sun-lounger he would be served an endless stream of whisky cocktails by the devoted Daphne. "Helen, I'll take my whisky anyway I can," he'd chuckle while drawing on a Turkish cigarette. "But the way I prefer it is the same way I like my women

who is doing good things for abandoned with cellulite, I have celluregular.

Also unreal was the Steinmetz diamond

said (I thought) that we'd get to meet some rough diamonds and as I have always had a penchant for a bit of rough, I went along. Wrong

the Maxova event, I staggered onto another yacht - by now unable to remember its name - for an evening aimed at helping Haitian children. called 'Yele Haiti," which featured the charismatic presence of Wyclef Jean, who for those of you unfamiliar with modern popular music culture,

Me Softly With His Song.

But that's enough showing off of



- about 20 years old and mixed up with a bit of coke."

Stinker was a dirty old man, who eventually died in a bizarre incident involving a self-sealing plastic food bag, but at least dear old heartbroken Daphne said I could help myself to any of his dresses I wanted. He had some lovely vintage Chanel and as a fashion lover, he would have enjoyed Friday night's fashion show which set out to raise money for the Teresa Maxova Foundation. Miss Maxova is a supermodel

> children and she had roped in several drivers' wives to promote her good cause. All those models made for depressing viewing, as it was a completely cellulite-free zone and bore no relation to life in the real world. I don't suffer

party I attended on the RM Elegant. The invite

again, we were there to see an actual rough diamond, reckoned to be 137 carats. Approved guests would be coming on board to bid for this girl's best friend, with the bidding expected to start at US\$55 million! I was more impressed with the ship itself, especially the Diamond Suite with its mirrored ceiling, but just don't ask what I was doing on my back looking up at it. Actually, I was just having a little rest before moving on Kids charities are obviously the in thing right now, as apart from

> made his name with a beat combo called the Fugees, who murdered Roberta Flack's great oeuvre, Killing

my musical knowledge: all one really needs to know about Monaco in the modern age is that, back in the old days, we all used to sit around in the tiny motorhomes in the paddock, looking at the giant ships in the harbour and say, "I wonder how much that yacht's worth".

Now, it is the people on the giant boats looking across to the paddock and saying to each other, "I wonder how much that motorhome

place where a driver's real skill becomes apparent, as a race track that separates the men from the boys.

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It is true that the circuit does require great skills of concentration and the ability to find everything you can and more from a qualifying run but to say, as many seem to

Monaco is often referred to as

the ultimate drivers' circuit the

do, that this is the place where a driver can really get himself noticed is, if not wrong, then slightly over the top. For example, on Thursday, BMW's third

driver, Robert Kubica, spun and crashed and looked like an idiot, but the truth is that something went wrong with the traction control and that was it. Not his fault, but he looks, to most, like he made a big error.

What is true is that it brings out the best in some drivers. It requires the utmost concentration, not just to put in the kind of qualifying lap you need but also across the 70 or so race laps. You need to be really focused and also smooth with the car.

That, of course, is true of all circuits but Monaco is the most unforgiving. You have to be error-free for that race distance. Modern circuits have big run-off areas where there is more margin for error. A driver can overdo it and pull it back and has time to find the limit whereas there are no hiding places in Monte Carlo

MONTE CARLO OR BUST?

BY DR HELMUT MARKO

It's strange but it seems to bring out the best in some drivers. Not just the track but the whole thing. The pressure, the craziness of the place, some drivers get energised by it and up their game as a consequence. Jackie Stewart was one of them. Always incredibly

smooth with the car, changing gear when the car was in the air. very smooth and no errors at all.

Indeed, I'm always amazed at how well Scotsmen do here.

David is another

one. The place seems to get to him - in a good way. I'm expecting good things from him here. You could even say the same thing for McNish who always looked comfortable around here.

But in terms of it being a great place to spot talent. I don't think it is any better than other circuits. I think the thing about Monaco is that there is such attention paid to the race that if someone does well here it is noticed. by the media, more than at other races. I think for those deeply involved in Formula One the awareness of a driver's potential has been raised long before that.

I'll give you a couple of examples. Juan Pablo Montoya had a good race here in

Formula 3000, and the press went crazy about it, even though he didn't win and made lots of mistakes. It was a brave drive and that's what got attention but his potential had already been seen earlier. I first saw him in, I think, British F3 and it was immediately apparent that he was just very, very quick. He has the ability to step into any car and be immediately quick.

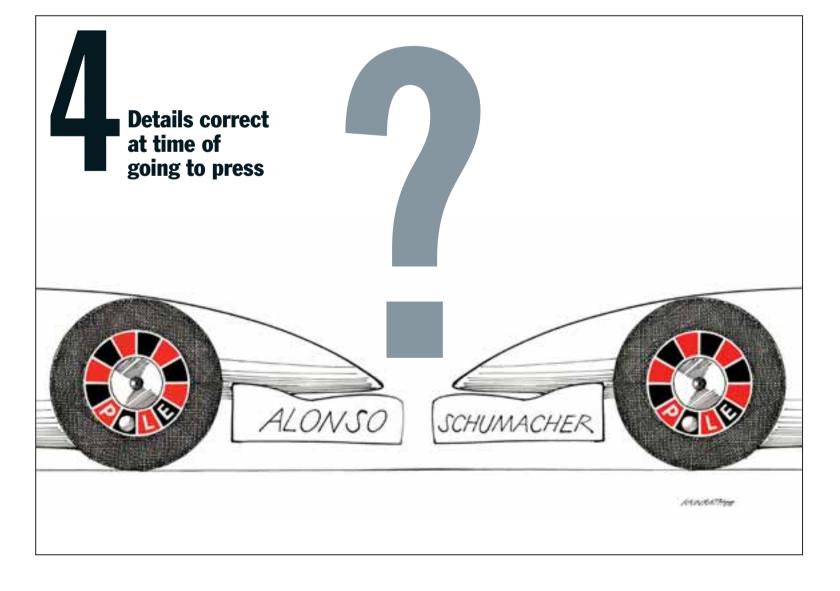
THE RED BUILLETIN

Yet no-one wanted to take him to F3000 but we did and he was very quickly a second quicker than anyone else.

The same was true of Fernando Alonso He won a

3000 race at Spa in 2000 with a great drive and suddenly he was the name on everyone's lips but what people failed to remember was that he was driving for Astromega, who are based in Belgium and have some affinity for the circuit. No-one remembers also that the man who finished second that day was a Belgian, Marc Goosens. To others Alonso's talent had been visible for some time before that. He'd been second in Hungary and had other good results before that.

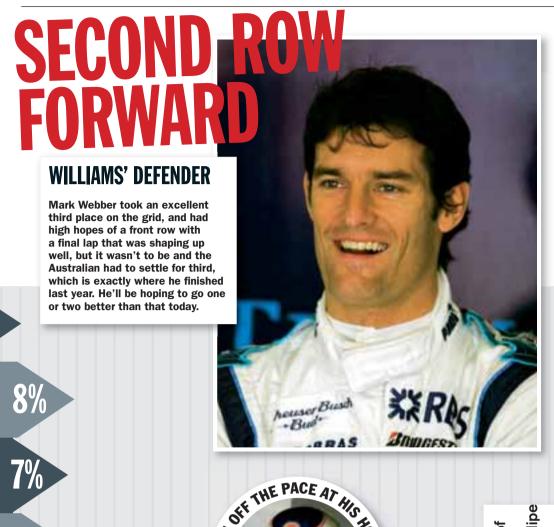
Monaco does grab a lot of attention and a good result won't do your chances any harm but in most cases any talent that a driver has will have been picked up before then.



ITA MAICT



Schu	macher is lucky	vent to press debate raged over whether Mich or just clever. Flavio is less than impressed with the control of	th the	The state of the s		ARKING INTERI		
	ement of Michael as are guarantee	's stricken Ferrari and whatever the stewards d to fly today	decide,		7	Ħ	180	
AGURI		Not very much to say about Super Aguri that hasn't been said in this column before. They continue to edge closer to the cars in front, but the	MONTAGNY	21	2	,000/1	H	
SUPER AGUR		improvements are now coming in tiny increments. Franck Montagny has got to grips with the car and closed the gap on Takuma Sato.	SAT0	20	2	,000/1	HŪN	
RO ROSSO		Mixed results for Toro Rosso. Speed struggled to get to grips with the circuit but Liuzzi as usual managed to punch above his weight. They start 13th and	LIUZZI	13		500/1		
TOR0		19th respectively.	SPEED	19	1	,000/1		
MIDLAND		Nothing much to shout about for MF1. Albers and Monteiro hold station in 17th and 18th, which is pretty much where they've been all season. They	ALBERS	17	1	,500/1		
WID	are, as we've said since race one, only racing each other.		MONTEIRO	18		1500/1		
N-SAUBER		A bad day at the office for the BMW-Sauber's with Villeneuve and Heidfeld languishing at the wrong end of midfield in 15th and 16th respectively. And	HEIDFELD	16		300/1		
BMW-		while Jacques has never gone well in Monaco, for Nick, who finished second here last year, it must be particularly galling.	VILLENEUVE	15		300/1	2	
RED BULL		DC has two Monaco wins, so it wasn't particularly surprising to see him make it into the final qualifying session at a track where experience is	COULTHARD	9		80/1	2	
RED		a highly prised asset. Getting the car into the 1m:13s bracket, however, indicates the car performs better here than it has at previous races.	KLIEN	12		200/1	121	
HONDA		A rotten run for Button sees him down in 14th and Rubens' 7th place means he's won that battle for the last three races. It's been a grim	BARRICHELLO	7		50/1	12	
오		weekend for Honda and it doesn't look like getting any better.	BUTTON	14		125/1	2	
WILLIAMS		Rosberg's solid 10th is about on par for Williams this season, but Mark Webber's third place goes above and beyond expectation. The Australian	ROSBERG	10		125/1		
MI		tasted the podium here last year, and is obviously keen for another bottle of champagne.	WEBBER	3		20/1		
TOYOTA		Eighth and 11th for Toyota is solid if not exactly inspiring. However, in Jarno Trulli they have a man who knows how to win at this circuit – though	R SCHUMACHER	11		125/1		
01	-30	that doesn't look like a feat likely to be repeated without something very dramatic happening this afternoon.	TRULLI	8		100/1		
FERRARI		First and last for Ferrari – maybe. Massa, clearly struggling for grip, ended his afternoon putting the Ferrari in the wall and bringing out the red flags.	MASSA	22	Λ	100/1	12	
Schumacher's own end. The stewards		Schumacher's own demise effectively bought the session to a premature end. The stewards will decide whether by accident or by design.	M SCHUMACHER	1	Λ	E	121	
MCLAREN	THE SE	Solid if not spectacular for McLaren with the Silver Arrows lining up in fourth and sixth. While it isn't where they would have hoped to be, after	MONTOYA	6		20/1	1 2	
MC		several lacklustre qualifying performances, this represents progress.		4		8/1		





WILL DIFFICULT AFTER 50% ASSAM

An interesting grid for the 64th running of the Monaco Grand Prix with the Ferraris qualifying first and last. Watch out for Felipe Massa charging from the back

THE STREETS OF

MONTE CARLO



22/11 RACE ODDS HELD NEW/SECOND RACE ENGINE

Second and fifth for Renault should make this an interesting race. The

may still harbour ambitions of starting the race from pole.

Renaults probably had the pace to improve and were only thwarted by the new Schumacher chicane by the Rascasse. With Flavio crying foul, Alonso

ALONSO

FISICHELLA

2

5

5/4

14/1

0% 10% 20% 30% 40% 50% 60% 70% 80% 90%

30%

30%

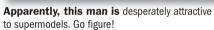
BULL'S EYE

"King of the World!" but which one is Leonardo DiCaprio?

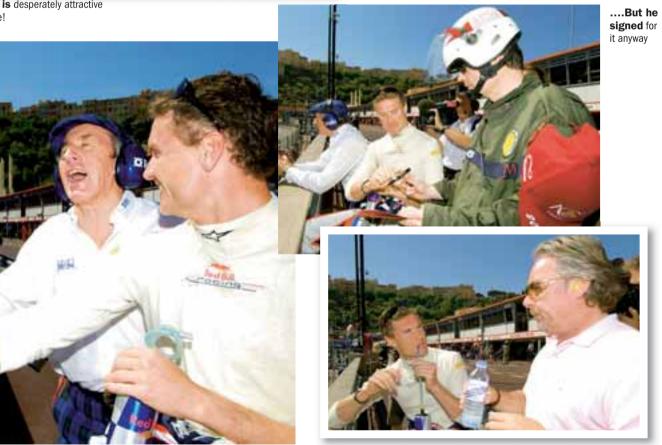
THE BIG STAGE

The Monaco Grand Prix generates massive amounts of interest around the world but some of F1's principal players seem to be making a song and a dance out of being the centre of attention

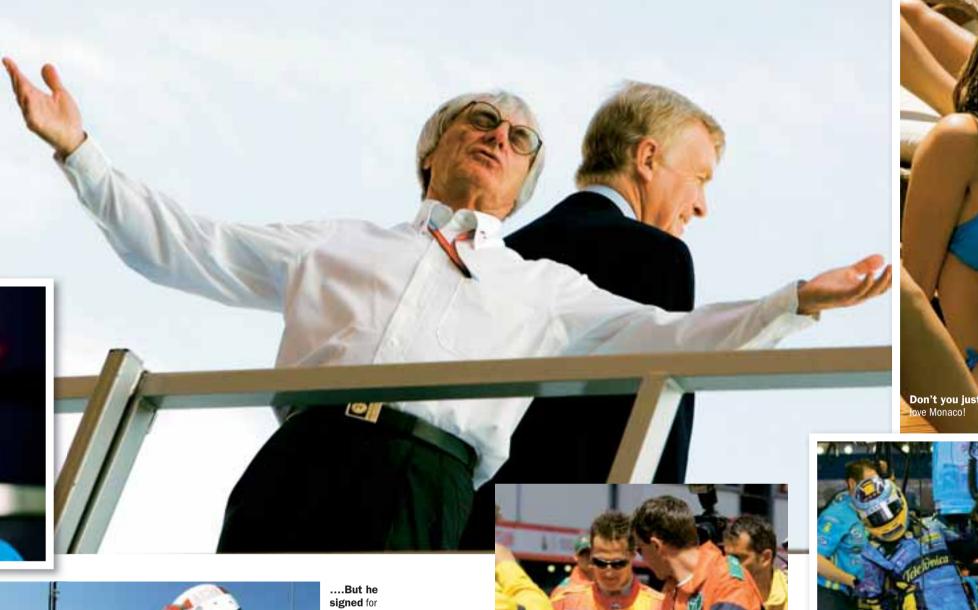




DC didn't have a clue as to who would want to send him a Singing Scotsmanogram...



Keke could see David was waiting for an answer, but that damned earwax meant he had not heard a thing.



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Don't you just hate it when you sit on the radio antenna.

Michael's idea of wearing a bright yellow race suit backfired

when he was mistaken for a marshal and told to sweep the track.

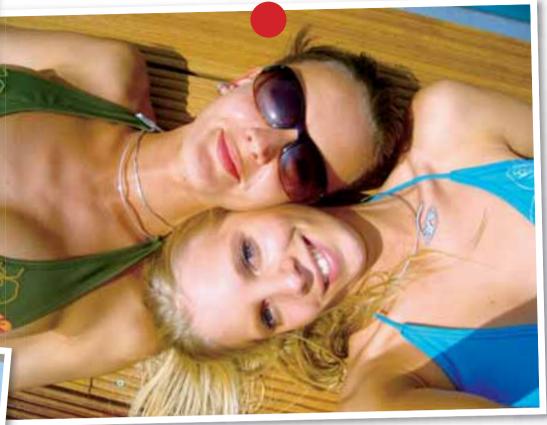
You're the head of one of the biggest drinks companies in the world, you are standing in front of the massed ranks of the F1 press and photographers, when you suddenly notice a huge fly swimming in your glass. To drink or not to drink, that is the question.



Forget all the marketing nonsense about why Johnnie Walker signed with McLaren-Mercedes. The real reason was so that Ron could indulge his Dean Martin fantasy. "That's amore!"













Life as a Una is not just a case of lounging by a pool while looking good in a bikini. No, sometimes the ladies have to chill-out on a yacht instead. Here's a selection of pictures taken by the girls during their weekend in Monaco







THE RED BULLETIN PARTY SUNDAY, MAY 28, 2006 SUNDAY, MAY 28, 2006 PARTY THE RED BULLETIN

FRONT ROW No other weekend on the Formula One calendar

No other weekend on the Formula One calendar provides as much opportunity to play hard as the Monaco Grand Prix. From red carpet to catwalk, from motor launch to VIP lounge, the principality is made to party, F1 style. Three of the biggest were...

LADIES' NIGHT AMBER LOUNGE, SATURDAY

Ten carefully chosen F1 men and their guests, over 200 paddock ladies and Sonia Irvine's exclusive club. The perfect recipe.

















SUPERMAN ENERGY STATION, SATURDAY

Red Bull Racing's Hollywood extravaganza. Kevin Spacey, the Unas and the Energy Station all made for a Supercharged night





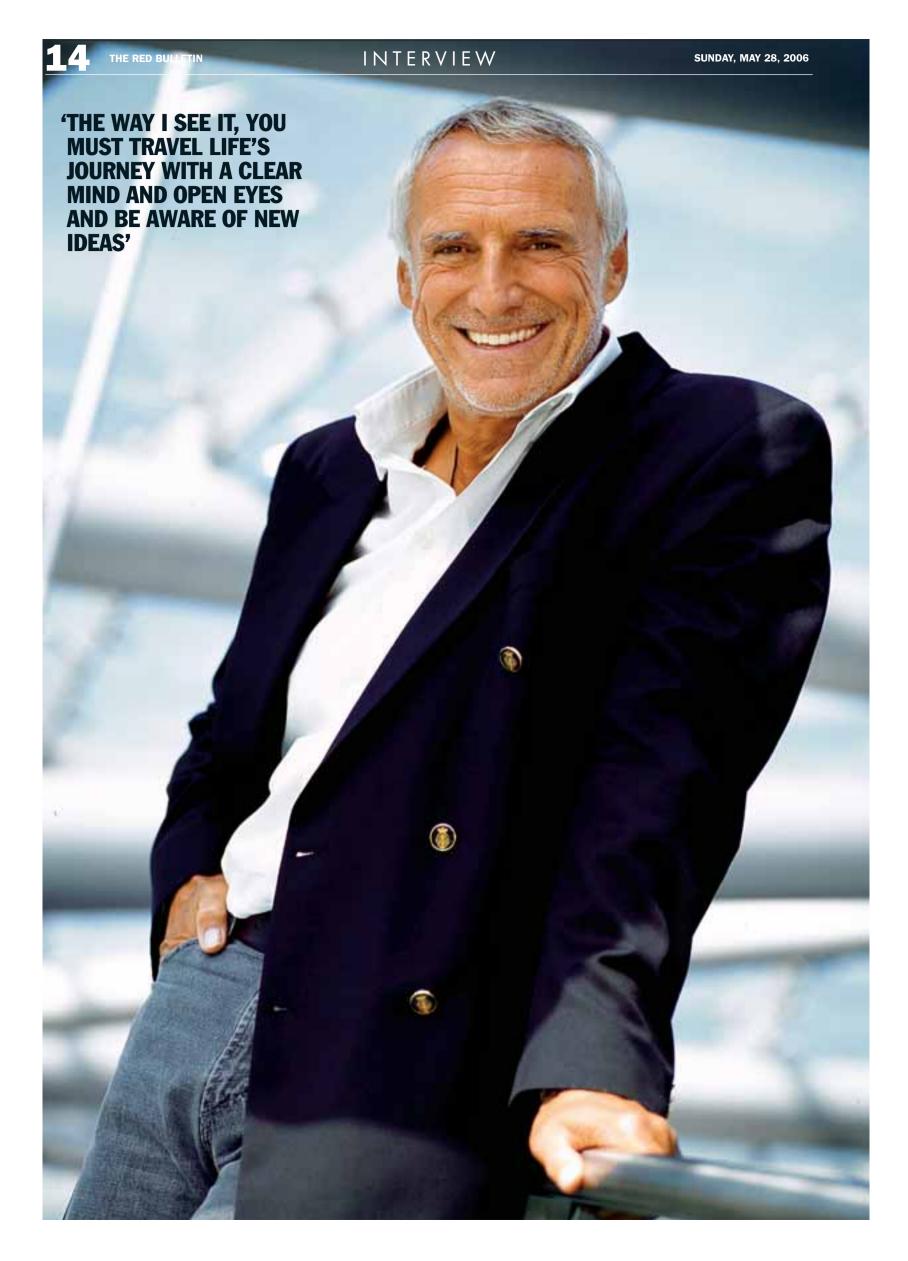
GP & FASHION UNITE MERIDIEN BEACH PLAZA, FRIDAY

Missoni and Eva Herzigova teamed up to present a poolside bash in aid of the Tereza Maxova Foundation









ENERGY SOURCE

Red Bull Racing owner Dietrich Mateschitz always had ambitions to enter the Formula One fray. He just managed it more than a decade before he anticipated. **Herbert Völker** spoke to him about motorsport, energy drinks and the secret of his success

et's get right into the spirit of Monte Carlo and let me ask you straight: what's the recipe for becoming a billionaire?

I'm on the list, but I actually don't belong there, I mean, I don't feel...

This is not really a personal question, I'd just

like to know the secret formula.

OK then. All I can tell you is the way I see it. The first thing is to travel life's journey with a clear mind and open eyes, be aware of new ideas and be quick to recognise their potential. The hardest part is to see a project through, taking all the risks, with a firm hand on the tiller. When it's bar talk, everyone's a winner, but the real challenge is in seeing an idea through from the beginning to fruition. You have to commit eventually and there's no turning back, as the only way is forward. Of course it helps if the skills you learned in your previous jobs are relevant to the new project. I was already in marketing and always fanatical about the quality of products, as well as having a high regard for exclusivity. We applied this thinking to our new idea. When you focus not just on maximising profits, but on the wider picture, incorporating the idea and the pursuit of quality, getting your whole performance right, success follows. But it did take us 12 or 13 years to get there.

Was there a magic moment at the beginning, like a flash of lightning?

I went to Thailand to launch a new brand of toothpaste, together with a local company. As a European, and a marketing person, I was struck by the fact that manual workers and truck drivers all seemed to be consuming this local energy drink – and it appeared this was the case all over south east Asia. The key factor is if this realisation comes to you before or after cleaning your teeth.

Beforehand helps?

Absolutely. Ideas may crop up, like going self-employed and developing a new concept with Thai partners, then adapting it to the European market. Next thing you find yourself sitting poolside at Bangkok's glorious Siam Intercontinental, exchanging dreams with the son of a Thai entrepreneur and hearing yourself saying: "In 20 years we will be in Formula One".

That's how the legend goes...

No honestly, it happened just like that. Although, it actually took only eight years to get into the sport, when we became involved with Sauber.

Back to your roots. How can we picture a childhood in the Austrian province of Styria?

Laid back. St Marein is a village with hierarchy. Mayor, priest, chemist, local doctor, head teacher, fire brigade, choral society and church choir where I prim ed the organ. We also played cowboys and indians and warred against the neighbouring villages; those were the halcyon days, until I was 10. Secondary school was tough. In fact, it got on my nerves, and I passed my university entrance exams by the skin of my teeth...

...but then you were discovered as a marketing guru.

As if! To me, studying meant freedom, a

feeling which extended even through to the wide choice of subjects available: from ship-building, to architecture, to applied arts. In the end I settled on business studies because the nicest people were there. During the holidays I worked all over, from a steel factory in Sweden to serving tables in Switzerland. It all helped finance my Austin Healey and this is why it took 10 years to graduate.

Then things took off quite quickly. There I was, hand-made shoes and pinstripes, the epitome of a product manager: straight and efficient. I worked for a series of leading companies dealing with washing powder, shampoo, toothpaste, coffee. After 10 years I'd had enough and resigned, looking for a little space and independence. For three years I submerged myself in my thinking, developing ideas at my own pace. That's also when I ditched the pinstripes.

During all this time, what role did sport play for you?

At school I often skipped physical education: I enjoyed much more having clever discussions in cafés. My ambition only grew during my years of study and from this I developed my own personal fitness philosophy. It's 'personal' because I enjoy injecting a degree of physical fitness to everything I do. I enjoy being in nature, on the water, in the forest, in the air, on a motorbike or bicycle. Everything is connected with physical activity, apart maybe for social interaction – though that is not so different after all. There is no doubt that sport is an intrinsic part in my life.→

Motorsport was always a reality in my part of Austria. Hill-climbing, motocross, speedway... we even had a rally go through the village. Jochen Rindt was a local hero in Styria, where he began on his way to becoming Formula One world champion in 1970. He was a real idol for a kid like me, so charismatic, so unbelievably courageous and incredibly talented. When I think back to the airfield race my eyes still light up after 40 years. The Cobra and the GT40 - they were the only ones that could beat the Ferrari. Motorsport was always a passion.

Was it therefore logical for you to take up this passion again in your other life with Red Bull?

No, that would be a misunderstanding. We actually enjoy a huge advantage over other corporate groups. We are no slaves to market research and therefore can defy the classical approach and be more daring. But this doesn't mean that we have knee-jerk reactions and simply implement our own preferences as business strategies. In terms of creativity and marketing, we have taken everything apart brick by brick and rebuilt it in a completely new mix. What comes across as laid-back and spontaneous, actually has a very serious background.

Do you believe that any product in the world can become a global hit, simply through marketing?

No. There is not one marketing budget in the world that can bring back a disappointed consumer. If the product doesn't deliver what it promises, then nothing helps. You will never experience long-term success with a marketing gimmick. The real success comes when the re-purchase rate is good.

Back to the story. How did you rediscover motorsport for the business world?

We redefined sports sponsorship – and I'm not just saying this to sound good. It was really like this, and worldwide. We replaced quantity – the traditional way with banners and paid-for branding, with quality - through our own presence. We began with all types of sport, particularly those which suited our product, ones that appealed to the body and soul. Those were the adventure sports and we were there right at the beginning, when mountain biking was invented, snowboarding, paragliding, hang gliding, free climbing... those were our worlds. It allowed us a foot in the door at very reasonable costs.

In those days, motorsport was outside our reach. Except that in 1987, our first real year as Red Bull, I met an Austrian Formula One driver named Gerhard Berger. I showed him our can and told him of our plans. I asked him if he would consider taking a swig every now and then, almost becoming a 'works' drinker.

'WHAT COMES ACROSS AS LAID-BACK AND SPONTANEOUS HAS A SOLID BACKGROUND'



SUNDAY, MAY 28, 2006

He was sceptical and very likely thought I was nuts but he offered me mates' rates for this deal. The next thing you saw was Gerhard Berger on television, jogging along the beach in Rio with the sun setting in the background, stopping for an invigorating sip from our can. Much later, when we could afford it, we became involved big-time in motorsport. By then everything worked together: the message and the dimensions.

INTERVIEW

What can Red Bull achieve in Formula One? A lot. Firstly we're tenacious. If we say A, we then say B, and when B isn't enough, we say C, D and E – and we don't let go very easily. When you take this step, you're committed and you have to carry on. After all, we had taken everything into consideration thoroughly and I revised my long-standing opinion never to enter Formula One without an automobile manufacturer as a partner. We came round to thinking in terms of development in F1; for the first time after many years it might be possible to try without a manufacturer. Having said that no, it would do us good of course to have one

on board, but you can also go without. The **'LAST YEAR'S EVENT** first year was unexpectedly good. As far as **WITH STAR WARS** the current season is concerned, we've had happier times - there were some naïve errors **WAS FABULOUS AND** with the car. Construction faults in the air flow **HUGE FUN.** that led to constant overheating. We wasted our entire test time this winter on very simple THE SUCCESS WAS things. Now we're trying to catch up. **OBVIOUS. IT'LL BE THE SAME WITH SUPERMAN**

THIS YEAR'

We have provided additional support to those responsible. Now we have outstanding people surrounding Adrian Newey, but everyone knows how much time new developments require. The car with the first package of improvements - aerodynamics, transmission, electronics - will be ready for Silverstone. We will have gained three to five tenths of a second, but our rivals have also kept developing. You have to be satisfied when the gap doesn't increase, but ideally we should decrease it. This is the situation we currently find ourselves in. Naturally this is not satisfying but it's not that dramatic. Anyway, the main focus for the new guys, Adrian Newey and his team, is next season's car. Now we are in a kind of transition period. A slightly theoretical question: could an independent team, without manufacturer backup, ever become world champion? You can't possibly plan to become world champion - too many manufacturers have tried this by now without success. We expect that future regulation will make these hundreds of millions in development budgets superfluous. We believe we can compete with the front-runners simply because we deliver the necessary ingredients - professionalism, will-power, expertise, finance. We have a competitive engine, a fantastic team of designers, a state-of-the-art wind tunnel and most of all a pool of potential talent of 16 to 18 drivers, most of whom the media have not yet heard of. So coming back to your question:

yes, I believe that in three to four years we can

INTERVIEW

match the performances of BMW, Mercedes, Ferrari and Renault. But nobody here talks about the world championship.

What do you expect here in Monte Carlo? I think Toro Rosso will do well. The hysteria around the V10 has subsided, but should this engine have a small advantage on any race track at all, then it will be at Monte Carlo, where accelerating out of corners is crucial.

The drivers also have to show their qualities, that's where they owe something. But the boys already know this. David Coulthard loves Monte Carlo, it's his track; if he's not motivated here, then where? In Monaco the driver counts, and because we have two good ones, they should be good here. Unfortunately, they'll only get their quicker car in Silverstone

A comment about the incredible Red Bull show in the Monaco harbour. Everything we've experienced in Formula One up to now will be left in the dust. Is there actually a reliable way of measuring the return for a production such as this one?

Now that the Energy Station is home to two teams, it has to be of grand proportions, and on water this looks simply awesome. No, we aren't overly interested in number-crunching, in counting how many seconds of television or how much published material we receive. Last year's event with George Lucas and Star Wars was just fabulous and was huge fun for everyone. The success was so obvious that I didn't have to read a treatise about it. It'll be exactly the same with Superman this year. To finish with something personal: the drink which made you who you are today - how does it taste to you?

Let me go back a bit - I've lived with this taste for a quarter of a century, first through the reasearch, and then with the results. At the beginning, aside from the energy content, we tested with various flavours - from orange to Cognac. The current taste was the one with the least number of neutral evaluations. it didn't figure under 'average', people either loved or hated it. Polarisation has always been one of my favourite words, this is how you generate talk, discussion, conflict and it doesn't mean anything else but impact and attention and that's the most important factor on the free market. Polarisation has been part of our product philosophy from the first year. I put the question badly. Sorry. What I meant was: do you drink it yourself?

It's a staple part of my diet. My friends and I don't know how we survived before Red Bull - at work, in sport and recreation, Today, we can't imagine not having it, it is part of our life. So how many cans do you drink each day and when is the first one?

Seven or eight. If it's going to be a late night, it could be around 10. During the week Red Bull replaces breakfast, while at the weekend it complements it.

How would you then describe the signature long-lasting finish and aroma of your drink? It begins with the Wow! factor, as with all the good things in life. Some people start by putting up with the taste, because the product itself is funny and ingenious, but then they get used to it, until it grows into a great love. Yes, a great love, that's a good way to put it.





2 IN THE DETAIL

1 WHAT HAPPENED NEXT?

These pictures are

taken from Giorgio

You may have seen

the cars before, but

who designed them?

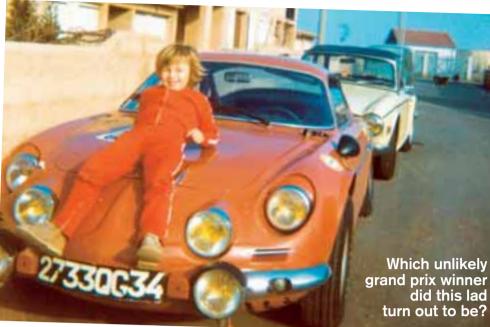
Piola's archives.

SUNDAY, MAY 28, 2006

3 ONE-HIT WONDER Formula One is replete with singular events, like... the weekend there was no speculation in the media about Valentino Rossi and F1. But there are far more obscure one-offs than that. So, what's so special about this pic? OOD YEAR IOR

4 PROMISING YOUNGSTER

SUNDAY, MAY 28, 2006



5 CROSSWORD

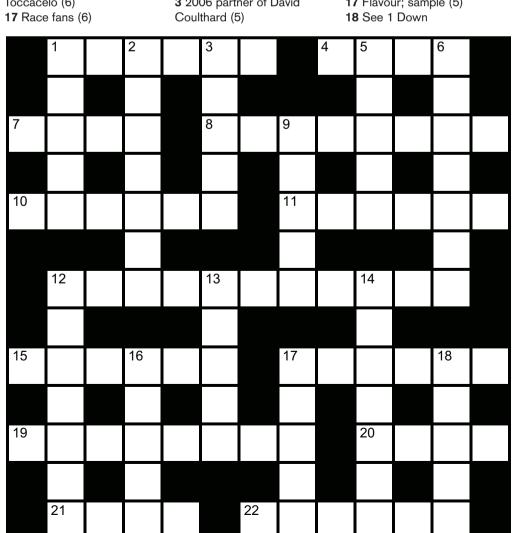
ACROSS

- 1 Smooth race tyres (6) 4 Capital of Norway (4)
- **7** The two (4)
- 8 Uncleanness (8)
- 10 Taken by theft (6))
- 11 Dutch driver with
- MF1 Racing (6)
- 12 He won the Italian and Chinese Grands Prix
- in 2004 (11) 15 Italian driver, -----
- Toccacelo (6)

- 19 Winner of nine Constructors
- Championships (8) **20** Notion (4))
- 21 Form of motor racing (4)
- 22 Story about mythical beings (6)

DOWN

- 1/18 2006 partner of Vitantonio Liuzzi (5,5)) 2 Breathing device (7) 3 2006 partner of David
- 5 Woody plant (5) 6 Canadian province (7)
- 9 A juicy fruit (5)
- 12 Italian driver who
- won the 1964 Austrian
- Grand Prix (7) 13 Home of the San Marino
- Grand Prix (5)
- 14 He finished fourth in the
- Drivers Championships of 1979, 1980 and 1981 (7)
- 16 Ticked over (5)
- 17 Flavour; sample (5)



7 QUESTION TIME

01 Which trio was on the podium at the 1982 Italian Grand Prix?

02 Who is pictured below?



03 And who did he commission to build him a Formula One car in 1970?

04 Who took Jan Magnussen's place at Tyrrell midway through the 1998 season?

05 Which drivers formed the front row of the 1963 Belgian GP?

06 In what year did F1 first visit Sweden?

07 Which British millionaire owned the BRM team in the 1950s?

08 Tricky one: who is this (pictured below) and what was his claim to fame?



09 Where was Innes Ireland's final grand prix appearance and in what year?

10 Alan Jones won his first grand prix in 1977. Where and driving what car and who had been the last Australian to win a grand prix before him?

ANSWERS ON PAGE 23

THE RED BULLETIN

The Monaco circuit is about as predictable as a roulette wheel. Now it's time to

choose a lucky number and place your

bets on who will be coming up trumps.

Two people are already predicting that

In Barcelona, seven people predicted

Michael Schumacher - a five times winner

in the principality - will come with a zero

that Schumi would last the course and finish in second place. One was Bernie

Ecclestone and another was one of

Bernie's former F1 drivers Marc Surer

So the million dollar question has

to be: how many times had the winner of

the Monaco Grand Prix started from one

of the first three positions? The answer is

a staggering 19 times. The exception was

That year only four drivers took the

chequered flag and curiously, the same

of the same happening in 2006?

SEASON BET

happened in 1966. So what are the odds

1 Pat Symonds 2 Robert Doornbos

3 Franck Montagny 4 Silvia Hoffer

5 Mike Gascoyne 6 Susie Forman

Olivier Panis, who won in 1996 having

started from 14th on the grid.

here and go out on the first lap.

FULL TIME

Rounding-up vesterday's sporting action

THE RED BULLETIN

CYCLING

PROTOUR GIRO D'ITALIA

Everything is looking particularly rosy for Italy's Ivan Basso. The CSC rider tightened his hold on the leader's pink jersey by winning the penultimate stage of the Giro D'Italia going into the final stage today. Earlier in the week Basso was celebrating the birth of his second child.

Overall standings

Overall standings

I van Basso (Italy / Team CSC) 2. Paolo Bettini
(Italy / Quick-Step) 3. Jose Enrique Gutierrez (Spain
/ Phonak) 4. Paolo Savoldelli (Italy/Discovery
Channel) 5. Gilberto Simoni (Italy / Saunier Duval)

Stage 20 Trento – Aprica 1 Ivan Basso (It). 2 Gilberto Simoni (It). 3 Damiano Cunego (It)

Stage 19: Pordenone - Passo San Pellegrino 1, Juan Manuel Garate (Esp) 2, Jens Voigt (Ger) 3, Francisco Vial Errandonea (Esp)

Stage 18: Dobbiaco (Sillian) - Gemona del Friuli 1. Stefan Schumacher (Ger), 2. Marzio seghin (Ita) 3. Jose Gutierrez Palacios (Esp)



BMW CHAMPIONSHIP, WENTWORTH

France's Jean van de Velde fired a third-round 66 to take the clubhouse lead at the PGA Championship. Van de Velde is six under par, two strokes ahead of South Africa's Ernie Els who carded a 69 yesterday. David Howells was the course leader during the early stages of the third round yesterday afternoon.

Leaderboard: 133 David Howell (Britain): 136 Nick Dougherty (Britain); 137 Angel Cabrera (Argentina): Robert Karlsson (Sweden) 138 Simon Khan (Britain); 139 Paul Casey (Britain): Francois Delamontagne (France); Luke Donald (Britain); **140** Niclas Fasth (Sweden): Raphael Jacquelin (France): Miguel ngel Jimenez (Spain); Peter Lawrie (Ireland): 141 Richard Bland (Britain): Retief Goosen (South Africa); Richard Green (Australia); Garry Houston (Britain) Graeme McDowell (Britain); Andrew McLardy (South Africa); Gary Orr (Britain): Steve Webster (Britain): 142 Paul Broadhurst (Britain); Nicolas Colsaerts (Belgium): Kenneth Ferrie (Britain): Mark Foster (Britain); Peter Gustafsson (Sweden); Søren Hansen (Denmark): Padraig Harrington (Ireland); Maarten Lafeber (Netherlands); Paul Lawrie (Britain); Anthony Wall (Britain); Thawori

ST JUDE CLASSIC, TENNESSEE

Little-known American Darron Stiles charged into a two-shot lead with a six-under-par 64 in gusting winds at the St. Jude Classic in Memphis, Tennessee. The 32-year-old from Florida, playing his third season on the PGA Tou since turning professional in 1995, mixed eight birdies with a double-bogey six in the second round for a combined seven-under 133 at the TPC at Southwind.

Leaderboard: 133 Darron Stiles (US): 135 Tom Pernice Jr. (US); Chris Smith (US); Tim Herron (US): 136 David Toms (US): Brian Gay (US); Camilo Villegas (Colombia); **137** Robert Garrigus (US); Dan Forsman (US); Ryan Palmer (US); **138** John Senden (Australia): Jeff Maggert (US): John Cook (US); Nick Price (Zimbabwe); **139** Paul Azinger (US): Brinv Baird (US): Mark

RUGBY UNION

PREMIERSHIP FINAL

Sale 45 Leicester Tigers 20 Sale were crowned English champions for the first time on Saturday when they thrashed six-times winners Leicester 45-20 in a rainswept Premiership final at Twickenham Sale Tries; M Cueto. M Lund. O Rinol C Mayor

Sale Iries: M Cueto, M Lund, O Ripoi, C Mayor Pens: C Hodgson 6 Cons: C Hodgson, V Courrent Leicester Tries: L Moody, J Hamilton Pens: A Goode 2 Cons: A Goode 2

Past Premiershin Champions

1996 Bath 1997 Wasps 1998 Newcastle 1999 Leicester 2001 Leicester 2002 Leicester 2003 Wasps 2004 Wasps 2005 Wasps 2006

SUPER 14

inance of Super 14 continued as South Island's Canterbury Crusaders beat North Island's Wellington Hurricanes to win the inaugural Super 14 final, yesterday.

Crusaders (NZ) 19 Hurricanes (NZ) Crusaders: Try: Casey Laulala (62) Conversion: Daniel Carter (63) Penalty Goals: Daniel Carter (32, 37, 46, 69) nes: Penalty Goals: Piri Weepu (14), David

Holwell (44), Jimmy Gopperth (56,70)

Past Super 12/14 champions: 1996 Auckland Blues (NZ) 1997 Auckland Blues 1998 Canterbury Crusaders (NZ) 1999 Canterbury Crusaders 2000 Canterbury Crusaders 2001 ACT Brumbies (Aus) 2002 Canterbury Crusaders 2003 Auckland Blues 2004 ACT Brumbies 2005 Canterbury Crusaders 2006 Canterbury Crusaders

ROWING

ROWING WORLD CUP

The first stage of the Rowing World Cup began in Munich on Thursday with a strong showing from the host nation in the men's eights and China ominating the women's events.

Women's lightweight pairs (Final A)
1 China (1), 2 Germany (1), 3 Poland, 4 China (3),

Men's lightweight pairs (Final A) 1 Italy, 2 Germany, 3 Japan, 4 Australia, 5 Russia

Men's lightweight four (Final A) 1 Germany, 2 Ireland, 3 Australia, 4 Great Britain, 5 China.

Women's heavyweight four (Final A) 1 Great Britain, 2 Australia, 3 Russia, 4 China (1), 5 China (2)

Men's heavyweight four (Final A)

1 Czech Republic, 2 Russia 3 Australia, 4 German y, 5 Italy Women's heavyweight eight (Final A)

1 Germany, 2 Romania, 3 Australia, 4 Net 5 China

Men's heavyweight eight (Final A)

MOTORSPORT

GP2 MONACO

Qualifying (yesterday)

1 L Hamilton, ART 2 F Perera DAMS

3 G Bruni, Trident 4 A Premat, Art, 5 O Pla, DPR

Driver standings 1 Nelson Piquet, Piquet, 39 pts, **2** Lewis Hamilton ART, 37, **3** Alexandre Premat, ART 27

Team standings 1 ART 64, 2 Arden International 48, 3 Piquet

PORSCHE SUPERCUP

Qualifying
I. R Lietz, (Aut) tolimit Motorsport 2 R Westbrook,
(GB) Racing Team Morellato PZ Essen 3 D Saelens,
(Bell) Kadach Racing Team 4 A Zampedri, (It)
Lechner Racing School Team 5 U Alzen, (Ger) PZ
Koblenz 6 C Menzel, (Ger) tolmit Motorsport





CRICKET

ENGLAND V SRI LANKA (Second Test, Edgbaston, England)

Rain affected much of the third day of England's Second Test against Sri Lanka in Edgbaston as both yesterday's morning and afternoon sessions were rained off. Having thrown away a win in the First Test, England's bowlers made short work of Sri Lanka before Pietersen's hit 142 from 157.

Sri Lanka First innings: 141 all out (51.2 overs) Plunkett 3 for 43, Flintoff 2 for 28 England First innings: 295 all out (78.3 overs)
Pietersen 142, Muralitharan 6 for 86

Total	(for 4 wickets)	86
	Extras	4
T Dilshan	not out	21
T Samaraweera	b M S Panesar	8
D Jayawardene	lbw b M J Hoggard	5
K Sangakkara	b M Panesar	18
W Tharanga	b M Hoggard	0
M Vandort	not out	30
		Run
Sri Lanka Seco	mu mmings	

WEST INDIES V INDIA

A resurgent West Indies outplayed India in every department to seal a win in Trinidad on Friday.

	India						
	V. Sehwag	b Bradshaw	11				
	R. Dravid	b Collymore	15				
	S. Raina	b Bradshaw	7				
	Y. Singh	b Edwards	52				
1	M. Kaif	b Bravo	62				
Σ	M. Dhoni	not out	46				
Z	I. Pathan	b Bravo	8				
=	A. Agarkar	b Bravo	0				
. S	R. Powar	not out	0				
ES		Extras	16				
MAG	Total	(for 7,50 overs)	217				
	West Indies Innings						
Z	West Indies In	nings					
NOI!	West Indies In C. Gayle	nnings b Powar	46				
ACIION			9				
RS, ACIION	C. Gayle	b Powar					
UIERS, ACIION	C. Gayle M. Samuels	b Powar Ibw b Pathan	9				
REUIERS, ACIION	C. Gayle M. Samuels R. Sarwan	b Powar Ibw b Pathan b Agarkar	9				
JS: REUIERS, ACIION	C. Gayle M. Samuels R. Sarwan B. Lara	b Powar Ibw b Pathan b Agarkar b Powar	9 6 69				
OIOS: REUIERS, ACIION	C. Gayle M. Samuels R. Sarwan B. Lara D. Bravo	b Powar Ibw b Pathan b Agarkar b Powar not out	9 6 69 61				
PHOIOS: REUIERS, ACIION IMAGES, SUION IMAGES	C. Gayle M. Samuels R. Sarwan B. Lara D. Bravo	b Powar Ibw b Pathan b Agarkar b Powar not out not out	9 6 69 61 13				
PHOLOS: REUIERS, ACTION	C. Gayle M. Samuels R. Sarwan B. Lara D. Bravo W. Hinds	b Powar Ibw b Pathan b Agarkar b Powar not out not out Extras	9 6 69 61 13				

SOCCER

INTERNATIONAL EDIENDLIES

(yesterday) Germany M Klose 5 T Frings (pen) 19 L Podolski 35 M Klose 59	7	Luxembourg	(

Ivory Coast 1 E Fae 4

2 Northern Ireland 0 Romania I Balan 7 DG Niculae 13

Last night's fixtures France v Mexico; Trinidad & Tobago v Wales; Portugal v Cape Verde Islands; Denmark v Paraguay; Serbia & Montenegro v Uruguay; Netherlands v Cameroon; Spain v Russia

France coach Raymond Domenech took the France coach Raymond Domenech took the opportunity to experiment with his line-up in last night's warm-up game against Mexico with the unusual pairing of Lilian Thuram and William Gallas in central defence. Domenech also went for a surprise up front by picking David Trezeguet and Djibril Cisse with Thierry Henry on the bench.

Michael Owen came on for England B in their 1-2 defeat at the hands of Belarus B. Aaron Lennon was named man of the match for a fearless display. Meanwhile Australia's World Cup preparation continued anace with a comfortable 1-0 win over

		ical win over Sauc					
latches playe	d on	Friday					
nited States	2	Venezuela	0				
rkey	1	Ghana	1				
zech Republic	2	Saudi Arabia	0				
outh Korea	2	Bosnia	0				
latches played on Thursday							
cuador	1	Colombia	1				
ıstralia	1	Greece	0				
weden	0	Finland	0				
orway	2	Paraguay	0				
latches playe	d on	Wednesday					
elgium	3	Turkey	3				
SÃ	0	Morocco	1				

ISTANBUL CUP

Shahar Peer (Israel) beat Anastasia Myskina (Russia) 1-6 6-3 7-6

Semi-final

Shuai Peng (China) beat Anabel Medina (Spain) 3-6 6-3 6-1; Nicole Vaidisova (Czech Republic) beat Jelena Jankovic (Serbia and Montenegro) 6-3 1-0 (Jankovic retired)

POERTSCHACH INTERNATIONAL

Nikolay Davydenko (Russia) heat Andrei Pavel (Romania) 6-0 6-3

Semi-final (Friday) Andrei Pavel (Romania) beat Luis Horna (Peru); Nikolay Davydenko (Russia) beat Jiri Novak (Czech Republic) 6-2 6-2

STRASBOURG INTERNATIONAL

Nicole Vaidisova (Czech Republic) beat Shuai Peng

(China) 7-6(7) 6-3

Semi Final (Friday)

Shuai Peng (China) heat 4-Anahel Medina (Spain) 3-6 6-3 6-1 Nicole Vaidisova (Czech Republic) beat Jelena Jankovic (Serbia and Montenegro) 6-3 1-0 (Jankovic retired)

WORLD TEAM CHAMPIONSHIPS

Croatia defeated Germany on Saturday to win the World Team Cup for the first time

Croatia 2 Germany 1

Semi-finals (Friday)

FRENCH OPEN

over the Swiss on clay.

Blue Gro	up						
Chile	0			С	roati	ia	
Spain	2			U	nite	d St	ates
		Р	W	L	F	Α	Pts
Blue Gro	up						
Croatia		2	2	Λ	7	2	6

Chile Spair USA Red Group

Czech Republic

Spaniard Rafael Nadal believes world number one

Nadal, who will turn 20 during the tournament, has

won five of his six meetings against Federer. But despite his record, he said: "The press always tell me 'now Roger is getting closer'. But Roger is the

number one. I'm the one who needs to get close.

Defending women's champion Justine Henin-Hardenne was more upbeat, claiming she has been

playing the best tennis of her life in the run-up to

Centre court: Vera Zvonareva (Rus) v Dinara Safina (Rus); Roger Federer (Swi) v Arnaud Clement (Fr);

Court Suzanne-Lenglen: Tomas Zib (Cz) v Tommy Robredo (Esp); Aurelie Vedy (Fr) v Marion Bartoli (Fr); David Nalbandian (Arg) v Stanislas Wawrinka

Court One:Ai Sugiyama (Jap) v Eleni Daniilidou (Gre); Kenneth Carlsen (Den) v Tim Henman (GB); Iveta Benesova (Cz) v Pauline Parmentier (Fr);

Carlos Mova (Esp) v Juan Antonio Marin (C Rica)

(Swi); Maria Sharapova (Rus) v Mashona

Washington (US)

Today's order of play (from 9am GMT)

Amelie Mauresmo (Fr) v Meghann Shaughnessy (US); Jose Acasuso (Arg) v Fabrice Santoro (Fr)

. Roger Federer can beat him anytime on any surface despite the French Open champion's stranglehold

GRIDDLE ANSWERS

7 Hermann Tilke



1 What happened next? It's the start of the 1999 European Grand Prix at The Nürburgring and Pedro Diniz memorably flipped his car in the first chicane

2 In the detail The two McLaren are the world championship cars of Emerson Fittipaldi (1974) and James Hunt (1976) The chief designer for both was Gordon Coppuck

3 One-hit wonder Swedish driver Reine Wisell only attended his home race in 1974 as a substitute for permanent driver Hans Stuck, who was busy at Hockenheim contending for European F2 title.

4 Promising Youngster Olivier Panis

5 Crossword Solution Across 1 Slicks 4 Oslo 7 Both

8 Impurity 10 Stolen 11 Albers 12 Barrichello 15 Enrico 17 Tifosi 19 Williams 20 Idea 21 Indy 22 Legend

Down 1 Scott 2 Inhaler 3 Klien 5 Shrub 6 Ontario 9 Peach 12 Bandini 13 Imola 14 Laffite 16 Idled 17 Taste 18 Speed

6 Who said this? Heinz-Harald Frentzen feels the pain after a troubled 1998 French Grand Prix.

7 Question Time

1 Rene Arnoux (1st), Patrick Tambay (2nd), Mario Andretti (3rd), 2 Silvio Moser, 3 Guglielmo Bellasi. **4** Yos Verstappen. **5** Graham Hill, Dan Gurney, Willy Mairesse. **6** 1973 to Anderstorp, then called the Scandinavian Raceway 7 Sir Alfred Owen 8 Paul Belmondo son of film actor Jean-Paul Belmondo. 9 Mexican GP, 1966, 10 The 1977 Austrian GP in a Shadow-Ford. The last Australian to win had been Jack Brabham in South Africa in 1970.

