

OFFICIAL EVENT EDITION

The Grand Prix Hospitality Weekend

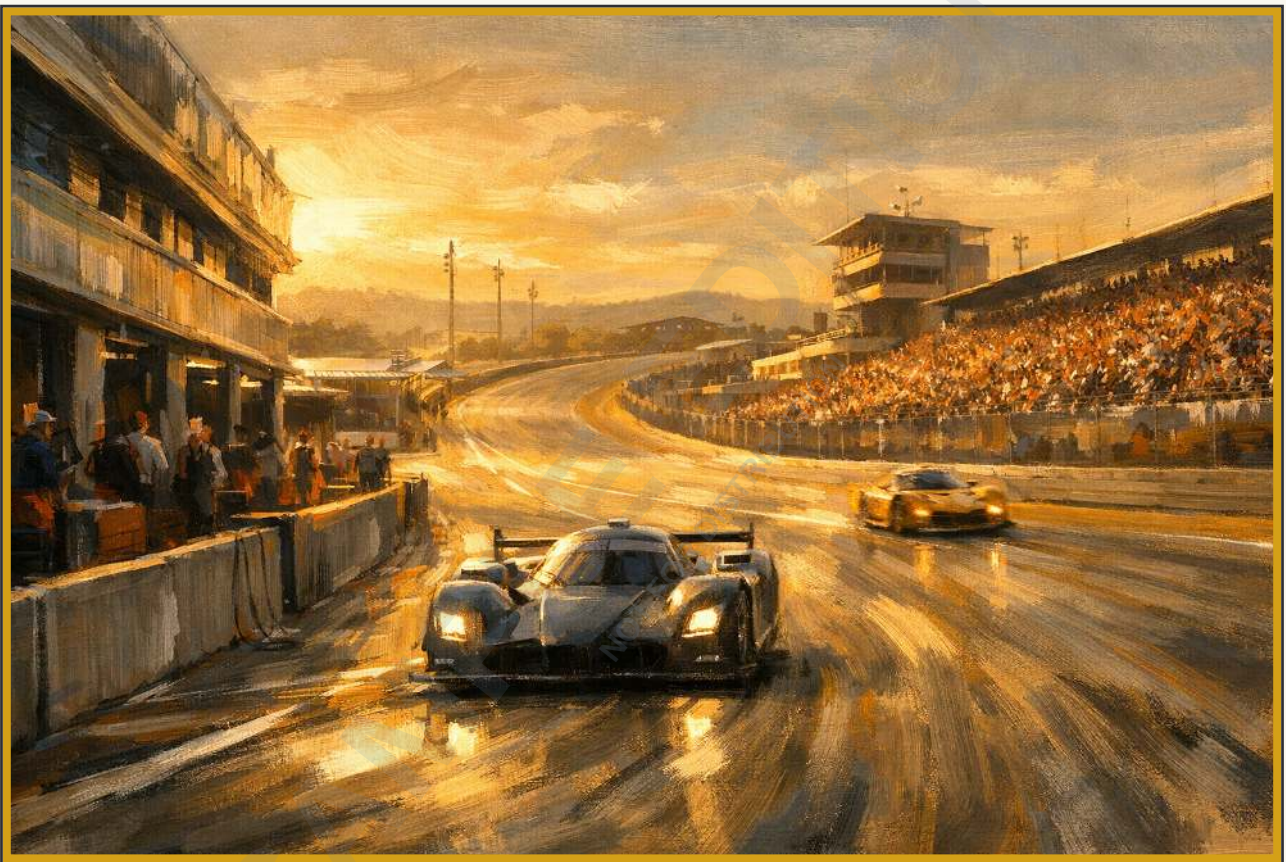
Apex Motorsport



The Wisdom of Grand Prix Racing — The Race of Life and the Life of the Race

PRESENTED BY SPORTSMART4LIFE

A word from the organisers



Apex Motorsport Hospitality

A word from the organisers

Dear Sample Reader,

This copy is yours. Your name is on the cover, and it is inside on the pages too, because it was made for you and for nobody else. No two copies of this book are the same.

We wanted to give you something that outlasts a fixture list. Kit wears out. Medals go in a drawer. But the margins here are a tenth of a second, which is a lesson about preparation, and that is worth writing down somewhere you will find it again.

What follows are the real voices of this sport — players, coaches and writers, most of them talking about the parts nobody puts on a highlight reel. There is a section on pressure, and what the people who handle it best actually do differently. One on trust, and why a group that trusts each other beats a group that is merely talented. One on losing, which is the section we would ask you to read twice, because everyone in this sport has lost and everyone worth knowing came back. There is a section on joy, which is the reason any of us started. One on mastery, and the unglamorous patience it asks for. One on rivalry, and the respect that runs underneath it. And one on belonging — on being part of something whether or not you are the one on the field.

You do not have to read it in order. Keep it in the kit bag. Open it the night before a hard one. Let it fall open at whichever page finds you, and if a line is worth keeping, keep it.

The game has taught you things already — about nerve, about other people, about getting up. These pages are simply the same lessons in other people's words, gathered in one place so they are there when you need them.

Thank you for everything you give to this. It is noticed, and it matters more than the results ever say.

— The Committee, Apex Motorsport Hospitality

Foreword

Motor racing is an honest sport. It keeps a ledger few games dare to keep — of risk, of preparation, of the thousand unseen hands behind every visible lap — and it settles that ledger in public, every race, to the thousandth of a second. Wherever the grand prix goes, it teaches the same things: hold your nerve, trust your crew, load the truck again, protect your joy, count your laps, honour your rival, belong to something.

This collection gathers the voices of the sport — the drivers, the engineers, the great watchers and writers who loved it best — arranged around seven themes that belong as much to life as to motor racing. Each chapter opens with an image and an idea, then hands the floor to the voices themselves.

Read it the way you would watch a grand prix: sometimes for the speed, sometimes for the craft, and sometimes for one moment of nerve you will remember for years.

Ways to Walk with This Book

A collection like this is not meant to be read once and shelved. It is meant to be lived with — kept close, opened often, and put to work. Seven ways to begin:

- **The daily voice**
open anywhere each morning and take one voice with you into the day.
- **The reflection pause**
choose the theme your week is testing, read its essay slowly, and write one honest line of your own in response.
- **Match-day ritual**
before the big broadcast, read the theme the fixture will examine — rivalry before the derby, pressure before the final.
- **The team talk**
captains, coaches, teachers, parents: one voice a week is enough to open a changing room, a classroom or a dinner table.
- **The hard-week medicine**
when life tackles you, the defeat chapter is waiting. It was written for exactly that week.
- **The gift of a voice**
photograph the quote a friend needs today and send it with their name on the message.
- **The long read**
one theme per Sunday evening — a handful of weeks, properly kept.

However you use it, let it stay within reach of wherever you watch.

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THEME 1 OF 7

Mastery & Practice

Thousandths of a second, found a metre at a time — the unseen craft behind every quick lap.



The crowd sees one perfect lap; the empty circuit saw the thousand that bought it.

Mastery & Practice — in the game, in life

From the grandstand a quick lap looks like bravery. Up close it is closer to carpentry — patient, measured, and won in margins too small to see. A driver will spend an entire practice session moving one braking point a metre deeper, lap after lap, feeling for the exact place where late becomes too late. The steering input into a fast corner is not a heroic wrench but a single clean movement, refined over years until nothing is wasted. Grand prix racing measures its craft in thousandths of a second, and thousandths are never found in moments of inspiration — they are assembled, patiently, out of repetition and honest error. The garage keeps the same faith. A mechanic's hands learn a gearbox the way a pianist learns a score, through thousands of unglamorous hours; the engineers rerun their data long after the circuit has gone dark. Nobody applauds any of it. It is done because the craft demands it, and because on Sunday the whole invisible edifice will be spent in two hours of racing. The mercy of such a craft is its honesty. The stopwatch does not know your name, your story or your reputation; it responds to attention, repetition and truth, and to nothing else. Almost everything worth doing in a life obeys the same law — the language, the instrument, the trade, the long apprenticeship of being patient with people. So choose your craft and find your empty circuit: the hour nobody watches, the standard nobody demands of you but you. Move your braking point a metre at a time. Keep a private count of your laps. And when someone calls you a natural, smile — it is the name people give to work they did not witness.

“Computer-aided design (CAD) systems weren't around when I began in the industry, and although most, if not all, of my colleagues have long since converted, I've stuck with my drawing board. Call me a dinosaur, but I think of it as my first language.”

— Adrian Newey

Mastery & Practice

Sit with the voice that speaks to you today.

“He taught me the importance of having a rigid chassis.”

— Mauro Forghieri

“Your natural instinct tells you exactly what the car needs to go faster and you immediately feed that back to the engineers.”

— Fernando Alonso

“There are seven winners of the Monaco Grand Prix on the starting line today, and four of them are Michael Schumacher.”

— Murray Walker

“You must be able to read your own autograph.”

— Sir Jackie Stewart

“Being scared is intolerable. I told myself you can't drive a car like that. So I waited quite consciously for the car to slide and began with the precision work of handling the drift.”

— Niki Lauda

“I believe if you are doing something like competing, like motor racing, you either do well or forget it.”

— Ayrton Senna

“The thing I think I am most proud of was closing the Nürburgring.”

— Sir Jackie Stewart

“I race to win as long as I feel it's possible. Sometimes you get it wrong? Sure, it's impossible to get it right all the time.”

— Ayrton Senna

Mastery & Practice

Sit with the voice that speaks to you today.

"I do hate this 'first woman to win' chat, or whatever, like after my win at Road America, because for me it's such a negative thing."

— Jamie Chadwick

"If you keep piling in the resource on the problem you have today and never allowing some resource to go into the future, then you will never have that future."

— Ross Brawn

"To do something well is so worthwhile that to die trying to do it better cannot be foolhardy."

— Bruce McLaren

"Lewis is now the greatest driver ever. Fast. Focused. No mistakes. Brilliant in the wet. Nobody better."

— Niki Lauda

"You push in the corners or make a slightly risky overtake around the outside or dive in at the last moment, braking as late as possible."

— Fernando Alonso

"I know I am inclined to go into a corner earlier than most people."

— Jim Clark

"I want to show that I'm not just a female, I'm a fast racing driver."

— Abbi Pulling

"You're hitting the brakes with around 100kg of force via your left foot, which takes a lot of twisting in your hips."

— Pedro de la Rosa

Mastery & Practice

Sit with the voice that speaks to you today.

"I know I'm not everyone's cup of tea but I'm actually OK with who I am."

— *Guenther Steiner*

"No one ever masters anything. All you can do really is try to incrementally get better at the things that you've chosen to spend your life doing."

— *James Allison*

"It gave me that bit extra and it's part of why I'm world champion."

— *Sebastian Vettel*

"A driver's heart rate stays near marathon levels for two hours."

— *Dr Rahul Chotai*

"I imagine the conditions in those cars are totally unimaginable."

— *Murray Walker*

"When I came into motor racing so many things were a black art. I decided to make it a science. We will develop science to take away uncertainty to make winning a certainty."

— *Ron Dennis*

"It would be a waste of life to do nothing with one's ability, for I feel that life is measured in achievement, not in years alone."

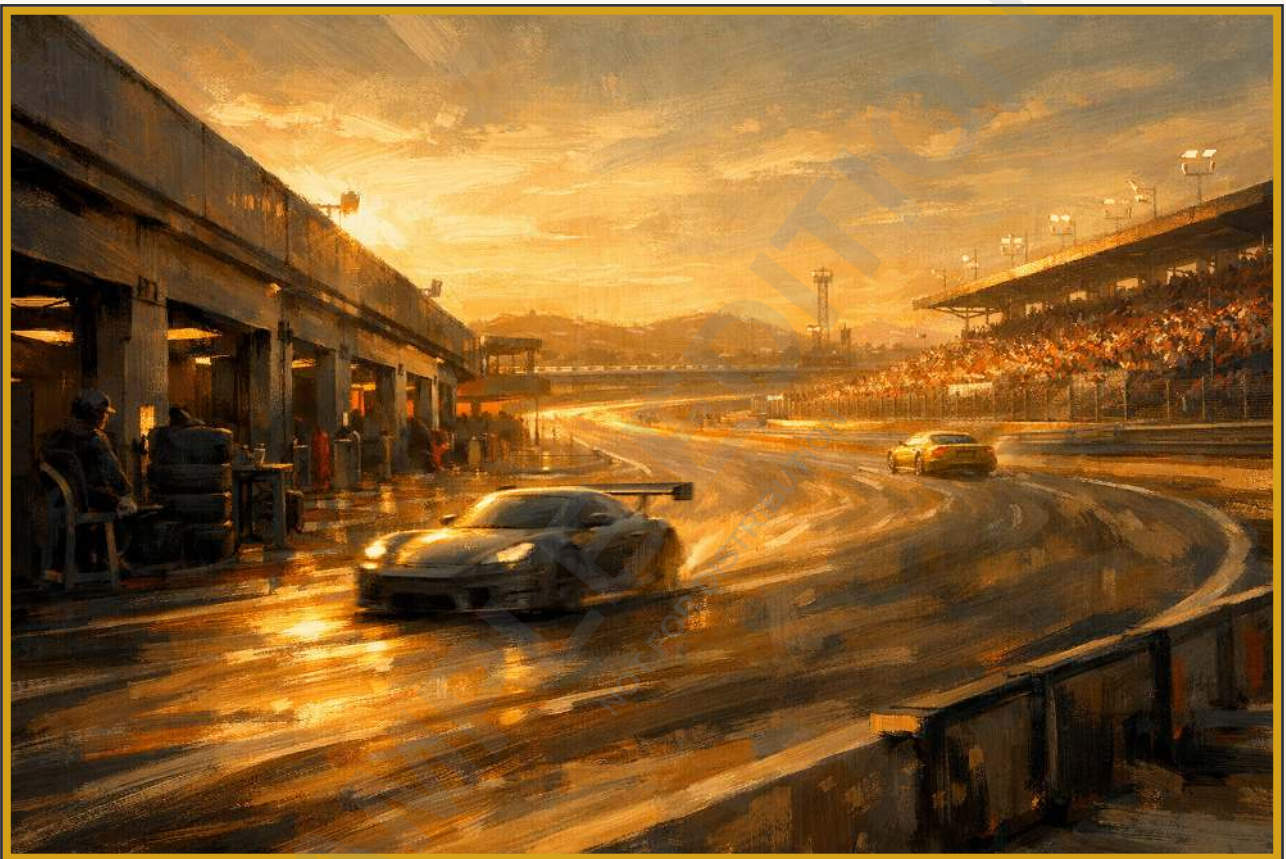
— *Bruce McLaren*

"I wasn't frightened of speed, you know, and that's not always a good thing."

— *Maria Teresa de Filippis*

THE GRAND PRIX HOSPITALITY WEEKEND

More from Mastery & Practice



The thousandth repetition.

“One of my first lessons was to tackle one job at a time, do it thoroughly and be satisfied with the result before passing on to the next.”

— **Bruce McLaren**

This copy belongs to: Sample Reader

The Grand Prix Hospitality Weekend · Mastery & Practice

A few more from Mastery & Practice



Hard-won, quietly.

“After all, it’s actually relatively easy to drive a Formula One car. Throttle, Green, Green, Amber. Change. Brake, turn the wheel, point it at a corner, accelerate. Simple.”

— Adrian Newey

“Once you take reliability out we really only have one master and that’s the stopwatch.”

— Adrian Newey

“The V12 has a natural balance, and a V12 is easier to design and to set up but expensive.”

— Mauro Forghieri

THEME 2 OF 7

Pressure & Nerve

Five red lights and a held breath — what the biggest moments ask, and how the brave answer.



Twenty engines scream, eighty thousand people hold their breath — and the driver waits alone for the lights to go out.

Pressure & Nerve — in the game, in life

Grand prix racing compresses pressure into a single ritual: the start. Twenty cars on the grid, engines howling, and above them five red lights that come on one at a time, slowly, as if the sport wants everyone to feel it. In the cockpit the driver is utterly alone — belted so tightly they can barely turn their head, heart hammering, waiting for the instant the lights go out. Nobody knows exactly when that instant will come. That is the point. The start rewards the driver who can be both coiled and calm, who has rehearsed the launch so many times that the body can act while the mind is still catching up. And the pressure does not end there. A qualifying lap is a minute and a half in which a season's work is spent corner by corner, with no second chances and the whole garage watching the timing screens. What the great ones show us is that nerve is built, not born. The breathing is practised. The routine is sacred. The commitment is total — because in this sport a half-hearted braking point is more dangerous than a brave one. Life stages its own grid starts: the interview, the diagnosis, the conversation you have rehearsed in the car park. The racing answer holds. Prepare until the response lives in your hands, not your hopes. Slow your breathing while the world revs around you. Accept that you cannot control when the lights go out — only what you do when they do. And when your moment comes, commit fully. Hesitation, in racing and in life, is the only launch that guarantees you lose ground. Nerve is not the absence of fear; it is a start sequence that holds when fear arrives.

“It's difficult for your brain and eyes to keep up with everything that's going on once you're in an F1 car. You get used to it and you learn to stay calm, because if you react too quickly the opposite will happen.”

— Lando Norris

Pressure & Nerve

Sit with the voice that speaks to you today.

“For me, there's no pressure. Even if I don't win it, I still know that I drove a really good season.”

— Max Verstappen

“Reacting to live scenarios on a race day is incredibly exciting – you sit on the edge of your seat when you have made that split-second decision.”

— Hannah Schmitz

“There's no one recipe that works for all. Everybody is different. Everybody performs differently.”

— Sebastian Vettel

“It was very much on the edge and I think it was a very good lap until then.”

— Charles Leclerc

“I said then and later that I had conquered my fear quickly and cleanly. That was a lie.”

— Niki Lauda

“Emotion is one of the most dangerous things. If you have emotion control then you don't make the mistakes.”

— Sir Jackie Stewart

“I was told it was because of television. This was for me so ridiculous that I did not race.”

— Niki Lauda

“Is that Glock? Is that Glock going slowly?”

— Martin Brundle

Pressure & Nerve

Sit with the voice that speaks to you today.

"I was never anxious, I didn't feel any fear."

— Maria Teresa de Filippis

"[I was] feeling depressed a lot of the time, that if I have a bad weekend I just think, I'm not good enough."

— Lando Norris

"Eau Rouge is always the most exciting part of the circuit. When you attack it flat out, when you get to the bottom of it, your insides drop."

— Lewis Hamilton

"This year is the most pressure I think I've ever had going into a race season."

— Abbi Pulling

"There's no room for error, as an error would lead to an accident."

— Ayrton Senna

"Mind management removed the emotion, allowed me to be a much better racing driver, and won most of my races in the first five laps, because everybody else was uptight."

— Sir Jackie Stewart

"You then have maybe 20 seconds, which doesn't sound like any time, but in a race environment, sitting there waiting to see if your decision has paid off can feel like a lifetime."

— Hannah Schmitz

"Just leave me alone, I know what I'm doing."

— Kimi Räikkönen

Pressure & Nerve

Sit with the voice that speaks to you today.

“On a track like this, if you go into qualifying without full confidence, you can pay the price.”

— Charles Leclerc

“There are only 22 spots in Formula 1, and there are thousands of drivers, regardless of male or female, trying to make it.”

— Susie Wolff

“Yes, yes, yes, yes, yes, I'm doing all the time. You don't have to remind every 10 seconds.”

— Kimi Räikkönen

“Nervousness is good. You need that because it also means you're ready, you're excited and you can use that and channel that in a positive way.”

— Sebastian Vettel

“Then thinking about the kids, I realised they cannot grow without their dad. That's where I find the extra strength to go again.”

— Romain Grosjean

“Sid, I can't quit.”

— Ayrton Senna

“People talk about football managers being under pressure. Trust me, that's nothing. Pressure is watching one of your drivers hit a barrier at 190 mph.”

— Guenther Steiner

“I know how fast good luck can turn back on you, bringing bad luck with it. My luck now really starts worrying me.”

— Jochen Rindt

THE GRAND PRIX HOSPITALITY WEEKEND

More from Pressure & Nerve

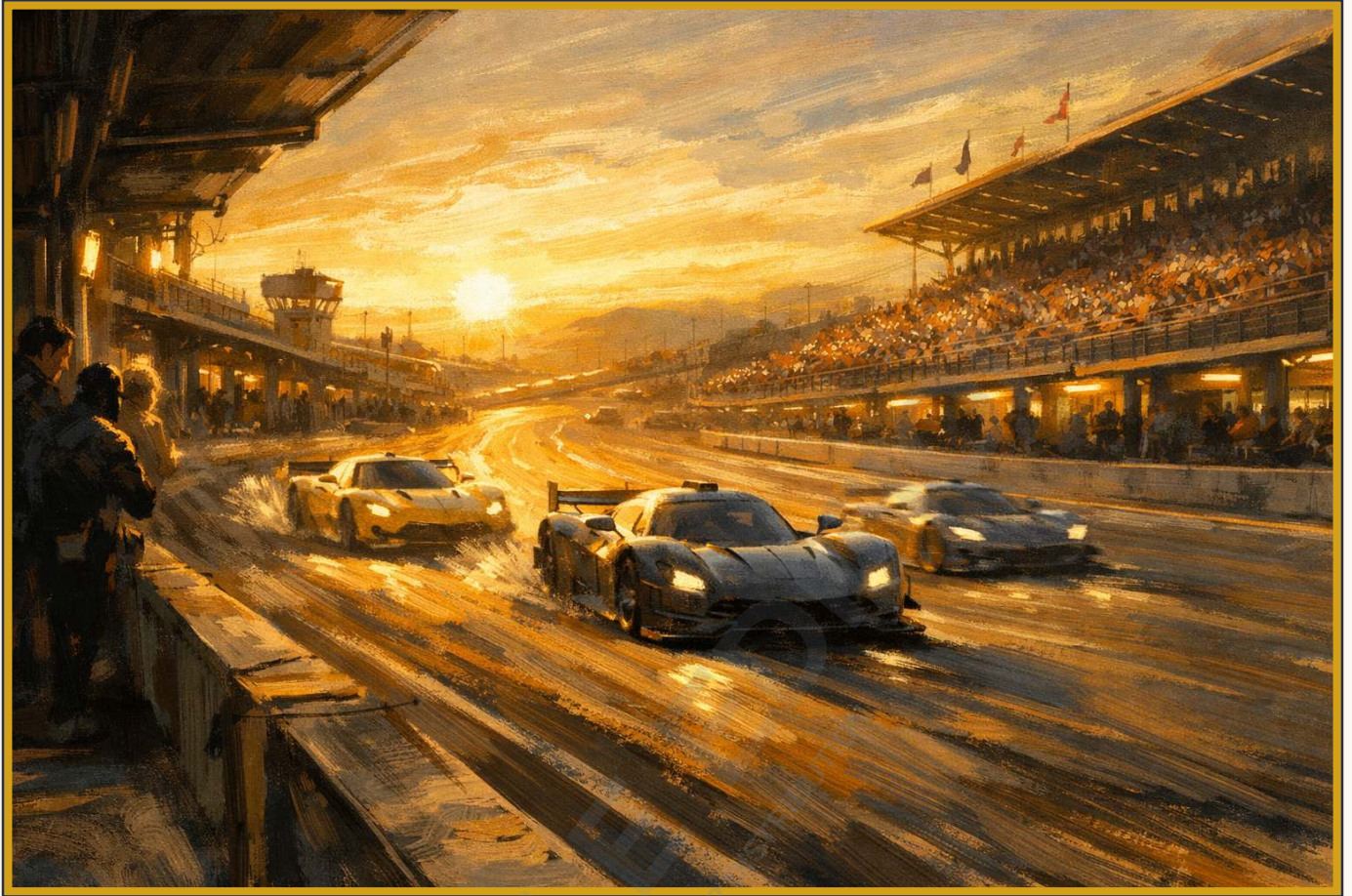


The moment before it starts.

“In Formula One at that time, every year at least one guy was getting killed right in front of you, then you think: what's happening here?”

— Niki Lauda

A few more from Pressure & Nerve



Nerve is not the absence of fear.

"I'm the best. I don't need to prove anything."

— Fernando Alonso

"The problem is, we knew we could live a short life and the people driving at the time knew what they were getting into."

— Niki Lauda

"I won most of my races in the first five laps, because I had already learned how to manage my emotions and not be affected by the big start."

— Sir Jackie Stewart

THEME 3 OF 7

Teamwork & Trust

A three-second pit stop and a garage that never sleeps — why nobody wins a race alone.



The car is stationary for three seconds — the trust that makes those seconds possible took years.

Teamwork & Trust — in the game, in life

Watch a pit stop closely — you will need to, because it is over in about the time it takes to read this sentence. A car arrives at speed and stops on a mark the size of a dinner plate. Around twenty people move at once: wheels off, wheels on, jacks down, gone. Nobody speaks. Nobody hesitates. Each crew member owns one task, drilled to reflex, and trusts absolutely that every other task is happening. One slow hand and the whole afternoon is lost; there is no such thing as a good pit stop by one person. That is grand prix racing's open secret: the driver is only the visible tip of a team of hundreds. Designers, strategists, engineers — and the mechanics who worked through the night to rebuild a broken car for the morning, unseen shifts that no camera will ever replay. The driver stands on all of it every time they climb in. When a car wins, the mechanics hang over the pit wall as if they had driven it themselves, because in every way that matters, they had. The lesson carries far beyond the paddock. Great teams are not collections of brilliance; they are webs of reliability. Someone has to be the night shift. Someone has to tighten the wheel nut nobody will ever photograph, and do it perfectly, every time, because everything depends on it. In your own team — family, ward, office, band — find your wheel and own it utterly. Trust others with theirs, and say so out loud. Celebrate the win as everyone's, because it always is. And remember the pit crew's creed: speed is a by-product. What is really being practised, rep after rep, is trust — made physical, made fast, made beautiful.

“Among the engineers, the chassis people were saying, 'We don't have a good engine,' the engine people, 'We don't have a good chassis,' and above all, 'We don't have good drivers.'”

— Jean Todt

Teamwork & Trust

Sit with the voice that speaks to you today.

“It isn’t a challenge faced by just one individual. It’s a challenge we face collectively.”

— James Allison

“As Formula 1 drivers, we’re standing up before every Grand Prix to send a message against racism.”

— Sebastian Vettel

“I said, OK, let’s make sure nobody will be able to say that having Michael, we miss the driver.”

— Jean Todt

“If we tell the story, inform and entertain people, we’ve had a little win.”

— Ted Kravitz

“We were truly a family. Our life was our work, total commitment... for little pay.”

— Mauro Forghieri

“My job is to welcome our viewers and tell them what they need to know going in: where we are, who the players are, what’s at stake, key storylines and so on.”

— Bob Varsha

“The team has done amazing all year long and we win and we lose together.”

— Lewis Hamilton

“Listen – you just do your job and I’ll do the rest.”

— Enzo Ferrari

Teamwork & Trust

Sit with the voice that speaks to you today.

“It's important that the drivers stay together, because in difficult moments we have each other.”

— Ayrton Senna

“We blame the problem and not the person.”

— Toto Wolff

“If we do a good job with F1 Academy, it will be inevitable to see a woman in F1.”

— Susie Wolff

“Including the driver, there are 22 people that have to have a fantastic two seconds.”

— Jonathan Wheatley

“From the outside, people see the razzmatazz, the drivers, the technology. But actually, the main experience of working in a team as an engineer is none of that.”

— James Allison

“She was fantastic. She was a very good team-mate.”

— Sir Jackie Stewart

“Give people space and time to make their own decision. Because if you push them too hard, it will not work.”

— Guenther Steiner

“We spent a lot of time together and really we had a great group of people and sadly of course so many died.”

— Sir Jackie Stewart

Teamwork & Trust

Sit with the voice that speaks to you today.

“Jimmy's death at Hockenheim was the beginning of us really driving home the reality that has changed the entire world of Formula One.”

— Jackie Stewart

“I'll forever be grateful to Bell Racing and Alpinestars for protecting me so well in that moment.”

— Romain Grosjean

“I wasn't for the halo some years ago, but I think it's the greatest thing we've done for Formula 1, and without it I wouldn't be able to speak to you today.”

— Romain Grosjean

“As a race strategist, you have to tell a lot of people what to do and they have got to listen to you. It's all about building up that trust.”

— Hannah Schmitz

“The Halo saved me today, and it goes to show that every step we take in improving our cars has real, valuable results.”

— Zhou Guanyu

“We don't want to just be a race series that are supporting 15 young drivers. We want to be something much more.”

— Susie Wolff

“My wife Helen counted 57 of our friends who lost their lives driving racing cars.”

— Jackie Stewart

“With regards to the communication within Haas, there are three steps: we discuss it, we decide that I am right, and then we carry on.”

— Guenther Steiner

THE GRAND PRIX HOSPITALITY WEEKEND

More from Teamwork & Trust



Nobody does this alone.

“Formula One is pretty much the ultimate in team sports.”

— James Allison

This copy belongs to: Sample Reader

The Grand Prix Hospitality Weekend · Teamwork & Trust

A few more from Teamwork & Trust



Trust, built in the ordinary weeks.

“What I did was, whenever there was an accident, I went there myself being the spokesman of the drivers to find out exactly what happened.”

— Niki Lauda

“We can't turn back the clock, but knowing that something is there that helps us in certain scenarios — it would be stupid and ignorant to ignore.”

— Sebastian Vettel

“If a driver feels at risk, you've got to listen. It was our job as engineers to make sure the car was safe.”

— Adrian Newey

THEME 4 OF 7

Defeat & Bouncing Back

The car pushed silently back into the garage — and the truck loaded for the next round.



Racing keeps an honest ledger: some Sundays take everything — and the truck still loads for the next round.

Defeat & Bouncing Back — in the game, in life

Motor racing keeps an honest ledger. A season of design, a month of preparation, a weekend of perfect work — and then a puff of smoke, a slow puncture, a rival's mistake at the first corner, and the car is being pushed silently back into the garage with the race barely begun. No sport undoes more work in less time. The cruelty is real, and so is the schooling. Racing people learn early that the result is not the same thing as the performance: you can drive the race of your life and score nothing, or inherit a trophy on a day you were ordinary. So they measure themselves twice — once by the scoreboard, once by the standard — and they trust the second measure more. Watch how a good team responds to a ruined Sunday. The debrief still happens. The data is read without flinching. The failure is traced to its true cause, not its most comfortable one, and the fix goes on the list for the next race, because there is always a next race. Blame is treated as a luxury the calendar cannot afford. The same discipline serves anywhere. Your ruined Sundays will come: the deal that collapses at signature, the plan undone by someone else's first-corner mistake, the year of work lost in an afternoon. Grieve properly and briefly. Then hold the debrief. Separate what the day took from you from what it taught you, because the first is gone and the second is yours to keep. Fix the true cause, not the comfortable one. Load the truck for the next round. In racing, and in life, the championship is never decided by your worst afternoon — only by how quickly your best one follows it.

“Some people might think I got here because I had a sweet smile and a famous name. Well, it wasn't like that. I was written off a lot during my career. The point I am making is that the fact I am at Williams is a measure of my determination to succeed.”

— **Damon Hill**

Defeat & Bouncing Back

Sit with the voice that speaks to you today.

“It's OK to feel the way you do, just know that you are not alone and we are gonna get through this.”

— Lewis Hamilton

“Even within a season, you have the highs and lows. You have to move on. You have to move forward.”

— Sebastian Vettel

“My dad's passing really changed me, where in that minute I went from a crybaby to someone super strong for some reason.”

— Jacques Villeneuve

“People ask me if I feel guilty about Ayrton. I do.”

— Adrian Newey

“So many memories together that I'll never ever forget. I miss you and I'll do everything to bring that helmet on the top step of the podium.”

— Charles Leclerc

“It is better to lose honourably in a British car than to win in a foreign one.”

— Stirling Moss

“I've got a friend of mine who was nearly in Formula One but got leapfrogged by a wealthy kid and then his opportunity was gone.”

— Lewis Hamilton

“I love this sport, it has been central to my life since I can remember. But being a father, I want to spend more time with my family.”

— Sebastian Vettel

Defeat & Bouncing Back

Sit with the voice that speaks to you today.

“It never occurred to me to stop.”

— Sir Frank Williams

“I always knew it was dangerous and I was lucky anyway to stay alive, and therefore my next challenge was how do you do a comeback and how difficult is it?”

— Niki Lauda

“It's an opportunity to grow, develop, and become stronger.”

— Toto Wolff

“I got death threats, I got people coming into my house and shouting and bawling and throwing stones.”

— Sir Jackie Stewart

“I would have been a much more popular World Champion if I had always said what people wanted to hear. I might have been dead, but definitely more popular.”

— Sir Jackie Stewart

“He just didn't give up.”

— Damon Hill

“Andrea de Cesaris, the man who has won more Grands Prix than anyone else without actually winning one.”

— Murray Walker

“Formula One is full of setbacks, compensated by this enormous sense of fulfilment when you manage to collectively to succeed.”

— James Allison

Defeat & Bouncing Back

Sit with the voice that speaks to you today.

“I accepted the way I looked at the time. I never thought about it, I just kept on going.”

— Niki Lauda

“To whom it may concern, f*** you.”

— Valtteri Bottas

“It just fuelled me for the rest of the season to prove a point that I deserve to be there.”

— Abbi Pulling

“If it could happen to him, what chance do the rest of us have? It seemed like we'd lost our leader.”

— Chris Amon

“Choosing to laugh as I don't want to cry.”

— Daniel Ricciardo

“Just tell her that I won't be dancing for two weeks.”

— Graham Hill

“If you look back at your life, most of us will always find one or two things we wish we had done better. But that is not possible.”

— Peter Sauber

“Before the accident I was extremely selfish, my ego and confidence were extremely high; it changed me in terms of being human.”

— Mika Häkkinen

THE GRAND PRIX HOSPITALITY WEEKEND
More from Defeat & Bouncing Back

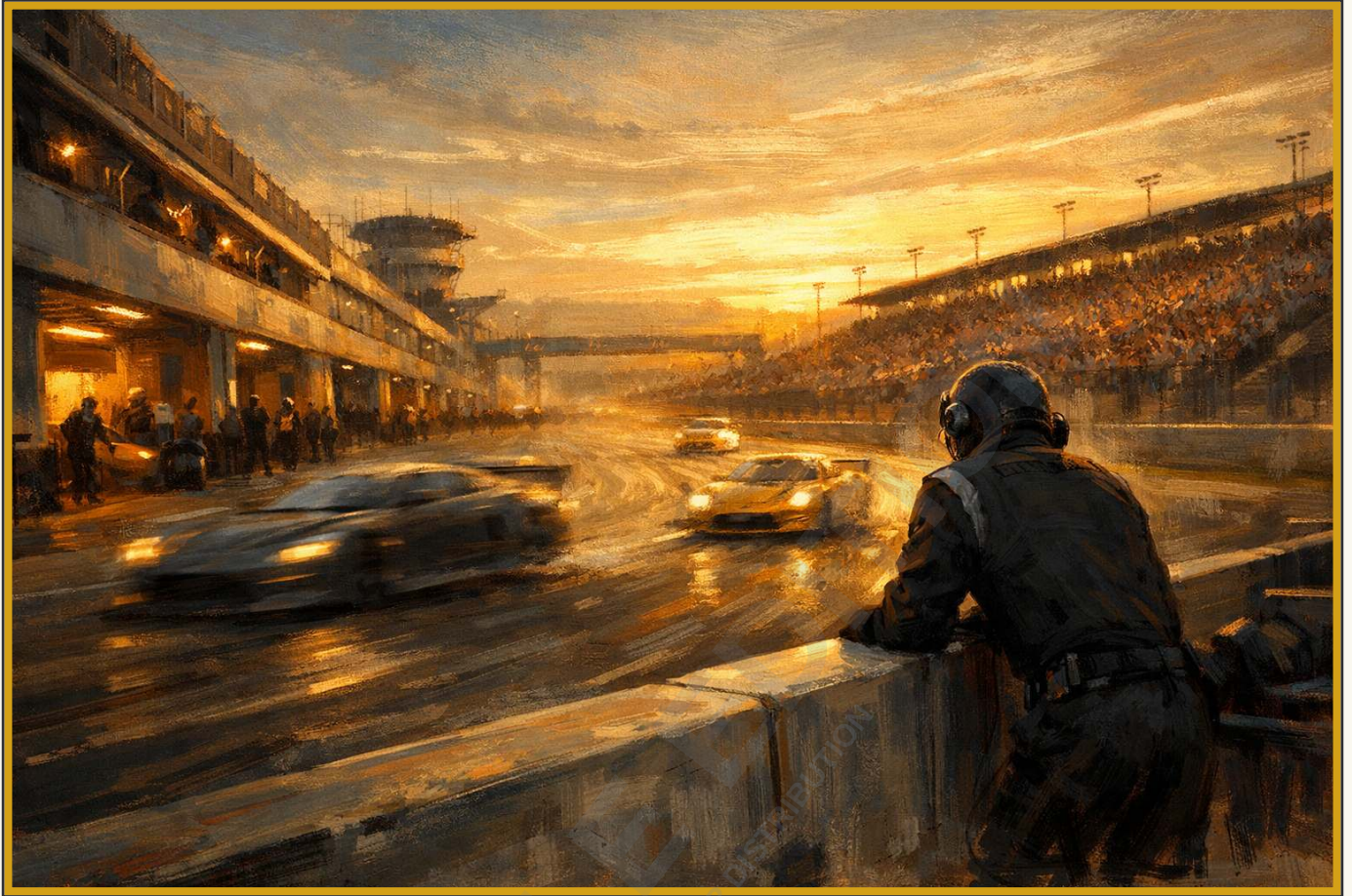


The walk back.

“In those days, we never even stopped the race. We drove through the fire.”

— Sir Jackie Stewart

A few more from Defeat & Bouncing Back



And then you come again.

“‘Still I Rise’ is a positive mental attitude for me, because no matter how many times you get knocked down you can always know there is a way to get back up. The strongest part is how you get back up.”

— Lewis Hamilton

“My dad spent something like £20,000 and re-mortgaged the house several times in our first years. But today it has gotten so expensive, so there are very few or no working class families on their way up. It is all rich and wealthy families.”

— Lewis Hamilton

“There was a moment when the overload on my body and the pain got so hard that basically I saw myself falling back into a big hole.”

— Niki Lauda

THEME 5 OF 7

Joy & Love of the Game

Dawn grandstands and the sound that goes through your chest — loving the racing for its own sake.



Before the contracts and the cameras there was a kart, an afternoon, and the feeling of being more alive.

Joy & Love of the Game — in the game, in life

Strip away everything else — the contracts, the politics, the championship arithmetic — and what remains is the oldest joy in motoring: a machine, a ribbon of road, and the human urge to find out what they can do together. You can hear this joy before you see it. Stand among the faithful at dawn on a practice day, in grandstands half full for a session that decides nothing, and watch what happens when the first engine fires. Conversation stops. The sound goes through every chest at once. It is completely unnecessary and completely wonderful, and everyone smiles the same involuntary smile. Nearly every driver's story begins in the same place: a child in a kart, hands buzzing on a tiny wheel, grinning inside a borrowed helmet, racing for nothing but the discovery that going quickly is a way of being more alive. The best ones guard that feeling through everything the professional sport piles on top of it. Even on a ruined afternoon you will see it flash out — a car flicked playfully through the final corner on the slow lap back to the garage, for nobody, for nothing, for the old feeling. The crowds keep the same flame: picnics by a fence, painted campervans, a walk around the circuit just to feel the tarmac underfoot. There is a rule of life idling here. Discipline is a fine engine and a poor fuel; the energy for your hardest seasons comes from the play you refuse to surrender. Keep your version of the kart — the guitar, the garden, the Sunday ride. Do it badly, do it laughing, do it purely for the noise of it. The day it stops being play, you have not grown up. You have only stalled.

“The first time I won in Monza in 2019 was so emotional to both me and to our whole team. I didn't think that winning here could ever feel like that again, but today, it did. Seeing our tifosi celebrating with us is just amazing.”

— Charles Leclerc

Joy & Love of the Game

Sit with the voice that speaks to you today.

"It was a very special moment at the time. I was not aware I was starting a tradition that continues in winner's circles all around the world to this day."

— Dan Gurney

"Listen, I had a lovely time. The only regrets I have are of the people who are sadly no longer with us."

— Sir Jackie Stewart

"I started racing go-karts, and I love karts. It's the most breathtaking sport in the world."

— Ayrton Senna

"I've started to think the accident was the greatest opportunity of my life."

— Alex Zanardi

"To be sitting here right now, that's an unbelievable achievement."

— Max Verstappen

"It was one of the toughest races of my life, if not the toughest. It was only when I took the chequered flag and got to turn one that the team told me I was world champion. I was ecstatic."

— Lewis Hamilton

"If someone said to me that you can have three wishes, my first would have been to get into racing, my second to be in Formula 1, my third to drive for Ferrari."

— Gilles Villeneuve

"I have climbed my mountain, I am on the peak, so this feels right. My strongest emotion right now is deep gratitude to everybody who supported me to make that dream happen."

— Nico Rosberg

Joy & Love of the Game

Sit with the voice that speaks to you today.

“If you take away Eau Rouge, you take away the reason why I do this.”

— Ayrton Senna

“I continue to love the sport of Formula 1 with every fibre of my being.”

— Ron Dennis

“I get some pleasure from knowing that I contributed all those ideas and designs that changed the way Formula 1 cars were made.”

— John Barnard

“It protects my head.”

— Kimi Räikkönen

“I was having a s***.”

— Kimi Räikkönen

“I guess that for sure changed my life — trying to enjoy it a bit more than before and realising that it can slip away very quickly.”

— Romain Grosjean

“I am happy with my life experience. And always thankful for the confidence Ferrari had in me.”

— Mauro Forghieri

“I did enjoy 2023, being competitive. And I do enjoy now the process that we are in and the building of this team of the future.”

— Fernando Alonso

Joy & Love of the Game

Sit with the voice that speaks to you today.

“Unless I’m very much mistaken – and I AM very much mistaken!”

— Murray Walker

“Simply, simply lovely.”

— Max Verstappen

“The lead car is unique, except for the one behind it, which is identical.”

— Murray Walker

“It’s the win of my dreams, on the track where everything started. I thought about my dad a lot, it’s because of him if I’m here today, but also because of Jules Bianchi.”

— Charles Leclerc

“What I know is that life is worth living.”

— Romain Grosjean

“Redemption!”

— Daniel Ricciardo

“This is a dream come true.”

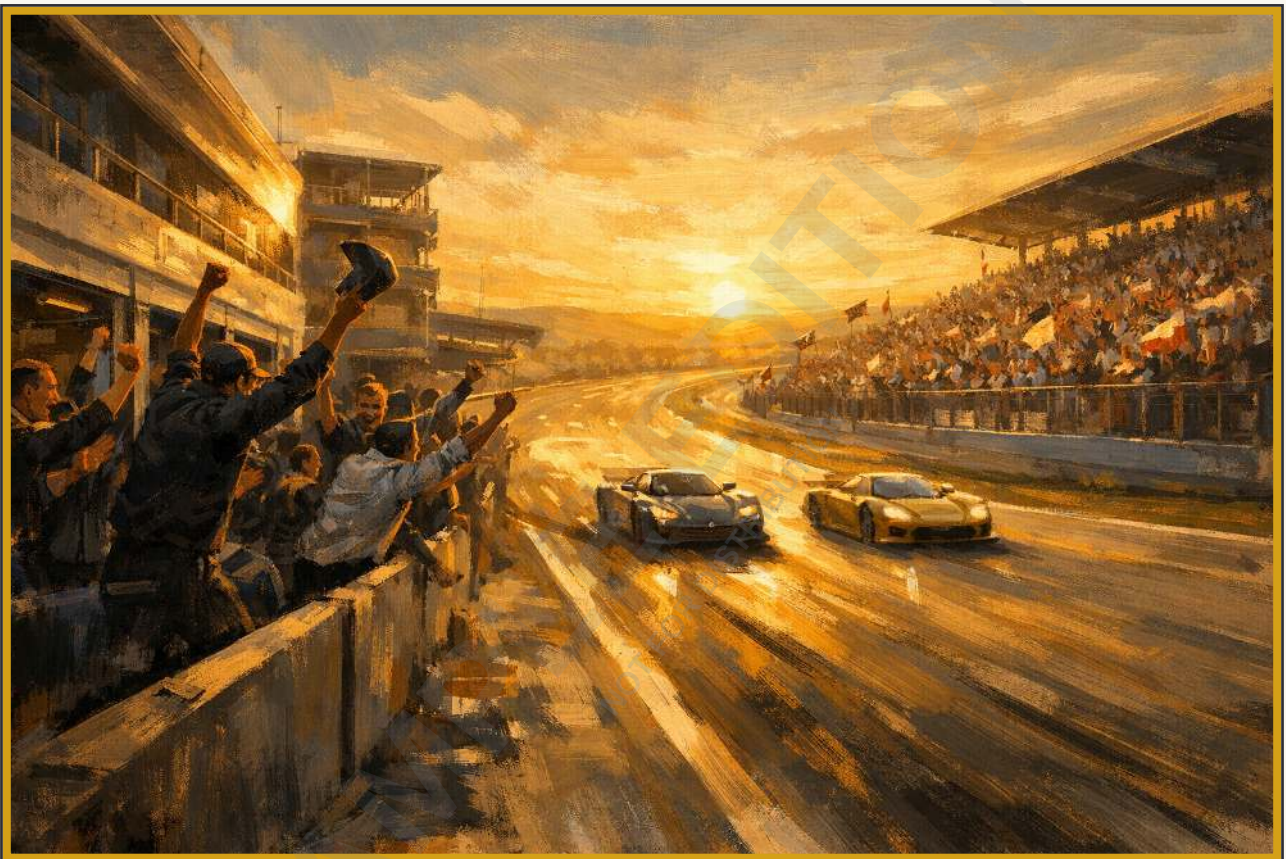
— Lando Norris

“The sport is more important than anything. The fans aren’t here to see politicians and manipulators. If the money disappeared overnight, I would still be in racing, because I love it.”

— Gilles Villeneuve

THE GRAND PRIX HOSPITALITY WEEKEND

More from Joy & Love of the Game



Why anyone starts.

“It's like a drug. It is something so strong and so intense. And once you experience it, you keep searching for it all the time.”

— Ayrton Senna

This copy belongs to: Sample Reader

The Grand Prix Hospitality Weekend · Joy & Love of the Game

A few more from Joy & Love of the Game



The part nobody has to be told to love.

“We are made of emotions, we are all looking for emotions. It’s only a question of finding the way to experience them.”

— Ayrton Senna

“I will drive flat out all the time. I love racing.”

— Gilles Villeneuve

“And now, excuse me while I interrupt myself!”

— Murray Walker

This copy belongs to: Sample Reader

The Grand Prix Hospitality Weekend · Joy & Love of the Game

THEME 6 OF 7

Rivalry & Respect

The rival garage across the pit lane — the opponent who makes the whole sport faster.



For two hours they are the obstacle to everything you want — and all year they are the reason you got faster.

Rivalry & Respect — in the game, in life

The history of grand prix racing is a history of pairs. Team against team, driver against driver, and — unique to this sport — engineer against engineer, because here a rivalry does not only sharpen people, it sharpens machines. Season after season, the surest way to make a car faster has been the existence of another car that is faster still. Progress in this sport has always been powered partly by fuel and partly by the unbearable sight of someone else's rear wing. The drivers feel it most nakedly. A rival is the mirror you cannot avoid: same rules, same track, same weather, no excuses left standing. And yet racing's rivalries carry a respect that outsiders often miss, because these opponents share something no one else can: the risk. Two people who go wheel-to-wheel at absurd speed are trusting each other's judgement with their lives, lap after lap. That is why the gesture after the flag — the raised hand, the tap on the helmet, the nod between cars on the slowing-down lap — means more than any press conference. The contest was ferocious because the respect was real, and the respect was real because the contest was ferocious. Life issues everyone rivals, though we are usually too polite to use the word: the colleague whose work makes ours look ordinary, the old friend whose progress needles us at midnight. Use them the racing way. Envy studies a rival's trophies; wisdom studies their preparation. Let the sight of their rear wing send you back to your own garage, not into bitterness. Want harder, race fairer, and refuse to need your opponent to be evil. Then, when the flag falls, raise your hand — and mean it.

“I'll never forget Niki's attempt to psyche me out on race day. Knowing full well what time I had my call booked, Niki barged into my room at seven o'clock, fully bedecked in his overalls, stood to attention over my bed and said: 'Today I win the Championship!' Then he marched out again. I thought that was hilarious.”

— James Hunt

Rivalry & Respect

Sit with the voice that speaks to you today.

“Häkkinen is the best opponent I have ever faced.”

— Michael Schumacher

“I partied, but I was not as bad as Hunt. He did it the whole week and I only did it on Sunday and Monday after the race.”

— Niki Lauda

“The real Nico Rosberg is way too nice. I had to push and be tougher sometimes, even though it didn't come naturally to me.”

— Nico Rosberg

“He was a completely different person. I understood who he was and why he was acting sometimes.”

— Alain Prost

“At that moment, I realised the difference between champions and guys like me who tried their best. They have absolute belief.”

— David Coulthard

“Sometimes I admit I was frightened by him; he was prepared to do anything.”

— Alain Prost

“I was both able and willing... and I did shout back at Enzo Ferrari and – sometimes – he would listen.”

— Mauro Forghieri

“That was a lie. But it would have been foolish to play into the hands of my rivals by confirming my weakness.”

— Niki Lauda

Rivalry & Respect

Sit with the voice that speaks to you today.

“By being a racing driver you are under risk all the time. By being a racing driver means you are racing with other people. And if you no longer go for a gap that exists, you are no longer a racing driver, because we are competing, we are competing to win.”

— Ayrton Senna

“It sent a message to him. I think it took him back a little bit: something's changing here with Nico, he's not the Mr Nice Guy anymore. That was a very important ingredient to then having a chance to actually beat him one day.”

— Nico Rosberg

“Mika Häkkinen was the best opponent in terms of his quality. The biggest admiration I had for him was we had 100% fight on track but a totally disciplined life off track.”

— Michael Schumacher

“Sometimes we did hate each other, but that's fine. That's the competitive spirit of both of us. He is an incredible driver. You look each other in the eye. You don't say a lot, but you do relate a lot and you really appreciate the fight.”

— Max Verstappen

“You can't sit on your great ideas and wait for them to be perfect, because the other teams will be out there winning races.”

— Paddy Lowe

“Why is everybody celebrating P3? We're here to win.”

— Sir Frank Williams

“It was fantastic to fight with Michael, a privilege for me.”

— Fernando Alonso

“At the moment in Esports you can't really see that many female competitors at the highest level and I think there's no reason for that.”

— Jamie Chadwick

Rivalry & Respect

Sit with the voice that speaks to you today.

"I said to myself, okay, if tomorrow Prost beats me off the line at the first corner, I will go for it, and he'd better not turn in, because he is not going to make it. And it just happened."

— Ayrton Senna

"The press was winding us both up badly and we both got irritated. For a few hours we hated each other, but we got it sorted out by shaking hands after the race in Canada and our good relationship continued."

— James Hunt

"So was Schumacher better than me? I think so. But 51–49? 70–30? I don't know. We will never know."

— Rubens Barrichello

"I'm in the wrong business. I don't want to beat anybody, I don't want to be the big hero. I'm a peace-loving man, basically."

— Phil Hill

"You've got to be wrong sometimes."

— David Coulthard

"I said in 2005 that it was important to become champion when Michael was still there, for the value and the recognition that people outside the sport would give to the championship."

— Fernando Alonso

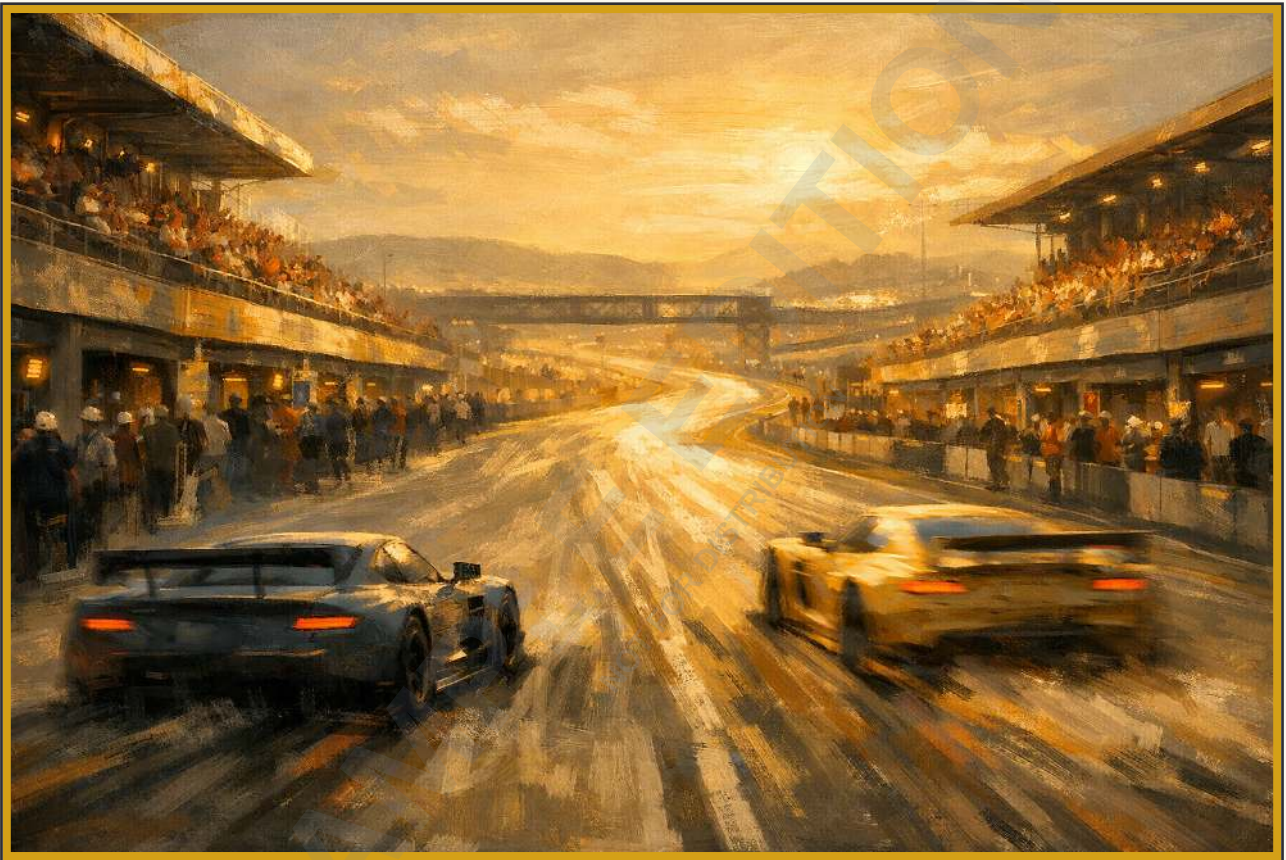
"You can't push someone to the grass at 300kph. This is a life and death situation — use some common sense."

— Mika Häkkinen

"He was the best racing driver I ever raced against. The manner in which he drove racing cars was just different to everybody else."

— Jackie Stewart

THE GRAND PRIX HOSPITALITY WEEKEND
More from Rivalry & Respect



Opponents, not enemies.

“I think Gilles was the perfect racing driver. He had the best talent of all of us.”

— Niki Lauda

A few more from Rivalry & Respect



Respect, earned the hard way.

"In hindsight, I had to do that because it sent a message. Unfortunately it led to quite a few crashes, and because Lewis is such a genius, most of the time it was more my fault than his."

— Nico Rosberg

"I look back on how he was as a compliment. Ayrton's main motivation, almost his sole motivation, was to focus on me and on beating me."

— Alain Prost

"I don't keep the bad moments or any bad souvenirs in my mind about him. I keep the last six months in mind."

— Alain Prost

THEME 7 OF 7

Watching & Belonging

Grass banks, painted campervans and the roar you feel before you see it — why we gather and stay.



Nobody remembers who won the first race they were taken to — everybody remembers whose shoulders they watched it from.

Watching & Belonging — in the game, in life

No one watches motor racing casually. The faithful arrive days before the cars run — campervans in painted convoys, tents on the hillsides, whole families staking out a fence line at a corner they have loved for generations. On race morning the grass banks fill until they become a single organism in team colours, radios pressed to ears, necks craning whenever sound approaches. And what sound. A grandstand does not really watch a grand prix; it feels it — through the chest, through the concrete, through thousands of people flinching and roaring as one. The devotion is famous, and famously unreasonable. Fans wear the colours of teams through losing decades. They weep openly at victories won by strangers, and stand in the rain for a glimpse of a car that passes in two seconds. Ask them why and the honest ones will say what supporters of every great club say: it stopped being about results long ago. It is about the people beside them — the parent who first carried them to a fence, the friends who share the same corner every year, the strangers who become a choir for one afternoon. In an age that keeps us efficiently apart, the grass bank still dispenses the old medicine: shared hope, shared heartbreak, a flag that says you are one of us. The lesson is not really about racing at all. Find your grass bank — the choir, the parkrun, the book club, the congregation — and do it the racegoer's way: arrive early, stay late, keep the faith through the losing seasons. Belonging is not a feeling you wait for. You turn up, you keep turning up, and the feeling arrives like an engine — heard long before it is seen.

“It's where my dad passed away, of course, but I've never even been there. It's hard to find quite the right words, but I'm excited that I'll be racing here — it will be a very powerful moment.”

— Jacques Villeneuve

Watching & Belonging

Sit with the voice that speaks to you today.

“Why would you spend a thousand bucks going to a Formula 1 race if it wasn't a bit scary and a bit edgy and 'wow' and just fast?”

— Martin Brundle

“It's lights out and away we go!”

— David Croft

“Jules was the most competitive person I've ever met, and I feel like I have that competitiveness in me because of Jules.”

— Charles Leclerc

“It's been a game-changer for the sport. If I had a dollar for every time someone said, 'Netflix got me into Formula 1,' it would be amazing.”

— Zak Brown

“Racing, competing, is in my blood. It's part of me, it's part of my life; I have been doing it all my life. And it stands up before anything else.”

— Ayrton Senna

“Go vegan, it is the only way to save our planet today.”

— Lewis Hamilton

“If you can see, you can be it.”

— Jamie Chadwick

“A lack of role models – if you can't see it, you can't believe it.”

— Susie Wolff

Watching & Belonging

Sit with the voice that speaks to you today.

“My greatest inspiration. It was the way he raced, his passion for life and for the sport. But more than anything it was the way he faced alone a system that wasn't always kind to him.”

— Lewis Hamilton

“Usually it is the livest of live. And there is a thrill about that.”

— Ted Kravitz

“With half the race gone, there is half the race still to go.”

— Murray Walker

“I'm not talking to millions of people. I'm talking to you, Jerry.”

— David Croft

“The world's fastest drivers, in the world's fastest cars, on the world's fastest race tracks.”

— Bob Varsha

“I have great affection for my dad. I think he was authentic, and I think he was an inspiration for a lot of people.”

— Damon Hill

“For me, you can skip this. We are just standing up there, looking like a clown.”

— Max Verstappen

“I think it is 99% show, 1% sport.”

— Max Verstappen

Watching & Belonging

Sit with the voice that speaks to you today.

“He was a racer through and through; he lived and loved the sport. I'll forever remember his smile.”

— David Brabham

“People can misinterpret or not like what I say, but I'll always say things the way I see them, and how a reasonable F1 fan might see things.”

— Ted Kravitz

“The most important thing for me to remember from Jules is how kind of a human being he was, and how dedicated he was to try and reach his goals.”

— Charles Leclerc

“I don't think anyone appreciates how much this all means to someone to stand here and see so many people.”

— Lando Norris

“It's a beautiful feeling. This is unlike anything normal in life.”

— Lando Norris

“The environment is an issue that affects us all, and we've reached a point where every contribution matters.”

— Sebastian Vettel

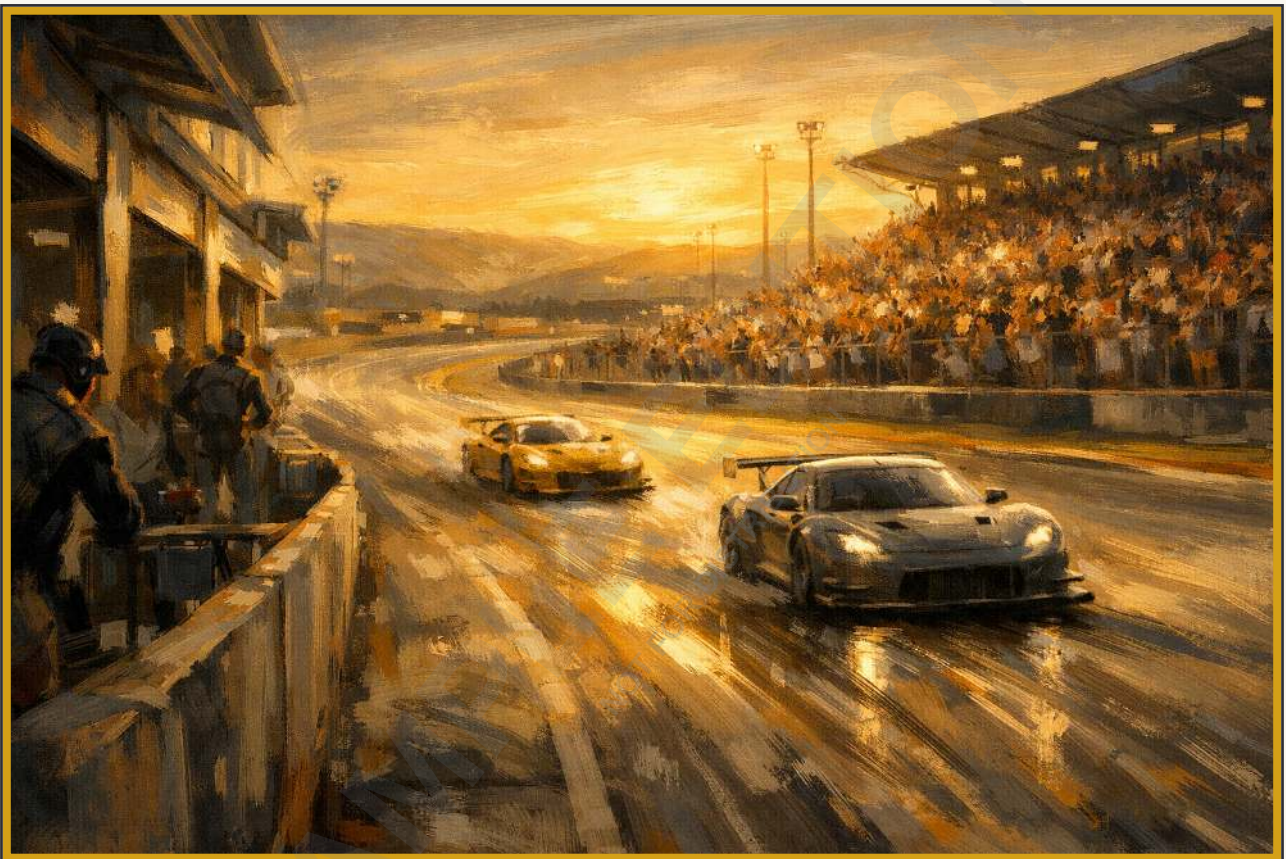
“Everybody's a Ferrari fan. Even if they're not, they are Ferrari fans.”

— Sebastian Vettel

“Fans are the centre of our relationship.”

— Stefano Domenicali

THE GRAND PRIX HOSPITALITY WEEKEND
More from Watching & Belonging



Belonging, in the stands.

“I won't stop, I won't let up, I won't give up on using this platform to shed light on what I believe is right.”

— **Lewis Hamilton**

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The Grand Prix Hospitality Weekend · Watching & Belonging

A few more from Watching & Belonging



The people who turn up.

"I hope Jules will be remembered as an extremely talented driver, who unfortunately never had the chance to be in a top team with a car that was helping him to show the extent of his talent."

— Charles Leclerc

"It's something you notice a lot because you're the only person of colour there, and it is something I'm reminded of pretty much every time I arrive at a Grand Prix track, where you don't see a lot of diversity still."

— Lewis Hamilton

"It's an amazing feeling of course to get pole position here. The crowd is incredible and today was very enjoyable."

— Max Verstappen

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The Grand Prix Hospitality Weekend · Watching & Belonging

About The Grand Prix Hospitality Weekend

Apex Motorsport Hospitality is a demonstration client, invented to show how a branded edition looks and reads. In a real edition this page carries your own history, your own words, and the details your people would want to keep.

Website: sportsmart4life.co.za

After the final whistle



Until the next one.

Between the Whistles

The chequered flag is only ever half true. Somewhere an engine is already turning over — a kart buzzing round a club track, a mechanic locking the garage long after dark, a child making engine noises all the way home. May the voices in this collection walk with you between the laps of your own life.

SportSmart4Life is the intelligent spectator's toolkit — learn the games you love, watch them smarter, and let the wisdom of sport walk into your life. Explore the sports, SpectatorIQ and the Voices of the Game at sportsmart4life.co.za.

Go Deeper with SportSmart

This collection began as a way of watching. If the voices in these pages made you want to watch with sharper eyes — and let more of the game walk into your life — here is where the journey continues.

- **The Motorsport Spectator Module**

eight tools that teach you the game itself — read the play, know the laws, follow the season's plots, and grow your Fan IQ match by match.

sportsmart4life.co.za

- **SportSmart4Life Membership**

the intelligent spectator's home — modules across 80+ sports, one member dashboard, and wisdom tools that turn watching into wellbeing.

sportsmart4life.co.za

- **SpectatorIQ — the Quiz Show**

test your sports brain in our quiz show — ladders, live rounds and power-ups across every sport we cover.

sportsmart4life.co.za

- **Voices of the Game**

the living library behind this book - thousands of verified voices to explore, sport by sport and theme by theme.

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Every quotation in this collection is real, verified and honestly attributed — that is the Voices of the Game promise.