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Press Release

ICONIC SAUBER MOTORSPORT LAUNCHES SAUBER ACADEMY, EMMO JR. FITTIPALDI SELECTED TO BE MOTORSPORT'S NEXT STAR

Brand Institute sponsored Kart Champion and aspiring Formula 1 driver, Emmo Jr. Fittipaldi, is one of four elite race car drivers hand-picked to participate in exclusive driver development program

Miami, FL, June 24, 2020 - Sauber Motorsport, which operates the Alfa Romeo Racing ORLEN entry in the Formula One world championship, has officially unveiled the plans for a new driver development program, the Sauber Academy – with Emmo Jr. Fittipaldi as one of four young talents selected as the first inductees for 2020. The Sauber Academy development program is designed to lead drivers from grassroots to the pinnacle of motorsport and nurture the next generation of Formula One drivers.

When it comes to discovering and nurturing young talent, Sauber has a proven record of success, with Michael Schumacher, Heinz-Harald Frentzen, Sebastian Vettel, Robert Kubica, Sergio Pérez and, of course, Kimi Räikkönen and Antonio Giovinazzi among the drivers getting their big break with the Swiss outfit.

As part of the program, Emmo Jr. Fittipaldi, son of two-time Formula 1 World Champion and two-time Indy 500 Champion Emerson Fittipaldi, will have access to Sauber's expertise, learning, and know-how and will take part in a tailor-made development program to complement his 2020 racing activities, including the OK-J Karting World Championship later this year.

Understanding the significance of this moment, Emmo Jr. commented, *"I am very proud to be selected by the Sauber Academy along with 3 other very talented drivers. With the sponsorship and support of Brand Institute, and now being part of the Sauber Academy, I will have a better chance to achieve my dream of becoming a Formula 1 Driver."*

After the announcement was made, Emerson Fittipaldi stated about this son's accomplishment, *"I am extremely happy for Emmo Jr. First, he achieved a sponsorship deal from global brand identity leader Miami, Florida based Brand Institute. Now, Emmo Jr. will be guided by the prestigious Sauber Alfa Romeo F1 Team. Emmo Jr. in building a strong foundation for a successful career in motorsport."*

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The Sauber Academy, born under the auspices of Team Principal and CEO, Frédéric Vasseur, and under the direct supervision of Sporting Director, Beat Zehnder, will provide the four inductees with the training necessary to progress on their way to their ultimate target, Formula One. This will include mental and physical training, technical work with the team's engineers, media training and work on the simulator in order to develop a complete and well-rounded driver.

James L. Dettore, Chairman & C.E.O. of Brand Institute, Emmo Jr.'s main sponsor, commented, *"Congratulations to Emmo Jr. for being selected to participate in the prestigious Sauber Academy, which has trained and guided the careers of numerous iconic Formula 1 drivers. The entire Brand Institute Family is extremely proud of this once-in-a-lifetime opportunity and we are ecstatic about the education and training Emmo Jr. will receive as he pursues his Formula 1 dream. We are all cheering for Emmo Jr.!"*