



Book of photos taken by F1 drivers goes on sale

Unique copy to be signed by all contributors in aid of Great Ormond Street Hospital Children's Charity

London, 23rd October 2012: Zoom: Through the Eyes of Formula 1, the first ever book of photographs taken by the stars of a sport, will be released worldwide later this month.

The book contains photographs which were taken by every Formula 1 driver and team boss and were sold at an auction in September in aid of Great Ormond Street Hospital Children's Charity (GOSHCC). The photos lift the lid on the private lives of the world's most famous racing drivers, and include Lewis Hamilton's 'driver's eye' view from the cockpit of his car at the pits at Spa-Francorchamps, Sebastian Vettel's favourite Alpine scene and Bruno Senna's beach paradise.

Other notable personalities who provided photographs include Formula One Group chief executive Bernie Ecclestone who recently became the first person to add his autograph to a special edition of the book. This will be signed by all of the contributors and auctioned in aid of GOSHCC in 2013.

The 104-page hardback is published by Dennis Publishing (www.dennis.co.uk) and will be released on Thursday 25th October. The standard edition will retail at £20, but for the most discerning F1 collectors there is also a limited edition of just 250 copies, with a leather cover and slipcase, priced at £75.

Zoom is a unique concept that has never been done before in F1 or in any other sport. The drivers and team principals of every F1 team were asked to take a photograph of their chosen subject and those images were auctioned by Coys (www.coys.co.uk) in aid of GOSHCC online and at a star-studded live auction in September.

Michael Schumacher's view from the driving seat of his Mercedes was the most sought after photograph and fetched £2,500 under the hammer. The seven-time World Champion said: "I am delighted that my 'the office' photograph fetched so much for this very worthwhile cause. The image encapsulates F1 for me; the cockpit is where I feel completely at home and everything else is second nature. Great Ormond Street Children's Charity has a strong link to our sport and I was glad to be able to support them through the Zoom auction."

Dennis Publishing is one of the world's fastest-growing independently owned media companies. The company publishes over 70 magazines, digital magazines, Magbooks, websites, apps and mobile sites in the UK (including Auto Express, Octane, The Week, PC Pro, Viz and Men's Fitness) and The Week in the US.

Geoff Love, publishing director of Dennis Motoring said: "We are delighted to partner with Zoom on this project. This is the first book published by Dennis's motoring division and we'd like to thank everyone who has taken part."

To purchase the official book of Zoom:

<http://shop.instant-shop.com/Octaneshop/category50536.html>

The book is also available through major retailers in the UK and specialist motoring booksellers around the world.

For an image of Bernie Ecclestone signing the special edition of the book:

<http://www.flickr.com/photos/zoomauction/8099016660/in/photostream>

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