



THE TRIAL OF THE CENTURY
 Judge rejects any conspiracy despite mounds of evidence
FLAWED JUDGEMENT



● FORMULA ONE'S BUSINESS MAGAZINE

BusinessF1™

February 2021
 Vol 6 Issue 2

TELEVISION
 SPECIAL REPORT
 PAGES 64-81

WHY FORMULA
 ONE NEEDS ITS
 BAD BOYS
 PAGES 82-97



Mr Motorsport checks out

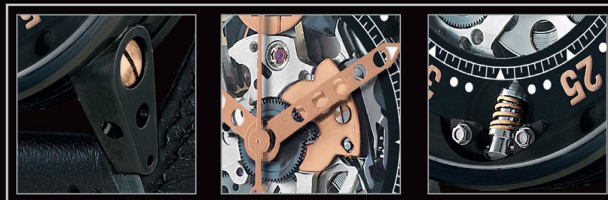
9 771740 122000
 SINGLE COPY US\$32 • UKE25 • €30
 ANNUALLY US\$260 • UKE199 • €220

B.R.M

Chronographes



V6-44-SA-N-A5N



Design your own watch on
brm-manufacture.com

For any information:
info@brm-manufacture.com - +33(0)1 61 02 00 25

Bernard Richards Manufacture

FEBRUARY • CONTENTS

BusinessF1™

COVER STORY



58 Celebrating the life of Mr Motorsport: John Hogan

John Hogan rose to great heights at Philip Morris and under his guidance Formula One was used to make Marlboro the biggest cigarette brand in the world. He went on to influence the outcome of many world championships.

INVESTIGATION



44 Flawed Judgement

The Administrators of the Force India team have beaten back an attempt by Dmitry Mazepin to legally challenge the sale of the Force India Formula One team to Lawrence Stroll. In truth the verdict was never in doubt but the Judge's summing up has left the decision wide open to appeal.

FEATURE

Why Formula One must not alienate its characters



82 Why Formula One needs to nurture it's bad boys

James Hunt was a Tarzan like super hero who propelled Formula One to heights it could never have dreamed of in the 1970s. His legacy has endured for years. Now, 45 years later, a new bad boy star is emerging, a 21-year-old called Nikita Mazepin. He is the man Formula One has been waiting for. That is if Formula One allows him to be himself.

82 The Nikita Mazepin incident

In December 2020, Günther Steiner, the Haas Team Principal kicked off a media firestorm when he pronounced Nikita Mazepin to be "abhorrent." It was a massive overreaction to a relatively minor incident. But the repercussions were immediate and soon Steiner's words were more important than the incident itself.

90 Girls, girls, girls. James Hunt bedded them all

James Hunt made Formula One. It was his battle for the world championship with Niki Lauda in 1976 that sparked worldwide interest in the sport. He was a one-man marketing machine and a playboy who devoted his life to bedding women. Formula One bathed in his shadow and prospered from it. It is a lesson the current marketers guiding the sport must never forget.

94 The ultimate badboy of Formula One

James Hunt was a Formula One superstar and no one could match him for glamour. But his reputation got him into some difficult situations.

96 My night with James Hunt by Alissa Morrien

In 1977 James Hunt fell into a honey trap set by a Dutch journalist. There could be no more public, nor more humiliating put-down.

INSIGHT

30 How we lost Australia in 2020

Friday 13th March 2020 was a very character building day for Ellie Norman, Formula One's Director of Marketing and Communication. It's a day she will never forget.

32 Formula One world distances itself from corrupt ex-Spanish King

The Formula One world is moving quickly to distance itself from the former King of Spain, Juan Carlos.

34 All sweetness and light

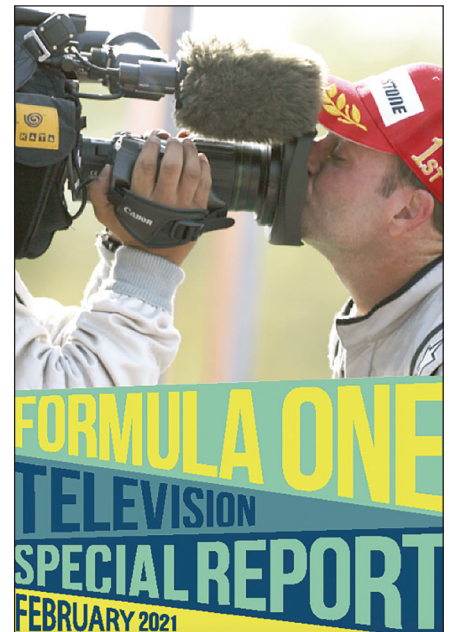
McLaren Group, is in serious financial hot water. It needs a billion dollars in the next 18 months and has just announced a deal that will fund a quarter of that requirement. The deal will take it through to the end of February 2021 as group chairman Paul Walsh looks for the rest of the money.

38 A Formula One car for the road

The new Ferrari Stradale SF90 is as close as Formula One comes to the road.

SPECIAL REPORT

64-81



REGULAR FEATURES

Credits 4 • Letters to the Editor 4 • People & Companies' Index 6 • Paddock Patter 9 • News 10-23
Premature Facts 24 • Notes & Observations 26 • Lewis Webster 29 • Jottings 98

EDITOR-IN-CHIEF
Tom Rubythorn

CONTRIBUTING WRITERS
Thomas Gibson, Oliver Edwards
Jo Maxwell, Lewis Webster

RESEARCH TEAM
Mia Walsh, Alice Flannery,
Hero Seago, Christie Walsh

CHIEF PHOTOGRAPHER
Graham Fudger

CHIEF CREATIVE DESIGNER
Alexander L. Sargent

SUB EDITORS
Hazey Hiller, Kiran Toor

SALES DIRECTOR
Natalie Rees

BUSINESS DEVELOPMENT MANAGERS
Emma Herd, Anja McCormick

VICE PRESIDENT - LOGISTICS
David Peett

CONSULTANTS
Sarah Need, George Roberts

SUBSCRIPTIONS CO-ORDINATOR
Daisy Macedward

PUBLISHER
Peter Collins

BusinessF1 Magazine is published by
BusinessF1 Magazine Ltd, Billing Wharf,
The Causeway, Cogenhoe, Northampton
NN7 1NH, United Kingdom

Tel: 00 44 (0) 1604 698881/2
email: editor@businessf1magazine.com
Subscriptions: www.businessf1magazine.com
Advertising: www.businessf1advertising.com

February 2021 Volume 6 (Issue 2)
BusinessF1 is published on the first
Thursday of every month.

Title is copyright of BusinessF1 Magazine Ltd.
F1 element is a recognised trademark of Formula
One Licensing BV.

Printed in the EU



Historical Audited Circulation
January to June 2006
Total: 8,078

NEXT PUBLICATION DATE: The March 2021
issue of *BusinessF1 Magazine* is published
on 1st March 2021.

SUBSCRIPTIONS: Available for 12 months (12
issues) at a cost of US\$260, UK£199 and €220
- delivered anywhere in the world at no extra
charge. Subscriptions can be ordered at
www.businessf1magazine.com

SINGLE COPY PRICE: US\$32 • UK£25 • €30

BACK ISSUES: Copies of back issues are always
available at a cost of US\$35 • UK£30 • €35

EDITORIAL COPYRIGHT: The contents of this
magazine, both words and statistics, are
strictly copyright and the intellectual property
of BusinessF1 Magazine Ltd. Copying or
reproduction may only be carried out with the
written permission of the Publishers, which
will normally not be withheld on payment of an
agreed fee.

ARTICLE REPRINTS: Many articles published in
BusinessF1 Magazine are available as reprints by
prior arrangement with the Publishers. Normal
minimum run for reprints is 500 but smaller
quantities can be accommodated. Please contact
David Peett - Vice President of Logistics.

BusinessF1

Formula One, FORMULA 1, F1 (and non-English
equivalents) are recognised as trademarks of Formula
One Licensing BV, Formula One Group company.

Letters

Letters to the editor should be addressed to Tom Rubythorn, Editor-In-Chief, BusinessF1 Magazine, Billing Wharf, The Causeway, Cogenhoe, Northampton, NN7 1NH, United Kingdom or send by email: editor@businessf1magazine.com

Behind the payroll

Dear Tom

The Formula One sponsorship market has changed since the global financial crisis of 2008 and the advent of social media and the model and pricing has had to adapt. Sponsors themselves have changed by industry group in the light of stringent anti-bribery laws and bans on corporate entertainment, especially under the Mifid rules governing European Financial Services companies. Does sponsoring a Formula One team still deliver value for money now its nearly all behind a payroll?

Yours

Richard Cooper
JDC Promotions
2 Battledown Approach,
Cheltenham,
GL52 6QZ
United Kingdom

The best news

Dear Tom,

Just the best news to hear you are back. I couldn't quite believe it. And *BusinessF1* is twice the magazine it was 12 years ago – just superb. The new issue (*BusinessF1 January 2020 Vol 6 No 1*) is full of stories relative to what I do. I was particularly impressed with the McLaren restructuring story which I know from personal knowledge to be bang on the money. Formula One has been the poorer without you.

Yours

Nicky Samengo-Turner
Chapel Row Farm
Buckleberry,
Berkshire
RG7 6PB
United Kingdom

Not the genuine article

Dear Tom,

Last month I sold a crashed monocoque of the March 741 that Hans Stuck raced in about five races in 1974 and crashed at Brands Hatch in the British Grand Prix. I bought it while working at March in the winter of 1975. It's been in my garage since then. As it didn't have a chassis plate I couldn't register it, yet it is the genuine car. There are at least two March 741's out there with chassis numbers for the car I owned, both are highly likely to be recreations from some old March F5000, Formula Atlantic, Formula 2 or similar. Two that I saw a few years back hadn't even got the correct shaped side pods on them clearly showing different presumably non-F1 origins. Yet those are allowed to race by those who give historic cars their 'right to exist' certificates, but mine (genuine) isn't – 'go figure' as the Americans say. What defines an F1 car? The tub, the monocoque is the thing the driver sits in – the thing the driver sweated in, maybe raised his arms out of in a victory, farted in, got hurt in, and often in those days died in - that is the car

that has the history, not a silly chassis plate – the rest are simply ancillary bits and pieces. – But the way that FIA historic certification seems to be done rests pretty much on only a chassis plate and little that really relates to the original car?

It's the fact that these Vanwall and BRM replicas (that is all they are, no doubt beautiful, but replicas none-the-less) are announced as being fully eligible for use against real original cars and eligible as though original. That grates massively, when original real cars are not. Fine, no problem to use them for demos rather than risk real cars with history (in the way the wonderful recreations by Audi (Auto Union) and Mercedes of pre-war racers are used) but not in races - brand new cars, new materials, modern manufacturing techniques against very old hand made cars.

Yours

James Penrose
Acton,
London,
W3 9HP,
United Kingdom

The editor replies: *The FIA's stance on these re-created/continuation cars is indeed hard to fathom but perhaps there is more to it that we don't know. See the news item on the BRM and Vanwall re-creations planned by Hall & Hall.*

Louis Stanley misjudged

Dear Tom,

Congratulations on the rebirth of *BusinessF1* but I think history has been unkind to Big Lou Stanley (*BusinessF1 Vol 6 No 1 Jan 2020*). He really tried making racing safer with his medical unit and on the track he gave several drivers such Jean-Pierre Beltoise their only victories (Monaco 1972).

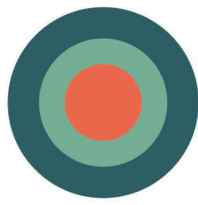
He also got Ronnie Peterson out of jail at Spa. You may remember that the much-loved Swede drove over a policeman's foot the day before the race and got locked up. I was Colin Crabbe's gofer at the time and overheard Stewart and Ickx discussing the matter. I legged it under the tunnel and up to the Royal Box. Big Lou was sitting there next to the Foreign Secretary of Belgium. "Mr Stanley, Mr Stanley Ronnie is in jail". He leaned over to the Minister and said in his very deep voice: "One of my boys is in jail, if you don't get him out now I will cancel the race". The Minister picked the phone up and Peterson was returned with a police escort and made the grid.

A lot of people laughed when Big Lou turned up at the races in a Mercedes 600 limo but he was a character. We could do with the few more these days.

Yours

Andrew Frankl
Belvedere CA
94920
California
United States of America

THE MODERN CHAUFFEUR



With exceptional presentation and communication skills, The Modern Chauffeur Ltd will respect all aspects of your personal and company ethos, and is determined to ensure that you arrive at your destination in the style expected by both You, and the occasion. Very much the art of arrival... very much Chauffeuring Reimagined™



Shaun: +44 7703 564226



shaun@themodernchauffeur.com



[themodernchauffeur](https://www.instagram.com/themodernchauffeur)

[themodernchauffeur.com](https://www.themodernchauffeur.com)

Index

Companies (bold type) and individuals are in light type

21st Century Fox	80	Circuit of The Americas	98	Hamilton, Anthony	15	Mayer, Teddy	61,94	Phillips Perpetual	14		
A		Coca-Cola	58,60,63,64	Hamilton, Lewis,	15,29,81,89	Mazepin, Dmitry	15,19,44-	Phillips, Ian	92		
Aabar Investments	13	Cognizant	22, 24	Hargreaves, Rupert	19	57,82	Piedade, Domingos	60	Team Ineos	13	
ABC network	69	Collings, Matthew QC	53,55	Harris, Chris	42	Mazepin, Nikita 9,15,19,82-89	Pincus, Ben	23	Tec-Boon, Karen	17	
ABN Amro	10	Collins, Pete	88	Head, Patrick Sir	90	MBC Action	70	Tennant, Colin	98		
Agag, Alejandro	32-33	Cooper, Adam	24	Hesketh Racing	60,96	McCarthy, Kevin	44-57	Texaco	60		
Ainslie, Sir Ben	13	Cooper, Richard	4	Hesketh, Lord	60,86,90,96	McDonald's	11	The Indian Empress	15		
Aintree 200 race	63	Copercuar	59	Heuer Watches	14,20	McDowell, Malcolm	63	Thysen, Denise, Baroness	92		
Aintree Circuit	63	Cosmopolitan	92	Hill, Graham	59,94	McEvoy, Jonathan	29	Thysen, Henri	92		
Albers, Christijan	10	Couthard, David	20	Hilliard, Lexa QC	53,56,57	McGrory, Caroline	13	Todd, Jean	85		
Albert Park circuit	30	Crow, Jonathan QC	44-57	Hilton, Christopher	92	McLaren Automotive	37	<i>Top Gear</i>	40,43		
Albert, Prince	20	CSM	63	Hispania Racing	32	McLaren Group 11,13,34-37	Pohl, Reinfried	19	Toro Rosso	21	
Albon, Alexander	21,23,81	CVC Capital Mgmt.	68	Hi-Tech Grand Prix	19,82	McLaren International 60-63	Pollock, Craig	24	Toyota Racing Series	82	
Al-Husseiny, Mohamed	13	D		Hogan, John	9,58-63,88	McLaren Racing	Porsche	14,18	Trader Vic's	94	
Allison, Sir James	62	<i>Daily Mail newspaper</i>	29	Holmes, Ian	78,79	4,14,18,26,30,34-37,94	Premier League	66	Trundle, Neil	58	
Alonso, Fernando	24,81	Daimler AG	19	Horner, Christian	9	McLaren Tech Centre	36	Premiership Rugby	67,68	<i>Tuoi Tre newspaper</i>	21
AlphaTauri	23	Daimler UK Ltd	13	Horsley, Anthony	90,92	McLean, Stephanie	92	Prince Albert Foundation	20	U	
Amazon Prime	69,70-71	Daylight (movie)	12	HSBC Bank	11	McQueen, Steve	14,18,20	Prism	62	UBS	34-37
Amersfoort van, Frits	82	Daytona Intl Speedway	18	Hubert, Antoine	88	Media Republic	10	Prost, Alain	32-33,59,61	UEFA	67
AMG	19	Daytona 24 Hours	18	Huizinga, Paulien	10	Melbourne Cricket Ground 30	30	Purnell, Tony	9,62,63	UFC	66
AMR GP Ltd	22	De Angelis, Elio	23	Humphries, Brian	22	Mens, Marlou	10	O		Uralkali	15,19,44-57
Andretti, Michael	54	De Vries, Nyck	88	Hungarian Grand Prix	9	Mercedes-AMG F1	13,19,29,30	Queen's Tennis	71	US Open Tennis	71
Apple	69,70	Deloitte UK	49	Hunt, Freddie	82	Mercedes-Benz GP Ltd	13	R		V	
Arrows	10,16	Dennis, Ron	58,61	Hunt, James	9,58-63	Mercedes-Benz	4,44-57	RAC Club	16	Valentino (designer)	92
Arthofer, Frank	23	Diageo Plc	37	58-63,64,82-89, 90-97		Midland F1	12	Racing Point	3,44-57	Vanwall	4
Ashurst Solicitors	49	DirectTV	69,80	I		Midland Group	10	Racing Pulse	20	Varig	61
Aston Martin Cars	19,37	Domenicali, Stefano	81	Ibrahim, Malik Ado	16	Mile High Club	84	Raikkonen, Kimi	24,26,81	Verstappen, Jos	10
Aston Martin Lagonda	19	Donaldson, Gerald	18	ICC	67	Miles, Robert Judge	44-57	Rajan, Raghuram	15	Verstappen, Max	21,23,26,81
Aston Martin Racing	22, 24	Doonan, John	18	Ickx, Jacky	4,60	Mille, Richard	12,17	Ramos, Tara	15	Vietnam Grand Prix	21
ATP Tour	71	Dorilton Capital	11,13,34	IconMediaLab	10	Mirra, Suzy	90,93	Ratcliffe, Sir Jim	13	Viettel, Sébastien	21,43,81
Audi (Auto Union)	4	Dron, Tony	90	Iglesias, Enrique	22	Mirabaud Bank	33	Ratzenberger, Roland	24	Villadelprat, Joan	32-33
Australian Army	63	Ducati Moto GP	22	Ilot, Callum	82,87,88	Mirabaud De, Yves	33	Red Bull AG	63	Virgin Media	71
Australian Football	67	Duckworth, Keith	9	IMSA	18	Mishcon de Reya	44-57	Red Bull Racing	21,23,26	Vishanenko, Anton	49
Australian Grand Prix	30	Dun & Bradstreet	22	Indian Central Bureau	15	Mission Winnow	22	Renault F1	26	Vodafone	62,63
Auto C de l'Ouest (ACO)	18	Dunsfold Aerodrome	19	Indian Premier League	65	MLS Soccer	69	Ricciardo, Daniel	24,26	Volkswagen Rally Team	14
Autocar Magazine	59	DVAG	19	IndyCar	64	Moers, Tobias	19	Rich Energy	16,53	Volmac	10
Aznar, Jose Maria	32	Dyson, Helen	90	Ineos Grenadier	13	Mol, Jan	10	Rieck, Taormina	90	W	
B		E		Ineo	13	Mol, Michiel	10,49,52,53	Roberts, Simon	14	Walker, Dave	86
Baca, Auriel	20	Earnhardt, Dale	65	Instagram	79	Monaco Grand Prix	58,63	Robertson, David	26	Walker, Murray	86
Bahrain Grand Prix	33	Ecclestone, Bernie	14,24,29,59	Jacklin, Mike	59	Monnabou Art & Cars	17	Rolex	14,20	Walkinshaw, Tom	16
Bahrain, King of	33	Eden Rock Capital	14	Jaguar Racing	24, 62	Monnier, Valentine	90	Rolls-Royce	37	Walsh, Paul	11, 34-37
Barnett, Murray	23	English Premier League	69,71	Jakobi, Julian	21,47,48,51	Monte Carlo circuit	37-43	Rondel Racing	60	Walt Disney Inc	69
Battersea Heliport	16	English Rugby	66	JDC Promotions	4	Moorad, Jeff	34-37,54	Rose Bearings	47	Walter Wolf Team	90
Beatty, Warren	90	Epsilon Euskadi	32	Johnnie Walker	63	Morgan, Dave	82,83,87	Ross, Leslie	61	Warr, Peter	60
Beavis & Butthead	26	Erwin Wasey	58,60,63	Johnston Press	71	Morrien, Alissa	94-97	Rothmans	67	Watkins, Sid Prof	88
Beavis, Glenn	26	ESPN	64,66,69,70,80	Jones, Chris	82	Mosley, Max	85	Rothschilds Bank	34	Webber, Mark	24,26,62
beN channel	70	Euro Champions League	66	Jordan Grand Prix	10	Motorsport Invest Ltd	3	Rowley, Geoff	16, 44-57	Whitedunes Ltd	26
Belgian Grand Prix	48	Euro F3 Championship	82	Just Marketing	63	Motorsport Network	35	Roy, Subrata	10,49	Williams Racing	11,29,30,34
Bellator	66	European Broad Union	69	Kallenius, Ola	26	MSP Capital	13, 34-37	Rumsey, Oliver	44,47	Williams, Claire	14,16,17
Beltoise, Jean-Pierre	4	Eurosport	66	Khalifa, Al, Mohammed	11,36	M-SPORT	14	Russell, George	24,29	Wimbledon	67
Bentley	37	F		King, Russell	16	Muller, Victor	10	Ryder Cup	67	Winter Olympics	66
Benton & Bowles	59	Facebook	69,79	Kingfisher	15	Murdoch, Rupert	69,71	Sahara Group	10,49,52,53	Witty, Chris	92
Berlusconi, Silvio	32	Fasana, Arturo	33	Kolles, Colin	12	Murphy, Brendan	30	Sainsbury, Drew	49,54	Wolff, Susie	26
Beutler, Mike	86	Féd Int de l'Auto (FIA)	4,9,12,18,24, 44-57,66,85	Kraft Foods	22	Murray, Andy	71	Sainz, Carlos jnr	29	Wolff, Toto	9,13,19,26,29,30, 44-57
Beyond the Grid	79	Felipe, King	33	Kubica, Robert	78	N		Sakhir Grand Prix	24	Woodward, Joanne	20
Big Ten Basketball	67	Fernley, Bob	15,16,17,44-57	Kvyat, Daniel	23	Najafi Companies	34-37	Samengo-Turner, Nicky	4,34	Woodward-Hill Sacha	48
Birbeck, Jane	60,90,91,94	Ferrari SpA	11,22	L		Najafi, Jahm	34-37	Sami, Ekrem	00	World End Champ (WEC)	
Birrell, Gerry	58	Ferrari Stradale SF90	37-43	Lacluse, Chantal	90	Nascar	63,64,81	Santa Maria Foods	11	World Superbikes	66
Bishop, Matt	22, 24	Ferrari	18,37-43,61	Laliberte, Guy	20	National Bank of Bahrain	11,36	Sauber	16	World Wrestling (WWE)	
Blair, Gordon	13	FIFA	62,63	Lamborghini	37	National Basketball (NBA)	66,68, 66,71	Schenken, Tim	58		
Blair, Tony	32	Fillon, Pierre	18	Larsen, Corinna	32	National Football (NFL)	66,71	Schumacher, Michael	19,24,59,62		
Blake, Yohan	12	Fiorano testtrack	39	Latifi, Michael	11	NBCA network	69	Schumacher, Mick	19	Wormleighton, Ian	49
BMW	13,14	Fittipaldi, Emerson	59	Latifi, Nicholas	11,15	NCCA Basketball	67	Scotland Yard	19	W.R. Grace	22
Bond-Muir, Catherine	98	Football Association	67	Lauda, Matthias	82	Neilsen Sports	64,78	Senna, Ayrton	24,59,61,65	Wright, Jim	00
Bono	20	Force India	10,12,15,17,34,44-57	Lauda, Niki	13,59,64	Nestle	63	Shaw, Susan	95	WTA Tour	71
Boothman, Giles	49,53,54	Ford Motor Company	14,62	Lausane, University of	22	Netflix	16,26,69,70-71	Sheene, Barry	92	Y	
Bottas, Valtteri	81	Formula E	32,70	Le Mans (movie)	14,18,20	Neveu, Gerard	18	Shnaider, Alex	10	Yeoh, Michelle	85
Brahham	24	Formula One Commission	62	Leclerc, Charles	26	Newman, Clea	20	Shorto, Charlene	12	Yoovidhya, Chalco	21
Brahham, David	24	Formula One Group	23	Lelouch, Claude	41	Newman, Paul	14,20	Sinha, Shantanu	52	Yoovidhya, Chalerm	21
Brahham, Sir Jack	63	Formula One Management	48,51,52	Lennon, John	20	News International	71	Six Nations Rugby	67,70	Yoovidhya, Daranee	21
Brailsford, Sir Dave	13	Formula W	70,98	Liberty Media	23,64,70,80	News of the World	60,85	Sky Sports	24,66,69,70	Yoovidhya, Vorayuth	21
Branson, Sir Richard	15	Fox Sports	66,69	Ligue 1	66	Nidala (BVI)	11	Slack, Jefferson	22		
Bratches, Sean	21,23,80	France, Bill	18	Lilydale	11	Nieuwe Revu magazine	94	Smart	13		
Brawn GP	13	Frank, Jim	18	Lomax, Sarah	88	Nigam, Sona	15	Smartville	13		
Brawn, Ross	13,24	Frankl, Andrew	4,64	London Hilton Hotel	94	NL Holding GmbH	13	Smith, Luke	35		
Briatore, Flavio	26	French Grand Prix	92	Lord, Tim QC	44-57	Norman, Ellie	24,30,64,65	Snetterton track	82		
British American Racing	24	French Grand Prix	92	Lost Boys	10	O		Sofia, Queen	32		
British Grand Prix	4	French Open tennis	71	Lucum	33	O'Connor Capital	34-37	Sofina Foods	11		
BRM	4	FRP Advisory	44-57	Luzon, Alejandro	32	O'Driscoll, Mike	14	Space Expedition Corp	10		
Brown, Ian	63	Fry, Nick	13	G		O'Leary, Kevin	20	Spanish Grand Prix	32		
Brown, Zak	11, 34-37,63	M		Ganley, Howden	59	Oakes, Oliver	49,82,83	Spanish Supreme Court	32		
BT Sport	71	Gauff, Coco	92	Gauff, Coco	92	Ocon, Esteban	81	Spyker F1	12		
Bugatti	42	Gay-Rees, James	98	Geely	98	Ojjech, Sultan	36	Spyker Cars	10		
Bundesliga	66	Geely	98	Ghiothto, Luca	88	Omega	14	Stallone, Sylvester	12		
Button, Jenson	16,26	Gonsalves, Ralph Dr	70	Green, Alex	71	Orange India Holdings	10	Stanley, Louis	4		
BWT Water	16,48,51	Griffiths, Will	36	Griffiths, Will	42	Ostling, Paul	44-57	Star Sports	66,69,70		
Byfield, John	16	Grosjean, Romain	17,24,65	Guerrilla Games	10	P		Steiner, Gunther	9,16,17,19,84,85		
C		H		A		Panerai	12	Stewart, Sir Jackie	4,20,63		
Caldwell, Alastair	60,61	Haas F1	16,19,84,85	Aabar Investments	13	Paris-Dakar Rally	14	Storey, William	16,54		
Caldwell, Ruth	92	Hall & Hall	17	ABC network	69	Parry-Jones, Rick	62,63	Stroll, Chloe	98		
Callens, Claire-Anne	98	Hall, Richard	63	ABN Amro	10	Parry-Jones, Rick	9	Stroll, Lawrence	16,19,21,22,		
Camilleri, Louis	22,61	Hall, Robert	21	Agag, Alejandro	32-33	Patek Philippe	14,20	Stroll, Lance	98		
Canal+Sport	70	Hall, Wendy	32	Agas, Alejandro	32-33	Paul Ricard Circuit	23	Stubbs, Mike	44-57		
Capito, Jost	14	I		Amersfoort van, Frits	82	Penrose, James	92	Stuck Hans jnr	4		
Car & Driver	42	Haas F1	16,19,84,85	AMG	19	Penthouse magazine	92	Summer Olympics	66		
Car Magazine	64	Hall & Hall	17	AMR GP Ltd	22	Perez, Sergio	21, 47,48,51	Sunderland FC	16		
Carey, Chase	21,23,30,80,81	Hall, Richard	63	Andretti, Michael	54	Peterson, Ronnie	4	Super Bowl	81		
Castellon, Manuel Garcia	32	Hall, Robert	21	Apple	69,70	Peugeot	18	SuperSport	66,69,70		
CBS network	69	Hall, Wendy	32	Arrows	10,16	Phillip Morris Europe	22	Sweeney, Margaret	47		
Celis, Alfonso	15	J		Arthofer, Frank	23	Phillip Morris	9,22,58-63	Szafnauer, Otmar	22, 44-57		
Charles Leclerc	37-43	Jaguar Racing	24, 62	Ashurst Solicitors	49	Phillips Auctioneers	12,14,20				
Chime Communications	63	JDC Promotions	4	Aston Martin Cars	19,37						
Chung, Du Nguyen	21	Johnnie Walker	63	Aston Martin Lagonda	19						
Circuito de Catalunya	32	Johnston Press	71	Aston Martin Racing	22, 24						

The
March 2021
issue of
BusinessF1
Magazine
is published
on the 1st
March 2021
BusinessF1

FORMULA 1[®]

YOUR WAY

CORPORATE HOSPITALITY AT THE FORMULA 1[®] BRITISH GRAND PRIX 2021 16 - 18 JULY



**THE END-TO-END GRAND PRIX
CORPORATE EXPERIENCE**

Private suites for 20 - 30 guests

Standalone chalets for 80 - 160 guests

Custom interiors

Tailored food and beverage options

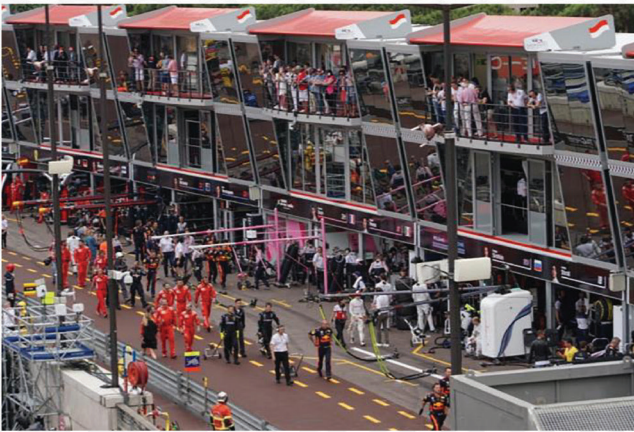
MORE INFORMATION:
Silverstone.VIP@MATCH-hospitality.com
Silverstone.co.uk/VIPHospitality

MATCH[®]
HOSPITALITY

YOUR SPORT TRAVEL PARTNER

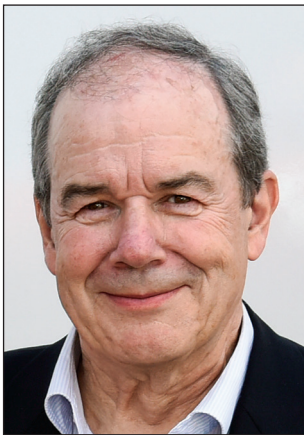


MONACO GRAND PRIX 360° VIEWING HOSPITALITY



23 BD ALBERT 1ER , 98000 MONACO
TEL: +377 93 50 97 90

WWW.INCENTIVECONCEPT.COM - INFO@INCENTIVECONCEPT.COM



Tom Rubython
Editor-in-Chief

Paddock Patter

Misjudged maybe but not abhorrent

Nikita Mazepin is a good looking, wealthy, young 21-year-old who is also a Formula One driver. He is every girl's dream. But when Günther Steiner uttered the word "abhorrent" last month he clearly had no idea what it meant. It's an adjective that means doing something: "disgusting and loathsome; detestable and repugnant. It was a total misdescription of events but that word rattled around

the world. But how can Günther Steiner possibly work with Nikita Mazepin in the future if he regards him as being "disgusting, loathsome, detestable and repugnant." He can't unless he wants to be labelled a total hypocrite. Günther should choose his words more carefully in future and apologise to Nikita Mazepin for his own wholly inappropriate use of the English language.

John Hogan ignored me for two years

The passing of John Hogan last month was a moment for motorsport to take stock. The last time an icon of motorsport departed was in 2005 when Keith Duckworth left us. Then, as now, we cleared the front page and more than a few pages inside, to reflect on his passing.

I first met John when I came into motorsport in 1999. Well met is the wrong word. He totally ignored me and I failed to say a single word to him in those first 24 months. We always seemed to meet as part of a bigger group of people in the paddock, or at events, but never one-to-one. He never looked at me or acknowledged me and studiously avoided shaking my hand. I had no idea why.

I knew I had to meet him as he was Mr Motorsport. But in his eyes, I was a non-person, someone he had no desire to interact with. In his mind there was no advantage and maybe plenty of disadvantage in making my acquaintance. But I was determined to thwart his policy of non-interaction.

My chance came at the annual Marlboro party at the Hungarian Grand Prix in 2001. As the party was breaking up, I spotted John lingering by a table, momentarily on his own. I went over, stuck my hand out and he had no choice but to shake it. This time he looked me in the eye and seemed aware of the significance of the moment but I remember it as though it was yesterday. His first words to me were: "Is this an advertising sales pitch." I can't remember how I replied but I think it went along the lines of: "Well it can be." We exchanged a few words and I quickly withdrew not wanting to push my luck any

further. But the ice was broken and from then on I was admitted to John's inner circle.

Soon afterwards he retired from Philip Morris and we began to meet regularly for lunch. I never asked him why he had ignored me - it just wasn't appropriate. John would have had his own reasons and they were not for sharing with me

But from then on, we were good friends. And he helped me enormously with my biography of James Hunt which would have been much the poorer without his input. He was also my inside man (that can be revealed now) for our reporting of the fiasco that Jaguar Racing became in 2004. John actually coined our famous cover line of the October 2004 issue describing a board meeting which read: "It was like the mad hatter's tea party, except no one could see the white rabbit." I actually didn't know what he meant but as the words had come from John, I knew it was appropriate for the cover and that everyone else would understand.

John was treated pretty appallingly by Tony Purnell and Rick Parry-Jones at Jaguar. They had no idea what a coup it was when he agreed to run Jaguar Racing's marketing department and consequently didn't know how to handle him. That disrespect would haunt both of them in future years.

Like Keith Duckworth, there will never be another John Hogan. He was a totally unique individual, yet unlike Keith, no one will ever be able to put a finger on what made him so great. It was something you never thought about - he just was.

E85 has to be the short-term fuel goal

In this issue, former Team Principal Colin Kolles calls for the immediate adoption of E85 fuel for Formula One. E85 is effectively a mix of 15% petrol and 85% ethanol. Kolles believes it should become the standard fuel of Formula One. But by all accounts, Christian Horner and Toto Wolff would be against it. They are not even prepared to back a change to E10 from the E5 that is currently used.

But what is the problem with going immediately to E85. Nothing that I can see. E85 is a very high octane fuel and is the fuel of choice for American boy racers - they love it.

But if the movers and shakers can't even agree a change to E10 what hope is there for E85. Adopting E85 would give Formula One a major boost and turn it into an industry leader in conserving resources and ending dependence on fossil fuels. All of the oil companies are becoming big players in E85, which offers an acceptable future for the internal

combustion engine. An E85 engine and additional hybrid power could be the ideal propulsion system to propel (sic) Formula One into the next decade.

The FIA is said to believe in a 100% sustainable fuel. But that is probably a dream too far. E85 would be an ideal compromise. And it's time to end the endless platitudes and actually swing into action.

Tom Rubython Editor-in-Chief

Like Keith Duckworth, there will never be another John Hogan. He was a totally unique individual, yet unlike Keith, no one will ever be able to put a finger on what made him so great. It was something you never thought about - he just was.

Jan and Michiel Mol bought the Midland F1 Formula One team and exited 13 years later with a near \$107 million loss



Former Spyker owners take stock after Force India sale

Mol family crystallises \$106.8 million loss from Formula One involvement

Michiel Mol, 50, the former owner of the Spyker Formula One team, has crystallised a cash loss of \$106.8 million after the finalisation of the affairs of the defunct Force India Formula One team. It marks the end of the wealthy Dutch family's 20-year involvement with Formula One.

The loss will severely dent the Mol family fortune. Patriarch, Jan Mol, 78, father of Michiel, is reputed to be worth \$450 million, but has felt the loss keenly.

Mol founded a company called Volmac in 1966 and 25 years later sold it to CAP Gemini in 1992. His son was just as clever and after graduating in Computer Science from Leiden University, he went into the software business in 1993, setting up Lost Boys at the age of 22, developing software and computer games. Lost Boys later merged with Swedish company IconMedialab. Mol kept the games division and established Media Republic and

then Guerrilla Games before it was sold to Sony.

With plenty of money in his pocket, Michiel Mol was a well-known playboy in Holland before he married Paulien Huizinga, a model and TV personality in 2004. In 2011 they divorced and Mol started a relationship with Marlous Mens, another well-known TV personality, who he married in 2018.

Mol was introduced to Formula One in 2000 when he sponsored the Arrows Formula One team via his Lost Boys software company. His backing provided a drive for Jos Verstappen and continued to back Verstappen's career and that of another Dutch driver, Christijan Albers until 2005.

The opportunity to buy a team occurred in 2006 when Alex Shnaider, a Canadian-Russian businessman put the Midland F1 team up for sale. Schnaider's Midland Group had bought the Jordan F1 team in 2005 for \$60 million. It ran the team for two

seasons until Shnaider became disillusioned with the economics of Formula One.

It attracted the attention of Victor Muller, a Dutch entrepreneur who founded the Spyker sports car company. Muller organised a three-way deal whereby the Mol family invested in Spyker Cars which then bought the Midland F1 team with Mol's money for \$106.8 million. The deal was put together by bankers from ABN Amro. Alex Shnaider walked off with a near \$50 million profit for his two-year stay in Formula One.

In mid-2007, there was a fall-out with Victor Muller after Mol apparently discovered that no Spyker production cars had even been manufactured and the whole company appeared to be an illusion of press releases and show cars at exhibitions.

The Mols withdrew from Spyker Cars handing their shares back to the company and took sole possession of the Formula One

team. Mol promptly agreed a 50/50 deal with Vijay Mallya and established a joint venture called Orange India Holdings – Orange representing the Mol interests and India representing Mallya. Mallya injected \$88 million directly into the newly renamed Force India team in exchange for his 50% share. When more money was required, a third shareholder joined the venture, Subrata Roy of the Sahara Group. Mallya and Sahara injected a further \$100 million into the team and as a result Mol's share in Orange India Holdings was reduced to 15%. The shareholding was reduced to nothing after Force India entered Administration in mid-2018.

The Mol family has now departed Formula One for good. Mol briefly got involved in space tourism and was co-founder of Space Expedition Corporation (SXC), which offered space tourism flights but quickly went out of business after costs spiralled and the venture became uneconomic.

Canadian food baron misled by comparison with Ferrari Latifi furious after losing \$260 million at McLaren

Michael Latifi, the chairman of Sofina Foods and the father of Nicholas Latifi, the second driver with the Williams Formula One team, is reported by friends as being “apoplectic” after being told that he is likely to record an almost total loss of his investment in McLaren Group made in May 2018. Paul Walsh, the group chairman, is currently on a fundraising road trip in the United States and any external investment will see existing shareholders watered down to virtually nothing. Walsh is looking for a billion dollars in new money and it may include an IPO.

The 58-year-old Iranian born Canada domiciled entrepreneur paid \$260 million for 888,135 newly issued ordinary shares on 14th May 2018. He was appointed a director on 30 May 2018. The investment was made in three tranches during 2018 and 2019. It left him with a stake of 10%. However, that stake was rapidly watered down to less than six per cent as McLaren made repeated calls for more cash.

When Latifi realised it was a cash guzzling organisation he declined to make any further investment and had no choice but to see his stake diluted. The final straw came in June this year when he flatly refused to put any more cash up for an emergency refinancing. The other shareholders followed his lead and also declined, leading to the company obtaining a one-year emergency loan from National Bank of Bahrain for \$200 million.

Latifi made the investment through a British Virgin Islands company called Nidala (BVI) Limited. All of the money was invested in the company. Zak Brown, McLaren team principal, said at the time “We are pleased to confirm that Michael Latifi, a Canadian businessman, has become a shareholder, in a move that significantly strengthens the group’s balance sheet and underpins its ambitious growth plans.” Shaikh Mohammed bin Essa Al Khalifa, McLaren Group



© MOTORSport IMAGES

Michael Latifi: angry with McLaren over constant demands for more cash.

chairman, explained: “This injection of capital is a vote of confidence in our future strategy and the group remains as focused as ever in positioning for growth. We are delighted Michael Latifi has joined the McLaren family.”

Michael Latifi said, at the time, in words he is now said to bitterly regret: “I have been an admirer of the McLaren brand and its businesses for some time. McLaren is a unique organisation in automotive, racing and technology with exciting long-term growth prospects, which is

why I have made this investment. I am proud to be part of McLaren and this incredible brand.” The investment was not connected to his son’s racing career.

Latifi made the investment purely based on the successful stock market flotation of Ferrari. He looked at Ferrari’s market capitalisation, which was then around \$20 billion, and considered McLaren could become the same. At the price he bought in at, McLaren was valued at \$2.2 billion. Latifi has watched in wonder as the Ferrari share price

has risen to make the company worth \$55 billion. But he has seen McLaren go the other way.

Latifi apparently confided in a friend: “The company has an insatiable demand for cash on a scale I have never seen before. I will not be investing any more.” He has apparently questioned McLaren’s accounting policies in board meetings and is not happy about some of the accounting methods. One source said he called them “tricks.” Although that is thought to be an exaggeration.

Latifi also lent the Williams team \$45 million in 2018. But it was a straight loan agreement with no equity involved. Latifi’s loan replaced an existing Williams overdraft with HSBC bank and provided extra funding. In exchange for the loan, Williams put up 100 heritage cars and all its land and property. Naturally wary after his McLaren investment went bad, he insisted on a security value of around \$100 million which meant there was no possibility of default. \$25m was secured against the property and \$20m against the cars. The interest rate was 5%. It is believed that Latifi was repaid in full when Dorilton Capital bought the team last year.

Michael Latifi left Iran for Canada as a teenager and his first job was flipping burgers at McDonalds. He put himself through college and gained a degree in electrical engineering and then studied for an MBA. He founded Sofina Foods, a producer of packaged meat products which is now the third largest food company in Canada. Sofina Foods has expanded hugely in the past ten years buying Lilydale in 2010 and Santa Maria Foods in 2012. It is now one of Canada’s biggest food groups and the Latifis are one of country’s wealthiest families.



© MOTORSport IMAGES

Zak Brown and Michael Latifi in happier times.

Sylvester Stallone got nearly \$3 million for five watches.



Stallone sells four Richard Mille watches for \$3.1 million

Hollywood actor puts watch collection on the block

Sylvester Stallone, the 74-year-Hollywood actor, has begun a gradual sell-off of his substantial watch collection. He sold four Richard Mille watches in the recent Phillips auction for nearly \$3 million. The most important was RM52-01, which realized \$998,000. All four watches were in mint condition in their original boxes and all four were

sold for well above the estimates. The bidding was enthusiastic after Stallone performed in a promotional video shown on the internet before the sale in which he described the watches' heritage. The four Richard Mille watches included an RM 032 Stallone wore in the film *The Expendables III* which fetched \$816,500. An RM 52-01 with a tourbillon bridge

shaped like a skull which sold for \$998,000. An RM 59-01 Yohan Blake 'Beast' tourbillon, named for the Olympic sprinter sold for \$816,500 and an RM 25-01 Adventure Tourbillon Chronograph which sold for \$937,500. The only non-Richard Mille in the collection was a Panerai Luminor which sold for \$214,200. Stallone wore the Panerai during the filming

of 1996 *Daylight* which was a disaster movie staged in a New York tunnel. Phillips said the sale was the most important modern Panerai wristwatch to ever be sold publicly. When Stallone wore it in *Daylight* it led to a renaissance for the whole brand. The price achieved, however, was regarded as a disappointment overall. Expectations were nearer \$250,000.

E85 bio fuel could be used in Formula One immediately

Former Team Principal proposes fuel switch

Colin Kolles, the former Team Principal of the Midland and Spyker Formula One and Force India team and now a WEC entrant, has proposed a new fuel specification for Formula One which he says could be adopted immediately and even used from the start of the 2021 season.

Kolles is proposing Formula One makes a switch to E85 fuel, if not immediately, then from the start of the 2022 season.

E85 is a mixture of 85% ethanol and 15% petrol and is available on the forecourts of many US fuel stations. It is cleaner burning than petrol but has much the same characteristics in an internal combustion engine. It is also high

octane and ideal as a fuel for racing cars. The combination is 50% cleaner and releases only 30% of the emissions of current Formula One cars. E85 is not only clean but also self-sustaining and carbon efficient.

Formula One is continually wrestling with sustainability issues and the idea of adopting E85 biofuel is a viable possibility. Last year Jean Todt, president of the Federation Internationale de l'Automobile (FIA) awarded Formula One a Three Star Environmental Accreditation as measured against the FIA Environmental Certification Framework. Todt would be almost certain to welcome a move towards using E85.

Kolles said; "I believe strongly in



Colin Kolles is calling for E85 biofuel motorsport adopting biofuels for the future. I see no obstacle to adoption. There is no downside to this. E85 looks a viable solution."

Ethanol is a form of alcohol and is 100% renewable being derived from growing and fermenting crops such as sugar, wheat and maize. Increasing the ethanol content in petrol brings a reduction in carbon dioxide because ethanol produces less CO2 than petrol in combustion. Secondly, the crops

grown to produce it provide further benefit as they absorb CO2 from the atmosphere. Most importantly production of the fuel is 100% sustainable. Adopting E85 solves most of the problems the series faces in terms of sustainability and pollution.

Currently, two per cent of all retail fuel outlets in the United States offer E85, serving the approximately five per cent of American cars and trucks capable of running on E85. Retail stations selling E85 have historically been concentrated in the Midwest, where they benefit from readily available ethanol fuel supplied to blenders. Minnesota continues to lead the nation, with 336 E85 retail locations. California has around 80 outlets. Only New Hampshire and Alaska have no E85 fuelling stations.

Mercedes makes decision to become engine supplier

Ineos takes first step to ownership of Mercedes Formula One team

Ineos, the petrochemicals conglomerate, run by Sir Jim Ratcliffe, has taken its first step towards ownership of a Formula One team. It has bought a 33.3% stake in the Mercedes-AMG F1 team. Its shares were bought from Daimler UK Ltd and the estate of the late Niki Lauda. The deal is believed to give the team an enterprise value of around \$570 million. Toto Wolff, the Team Principal, has also increased his stake by 3.3% by buying some of Lauda's shares.

The sale is the third big corporate deal for Formula One teams in as many months. First Williams was sold to Dorilton Capital for \$160 million. Then MSP Capital bought a third share in McLaren for \$190 million followed by the Ineos/Mercedes deal worth an initial \$200 million.

Toto Wolff was cock-a-hoop about the deal saying: "This new investment from Ineos confirms that the business case for Formula 1 teams is robust."

The deal means a bonanza for the Lauda family which has sold its shares for around \$60 million. Lauda paid around \$8 million for his stake in 2004. Mercedes has cashed out to the tune of \$200 million and has made a substantial profit on its original investment of \$40 million. It will also make an additional \$200 million when, if expected, it sells the balance of its shares to Ineos in 2022.

The team was established, in its modern form, at the end of 2009 when Daimler UK purchased 45.1% of the shares of Brawn GP Ltd. Abu Dhabi based Aabar Investments, the sovereign wealth fund, also bought 30% of the shares from the management team of Ross Brawn, Nick Fry, Nigel Kerr, Caroline McGrory, John Marsden and Gordon Blair. The shareholding was increased to 60% for Daimler and 40% for Aabar Investments over the following 18 month period.

At the end of 2012, after

three unproductive seasons under the management of Ross Brawn and Nick Fry, there was a restructuring which saw Brawn and Fry leave the team and Toto Wolff and Niki

Wolff in Team Principal's salary. He earns \$9 million a year and is the highest paid executive in the whole of the Mercedes-Benz Group, prior to the Ineos takeover.

with Daimler in the past 12 months. In December last year it bought a factory at Hambach in France, where vehicles for the Smart brand were produced. The plant in the Moselle province of France, originally known as 'Smartville', opened in 1997. In 2018, Mercedes invested \$540 million into the facility to upgrade it for electric car production. But in 2009 it sold 50% of the Smart brand to Chinese firm Geely, with Smart production switching to China as part of the agreement, leaving Hambach surplus to requirements.

Ineos has now bought the factory to manufacture its Grenadier four-wheel drive vehicle later this year. Ineos has also agreed to continue production of the current electric two-seat Smart EQ and some components for Mercedes.

Ineos will also take over 1,300 of the Hambach staff and there will only be 300 redundancies. Prior to the purchase Ineos was planning to build its new Grenadier vehicle at a brand-new factory in Wales that would have cost \$500 million to build and equip. The deal with Mercedes is thought to have saved Ineos over \$400 million and two years of time. Sir Jim Ratcliffe said: "It's a unique opportunity that we simply could not ignore - to buy a modern automotive manufacturing facility with a world-class workforce."

The Grenadier is an all-new vehicle design powered by six-cylinder BMW diesel and petrol engines with a price tag of around \$50,000. The big surprise is its traditional engine configuration. Ineos is a pioneer in the production of hydrogen and now electric cars at Hambach. A motor industry veteran told *BusinessF1*: "I don't understand why the Grenadier uses traditional propulsion technology when Ineos is so committed to producing hydrogen. It seems an obvious fit."



Toto Wolff and Sir Jim Ratcliffe celebrate their union.

Lauda arrive to take over the management. At the same time there was a scandal at Aabar, as its chief executive and Mercedes Grand Prix Ltd board director, Mohamed Badawy Al-Husseiny, was ousted after being accused of corruption. He was later sentenced to prison time.

After that, Aabar decided to retrench and Wolff and Lauda bought its shares for around \$32 million between them. Lauda and Wolff purchased their shares via NL Holding GmbH (10%) and Motorsport Invest Ltd (30%).

The partnership between Mercedes, Wolff and Lauda was a huge success; ultimately winning seven world championships. Now Mercedes-Benz Grand Prix Ltd has 1,101 full time staffers, 872 of which are highly skilled engineers. Mercedes' success is reflected

It is not all good news. As part of the takeover, the team will lose its cash sponsorship worth \$60 million a year from Mercedes-Benz AG, reflecting the savings expected to be achieved under the new FIA cost cap agreement.

The Mercedes team is the third big purchase of a sports team that Ineos has made in the past few years. It bought Sir Ben Ainslie's America's Cup sailing team in 2018 and Sir Dave Brailsford's Team Sky cycling team in 2019. The Mercedes team and the car is expected to be renamed Team Ineos in 2022 when Ineos buys out the balance of Mercedes holdings. Sir Jim Ratcliffe said: "This is a unique opportunity to make a financial investment in a team at the very top of its game."

The sale of the team is the second big deal Ineos has done

Rumoured to be buyer of Newman and McQueen watches

Ecclestone makes bid to corner market for vintage sports watches

Bernie Ecclestone, the former head of Formula One, is investing a portion of his \$10 billion fortune in antique and heritage watches. In recent years, Ecclestone has sought to diversify his interests and has built up substantial portfolios of art, rare artefacts, gold, heritage racing cars as well as an unrivalled collection of old cars.

As part of his move into watches, Ecclestone is believed to be the anonymous buyer behind the purchase of Paul Newman's 'Big Red' Rolex Daytona in mid-December. It sold for \$5,475,000, the third highest price ever for a Rolex watch at auction. He is also thought to have purchased the Heuer Monaco watch worn by Steve McQueen in the 1971 movie *Le Mans* which fetched \$2.2 million, more than 10 times its original estimate. The sale set a record price for any Heuer timepiece.

Ecclestone's interest in watches has been sparked by James Marks, his grandson, who heads up Phillips's watch department in the UK. Marks says he was bitten by the watch bug aged seven, when he started collecting

limited-edition Swatches. He says the vintage watch market is now worth more than \$1 billion annually.

40-year-old Marks was formerly a fund manager in the city of London and was headhunted to run Phillips's London watch division in 2018. His first big move was to open a physical store dedicated to selling heritage watches. He named it Phillips Perpetual.

In his short time at Phillips, James Marks has made a big impact on the watch market. Marks claims buying a watch as an investment rather than to wear is bringing in a new generation of watch buyers who see a rare watch purely as a commodity to invest in to make a return. He says: "Auction houses traditionally say they're selling you an object that you buy with your heart, because you love it. It's a bit of a blinkered view. I don't think people should be afraid of talking about investment values. We do it about our houses, why not watches? Investment is a bit of a dirty word, but for vintage watches in this country it's the biggest growth area. Watches were ready-made as a new asset



James Marks of Phillips is behind the boom in vintage watch prices.

class for those getting out of cash in uncertain times. We've never seen as great a money supply in the world as we have now – everything I was taught for economics A-level has been turned on its head."

The shop occupies former gallery space on the fourth floor of the Phillips building. Its wares range from \$500 Breitling stopwatches and Omega Speedmasters to rare Patek Philippe and Rolexes. Now Marks plans to open a Phillips Perpetual shop in New York.

His grandfather is believed to be one of his biggest customers and there is no doubt that Ecclestone's interest in watches has been partially responsible for driving prices up.

Marks is well aware that a motor racing heritage is also driving up prices. He points to a gold Rolex Cosmograph Daytona from 1969 with a black bezel and dial that mimics the John Player Special Lotus Formula One cars of the seventies. It is valued at \$1 million, an unthinkable price for a second-hand watch even as late as 10 years ago. Marks call it "an amazing, amazing piece."

He admits that the watches on sale at Phillips Perpetual more or less reflect his own tastes. On his own wrist sits a Patek Philippe perpetual calendar in white gold with a hobnail bezel. He wore it when he got married and admits he has built up a small collection of his own since, that his wife does not know about.

Matthews bets the farm on Capito and Roberts

Williams team stake everything on new leader

Williams Racing has appointed 63-year-old, Jost Capito as its new chief executive to replace Mike O'Driscoll who was fired in September. At the same time, Simon Roberts has also been appointed Team Principal replacing Claire Williams who left at the same time as O'Driscoll. The team has been rudderless for the past four months whilst successors were sought. In the interim it has been run part time by James Matthews of Eden Rock Capital. Capito is a controversial appointment. In September 2016 he joined McLaren Racing as chief executive but only lasted four months before being shown the door. He left with a huge

pay off, said to be as much as \$5 million and has not worked for the past four years. Capito, a German national, has enjoyed a 35-year career in motorsport. His first motorsport job was in 1985 with BMW and he was part of the team that won the truck class of the Paris-Dakar rally. In 1989 he joined Porsche's racing division. In 1996 he moved to Sauber and on to Ford's World Rally programme. Working with M-Sport he helped develop the Ford Focus into a championship winning car. That led him to Volkswagen's rally team in 2012. During his time there, Volkswagen dominated the WRC, winning three championships, which led him to his disastrous few months at McLaren.



Jost Capito back at the heart of Formula One as Williams CEO.

BusinessF1™

FORMULA ONE'S BUSINESS MAGAZINE

Your free subscription has run out!

To keep reading, please subscribe fully to become a member

<https://businessf1magazine.com/business-subscription-payment-window>

You will receive:

- 12 monthly issues
- A luxury 12- issue binder
- A hardback copy of Tom Rubythorn's Fatal Weekend
- Exclusive Access to the digital edition

