



## New book takes fans behind the scenes in Formula One

Friday 27th March 2015

Today marks the release of **Zoom: Personal Images and Insights from the Stars of F1**, the third official book of the charity auction of photographs taken by the stars the sport.

The book contains images which were taken by all the F1 drivers and team bosses over the course of last season and were auctioned in January in aid of Great Ormond Street Hospital Children's Charity (GOSHCC).

These photos give a unique behind-the-scenes insight into the lives of the world's most famous racing drivers. From Lewis Hamilton's holiday snaps to the view from Kimi Räikkönen's cockpit, they allow readers see the world through an F1 driver's eyes.

The 124-page book retails at £15 and includes all 52 photographs from Zoom 2015 alongside descriptions of each image in the photographer's own words.

The book also contains a foreword by Formula One's chief executive Bernie Ecclestone. "It has all been done for a wonderful cause," he says. "You are getting a glimpse into a side of F1 that isn't shown on television and as you will see, it isn't all about fast cars and champagne."

This year's Zoom auction took place at the InterContinental London Park Lane on Friday 16th January. The photographs were auctioned for GOSHCC in front of a star-studded guest list, including famous faces from the world of F1 such as Bernie Ecclestone, Christian Horner and Geri Halliwell, Claire Williams, Éric Boullier, Graeme Lowdon, Adrian Newey, and event host Suzi Perry.

Christian Sylt, founder of Zoom, says: "I'd like to thank everyone who has helped make Zoom possible, especially our partners, the teams and drivers, Bernie Ecclestone and everyone else who took a photo. Fans who missed out on a chance to bid for a signed print can still support Zoom by buying this book and it's an ideal gift for anyone interested in F1."

To purchase the book: <http://www.zoom-auction.com/book.html>

For an image of the cover: <https://www.flickr.com/photos/zoomauction/16933403515/>

For sample pages: <http://www.zoom-auction.com/pdfs/pages.pdf>

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## SPECIFICATION

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### About Zoom

Zoom in association with Nikon is an initiative from Money Sport Media, the publisher of the annual trade guide to F1, Formula Money ([formulamoney.com](http://formulamoney.com)). The beneficiary of the project is Great Ormond Street Hospital Children's Charity and the first event took place in September 2012.

[www.zoom-auction.com](http://www.zoom-auction.com)

@ZoomAuction

### About Great Ormond Street Hospital

Great Ormond Street Hospital for Children NHS Foundation Trust is the country's leading centre for treating sick children; with the widest range of specialists under one roof. With the UCL Institute of Child Health, we are the largest centre for paediatric research outside North America and play a key role in training children's health specialists for the future.

### About Great Ormond Street Hospital Children's Charity

The charity needs to raise £50 million every year to help rebuild and refurbish Great Ormond Street Hospital, buy vital equipment and fund pioneering research. With your help we provide world-class care to our very ill children and their families.

[www.gosh.org](http://www.gosh.org)

### About Money Sport Media

Money Sport Media is the publisher of Formula Money the data report on the business of F1 containing 220 A4 pages with more than 300 tables. These uncover every aspect of the sport's finances from a valuation of each current team sponsorship deal to the typical budget for a Grand Prix. The company also provides consultancy services for numerous parties within the sport such as circuits, sponsors and investors.

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### About event sponsors Nikon:

Through its award-winning product line-up, including entry-level and professional digital SLR cameras, advanced compact interchangeable lens cameras (A-CIL), interchangeable NIKKOR lenses and the COOLPIX range, Nikon regularly raises the standard in product design and performance. With over 90 years of engineering expertise, it is no wonder that Nikon is the top choice for photographers around the world.

In 2014 Nikon celebrated a number of key milestones in the lens category – the 55th anniversary of its legendary F-mount SLR lens-mounting system, making it the only manufacturer to sustain its original lens mount for such a long period, and has recently exceeded production of over 90 million NIKKOR lenses. Both highlight Nikon's dedication to producing quality and functional products that can be used by photographers for years to come.

[www.nikon.co.uk](http://www.nikon.co.uk)

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