



INTERNATIONAL MOTORSPORT HONORED AT AUTOLOOK AWARDS EXHIBITION AT PIAZZA SAN CARLO UNTIL SUNDAY, SEPTEMBER 11th

Turin, 7th September 2022

An evening of excitement, awards, memories and anecdotes of motorsport told by them who personally write and shape its history.

The Autolook Awards ceremony was held at the Fucine Hall of the OGR. The event celebrated the communication skills of brands and teams from Formula 1, Endurance, Rally and Moto GP. The very same motorsports are narrated and displayed at the open-air exhibition at Piazza San Carlo featuring more than 50 models on display until Sunday, September 11th.

Godmother and host of the ceremony Federica Masolin, journalist at Sky, together with Andrea Levy, President of Autolook Week Torino and Paolo D'Alessio, creator of Autolook Awards, called the 14 winners of this 1st edition on stage.

The winners were decided and awarded by the members of the Autolook Jury, who took turns on stage together with the institutions that contributed to organizing the Autolook Week: Andrea Tronzano - Financial and Budget Assessor for the Piedmont Region, Mimmo Carretta - Events, Sports and Tourism Assessor for the City council of Turin, Angelo Sticchi Damiani - President of ACI, Piergiorgio Re - President of the Automobile Club Torino, Davide Canavesio - Vice President of OGR Torino.

The following are the winners and the verdict expressed by the Autolook Awards Jury.

THE PASS AUTOLOOK AWARD - Alex Zanardi

For a sports gesture that has become an iconic image of American Motorsport and beyond. The masterful overtaking by Alex Zanardi that has earned the name "The Pass", going down in history.



TECHNOLOGY AUTOLOOK AWARD - Pirelli

When technology impacts car design: the introduction of 18-inch tires definitely modernized the look of today's Formula 1 cars, in addition to ensuring the straightforward transfer of technology developed for Formula 1 to everyday cars.

INNOVATION AUTOLOOK AWARD – Hyundai

For being able to create a brand new livery - a new color combination (light blue-red/orange) that soon became a benchmark livery in the world of Rallying.

HALL OF FAME MOTO GP AUTOLOOK AWARD - Suzuki

To a great team that has gone down in the history of MotoGP winning with riders who have become legends: Barry Sheene (1976 and 1977), Marco "Lucky" Lucchinelli (1981), Franco Uncini (1982), Kevin Schwantz (1993), Kenny Roberts Jr (2000) and Joan Mir (2020).

TOTAL LOOK AUTOLOOK AWARD - Toyota

For versatility in applying a common graphic design on WRC cars and two-seaters, which participate in the WEC, using the white-red combination, reinterpreted in a modern tone, that has always characterized Japanese racing cars.

BRAND IDENTITY AUTOLOOK AWARD - Ferrari

For being the only team in the history of the Formula 1 world championship to have always maintained its own identity/the national color (red), decoding it in different shades and combinations over the years. In addition, for the eye-catching and innovative design of the F1-75, a single-seater destined to become an icon of modern Formula 1. A "red car" with a strong personality, on a par with famous models such as the 156 F1 of 1961, or the 330 P4 of 1967.

COMMUNICATION AUTOLOOK AWARD - Alfa Romeo

An award dedicated to the Team that has been able to converge the marketing activities of Formula 1 to the promotion of production cars.

BEST INNOVATION COMMUNICATION PROJECTS ON MOTO GP AUTOLOOK AWARD - Mooney VR46

For the ability to create marketing campaigns and innovative communication projects related to the racing world, managing to involve an international community that recognizes itself in the values of the Mooney VR46 brand, which has become an iconic brand and benchmark in Motorsport.



MOTORSPORT AUTOLOOK AWARD – Alpine

Elegance in tradition. Return to Formula 1 with the color "bleu", which has always characterized transalpine cars.

RESEARCH&DEVELOPMENT AUTOLOOK AWARD – Dallara

For the constant innovation of technology in the service of performance and safety, embodied across the most important international championships: Formula 1, Formula Indy, WEC, IMPSA, Formula E.

AUTOMOVIE AUTOLOOK AWARD – Ferrari 312 B

For accurately documenting the rebirth of a technical masterpiece, such as the 1970 Ferrari 312 B, restored to its former glory through the efforts of Paolo Barilla.

SOCIAL MEDIA AUTOLOOK AWARD – Liberty Media

For the work done in recent years which has revitalized the image of Formula 1, involving a constantly growing number of fans, particularly young people. For focused interventions that have involved all aspects of the queen category of motor racing: from the creation of a new dynamic logo to the involvement of social media and television networks, making a world that was known only to a small number of insiders until a few years ago more accessible to the general public, not forgetting the quest for "sustainability" initiated in recent years.

AUTOIMAGE AUTOLOOK AWARD – Reiner Schegelmich

To the dean of Formula 1 photographers, who with his talent, sophisticated shots and impeccable technique, narrated the events and figures of motorsport, from the early 1960s to 2019.

HALL OF FAME AUTOLOOK AWARD – Martini Racing

With their image, made of elegance and refinement, they have contributed to the establishment of motorsport in the collective imagination. To the sponsor with the famous blue/light blue/red stripes, who, from year to year, has been able to innovate its image by adapting it to different types of cars: from Formula 1, to endurance races, from rallies to touring cars.

The Autolook Awards jury is made up of: Angelo Sticchi Damiani (ACI President), Benedetto Camerana (President of the National Automobile Museum), Monica Mailander Macaluso (President of the Gino Macaluso Foundation), Andrea Levy (President of Autolook), Paolo D'Alessio (Creator of Autolook Awards), Mario Isola (Racing Manager for Pirelli), Ludovico



Fois (Communications Manager and ACI External Relations Advisor), Elena Minardi (co-organizer Historic Minardi Day), Umberto Zapelloni (Formula 1 journalist), Alberto Sabbatini (Formula 1 journalist), Pino Allievi (Formula 1 journalist), Federica Masolin (Sky journalist), Franco Nugnes (Formula 1 journalist), Ercole Colombo (Formula 1 journalist).

Guests at the Autolook Awards ceremony were simultaneously able to admire the original 30 Sparco suits that belonged to the greatest drivers in motorsport, and the panels of the EVOLUTION exhibition, created from technical drawings by Paolo D'Alessio of Formula 1 single-seaters competing from 1950 to 2022.

Visitors will be able to explore the FASTER exhibition until Sunday, Sept. 11th. This exhibition features the iconic shots taken by 20 international photographers who have chronicled the unforgettable moments of motorsport.

DYNAMIC SHOW FORMULA 1, ENDURANCE, RALLY AND MOTO GP AT PIAZZA SAN CARLO

At the end of the Autolook Awards, the guests move to Piazza San Carlo. Starting at 7 p.m., Stefano Lo Russo - Mayor of Turin, Andrea Tronzano - Financial and Budget Assessor for the Piedmont Region and Andrea Levy, together with Federica Masolin, kick off the Dynamic show for the public entertained by ToRadio. A spectacular opening dedicated to the public featuring some of the models that have written the history of motorsport in the Dynamic circuit created between Piazza San Carlo, Via Roma and Piazza Castello.

MODELS DISPLAYED IN PIAZZA SAN CARLO AND PIAZZA SOLFERINO

Formula 1 and legendary races: Formula 1 Ferrari F399 Michael Schumacher 1999, Formula 1 Ferrari 312 T5 Gilles Villeneuve 1980, Formula Indy Reynard Honda Alex Zanardi 1996, Formula 1 Ligier GS 11/15 Jacques Lafitte 1980, Formula 1 Ferrari 500 F2 Ascari 1952, Formula 1 Dallara Scuderia Italia 1990, Formula 1 Osella Piercarlo Ghinzani 1981, Formula 1 March 761 Vittorio Brambilla 1976, Formula 1 De Tomaso Alfa Romeo 1961, Formula 1 Ferrari F312T Niki Lauda 1975, Formula 3000 Erik Comas, Telaio Nazzaro 3 1914, Cisitalia 202 SMM Nuvolari 1947, Lancia D24 1953, Fiat 130 HP 1907, OM 469 Sport 1922, Alfa Romeo 8C 2300 1934.

Endurance: Audi R15 TDI Plus '09 Le Mans - Dindo Capello, Lancia Beta Montecarlo 1980, Lancia Endurance LC2.



Moto GP: Suzuki Hayabusa Moto GP livery - Mir, Suzuki Hayabusa Moto GP livery - Rins, Suzuki Team Gallina, Suzuki Franco Uncini, Suzuki Moto GP - Lucchinelli, Ducati VR46 Moto GP, VR46 Moto 3.

Rally and GT: Lancia Stratos 1975, Fiat Abarth 124 Rally 1973, Toyota Celica GT-4 ST 165 1990 Carlos Sainz, Alfa Romeo 155 V6 TI 1996 Larini, Fiat 131 Abarth GR.4, Lancia Delta integrale GR.A, Ford Focus WRC Colin McRae, Subaru Impreza WRC 2011 Burn, Subaru Impreza WRX 2003 no.001, Porsche 911 2.S RSR Martini, Citroën C3 WRC, Hyundai i20 Wrc Plus, Subaru Impreza EX Solberg, Toyota GR Yaris racing R1 T 4x4, Lancia Fulvia HF F&M Munari, Lancia Stratos Rally, Lancia 037 Livrea Eminence, Osella Sport 2. 0, Ferrari 308 Malboro, Lancia Delta 16V GR.A Kankunnen, Lancia Delta 16V GR.A Astra Team, Lancia Delta 16V GR.A Cerrato and Trelles, Lancia Delta 16V GR.B Cerrato, Dallara Stradale Kit EXP "The Pass," Ferrari 296 GTB, Ferrari 488 Challenge EVO.

Piazza Solferino: Nissan Desert Endurance Motorsport Tecnosport Rally, Iveco Desert Endurance Motorsport Tecnosport Rally, and ANFIA's Formula SAE prototypes created by university students are displayed.