



RED BULL'S F1 SHOWCAR GIVES WIINGS TO CHINGAY 2008

Red Bull Racing's involvement in this year's Chingay promises to up the excitement level in the already spectacular parade showcasing Singapore traditional and cosmopolitan modern cultures

January 23, 2008 (Singapore) – Singapore's first Formula One (F1) race might still be more than eight months away, but motor racing fans will not have to wait that long to catch a glimpse of one of these powerful machines roaring down Singapore's streets.

The People's Association (PA) today announced that it has reached an agreement with F1 outfit Red Bull Racing, which will see the latter bring in a Redbull F1 showcar as part of this year's Chingay Parade..

This makes the popular annual parade, Asia's grandest street and floats parade which is now into its 36th year, the first local event to feature a running F1 car. Red Bull Racing is also the first team to run one of these mean high performance F1 machines - capable of speeds of up to 300km/h – on the closed roads of the Chingay Parade.

The Red Bull Racing Show Car will be a special item in this year's Chingay Parade, and will enable the general public, and not just F1 aficionados, to have an idea of what to expect come September 28 – thunderous engine note, screeching tyres, burning rubber and all - while still enjoying other spectacular programmes of the Chingay Parade with its colourful floats and street performances.

Said the PA Chief Executive Director, Tan Boon Huat:

“Ever since we brought in the private sector to partner us, Chingay has taken off on a much higher trajectory.

Now, Redbull from Austria is bringing in an authentic F1 race car to perform in Chingay. This will not only add to the excitement of the parade, it will give us a sneak preview of what to expect when F1 racing comes to Singapore in September.



I thank Redbull from Austria for making the F1 Car Show possible. I hope that Austrian Redbull's great demonstration of confidence in the Chingay value proposition will encourage more private sector companies to come in and partner us and bring this parade to even greater heights."

Added Chingay 2008 Executive Committee's Chairman Mr Nah Juay Hng: "We would like to thank the relevant authorities, especially the Land Transport Authority (LTA) and the Police, for their assistance in making this special item possible."

The news of an F1 car coming in as part of this year's parade could not have come at a more opportune time, as this year's new parade route, which starts at the City Hall and ends along Raffles Avenue in front of the Ritz Carlton Hotel, actually overlaps part of the proposed Singapore Grand Prix circuit.

"I am glad that the PA, led by Mr Tan Boon Huat and his Chingay team headed by Mr Nah, is so supportive and excited about Red Bull's participation in Singapore's biggest street parade and party, without which this would never have been possible as they usually plan one year ahead," said Rose Tan, Chairman of Red Bull Singapore's PR consultants IMSG, who led the negotiations with PA.

"This goes to show that Public and Private sectors can work together to achieve nationalistic goals in line with the PA's motto of 'Bringing People Together'.

The Red Bull showcar will thrill the expected 100,000 strong crowd on each night (Friday preview show as well as the actual event on Saturday) and keep them entertained in a special demonstration along the route, when it will execute several maneuvers such as short sprints, tyre spins, engine breaks and even 180 degree spins along certain stretches of the route. An additional 1.5 million viewers are expected to catch the 'live' and repeat telecast of the parade on MediaCorp's Channel 8, while Channel News Asia will broadcast it to 22 countries/territories in Asia, reaching millions of other viewers.

To ensure that the safety of the audience is not compromised, the PA roped in the Singapore Motor Sports Association (SMSA) as consultants to make sure that all safety measures and precautions are in place. For example, additional water barricades will be placed at stretches where the stunts will be executed, in addition to the metal barricades that line the entire route.



Said SMSA President Mr Tan Teng Lip: "I can assure you that there is nothing quite like experiencing F1 action live, the roar of the engine alone can give you goose bumbs and make your hair stand on ends, but as long as the audience stay on the other side of the barricades and not attempt to get on the road during the performance, the organisers will ensure that they will be able to enjoy the action without compromising their safety."

For now, Red Bull Racing is still trying to work out its drivers' schedules to determine who will be here to steer the F1 show car. The Austrian energy drink company, whose silver and blue colours are becoming as synonymous with F1 as the scarlet red of Ferrari, revealed that they are also working out details on how to provide further opportunities for the public to get up close and personal with the showcar and the driver when both arrive in Singapore for Chingay 2008 next month.

More details will be announced at a later date.

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