



# Introduction



ZOOM ([www.zoom-f1.com](http://www.zoom-f1.com)) is the first and only auction of photos taken by the stars of any sport. It is also the only independently-arranged event in F1 which involves all of the teams and drivers.

*For an overview of ZOOM and its aims, please click the images below to view in your browser some five-minute videos about our events.*

## ZOOM VIDEO REVIEWS



# Selected photographs



**FERNANDO ALONSO**



**SEBASTIAN VETTEL**



**NICO ROSBERG**



**KIMI RAIKKONEN**



**LEWIS HAMILTON**



**DANIEL RICCIARDO**



**JENSON BUTTON**



**VALTTERI BOTTAS**



# The auction



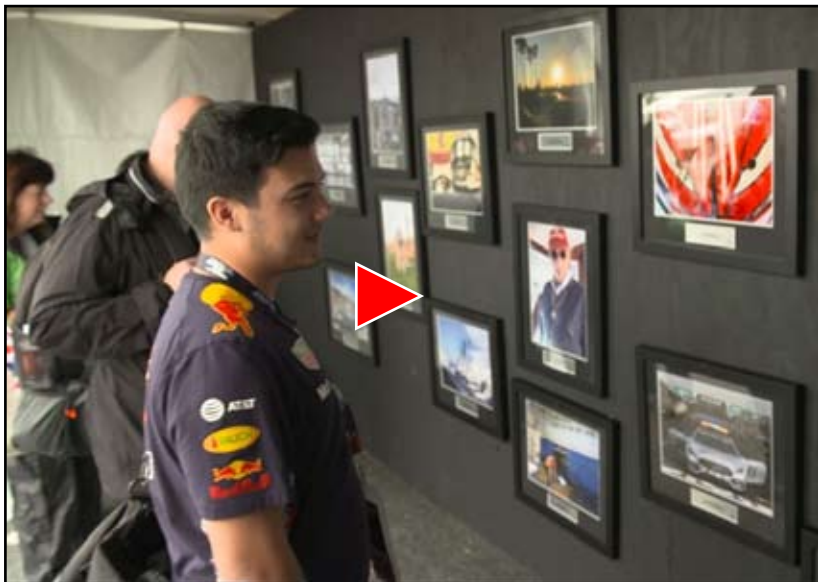
- ZOOM launched in late 2012 and has held five star-studded events since then
- 2017 event held at the InterContinental London Park Lane on 3rd February. 2018 event at Circuit of the Americas in Austin during the United States Grand Prix weekend.
- Guests including F1 stars, celebrities and high net worth individuals
- Covered by media including the Daily Mail, Reuters and Sky Sports
- Selection of signed photos auctioned on the night
- Live auction conducted by Coys, with top photos selling for more than £3,000 each and more than £100,000 raised so far.
- All proceeds from the auction of photographs go directly to charity. The chosen charity in 2018 was the **Dell Children's Hospital Foundation**.



# 2018 Auction

In 2018, the annual ZOOM event left London for the first time after Circuit of the Americas (COTA) in Austin chose to host the auction during the United States Grand Prix weekend. A selection of the signed photographs were on display at the track throughout the event with a local children's hospital benefitting from the auction. Circuit of the Americas promoted ZOOM through their social media channels.

## VIDEO: Fans view the ZOOM line-up at the 2018 United States Grand Prix





# 2017 Gala



The 2017 ZOOM Gala took place again in the ballroom at the InterContinental London Park Lane, host Jennie Gow welcoming a host of famous faces from Formula One and other industries. Motorsport personalities included Jolyon and Jonathan Palmer, Max Mosley and Graeme Lowdon, while auto industry bosses Lawrence Tomlinson and David Richards were in attendance. Celebrities including Heather Small and Stephanie Pratt also gave their support.



# 2016 Gala



The fourth ZOOM Gala auction took place again in the ballroom at the InterContinental London Park Lane, with stars of Formula One including drivers Jolyon Palmer, Alexander Rossi and Carmen Jordá. Host Suzi Perry also welcomed other personalities from F1 including Geri Halliwell and her F1 team principal husband Christian Horner, Adrian Newey, Graeme Lowdon, Stefan Johansson and Karun Chandhok, as well as celebrities such as Charley Boorman and Nick Knowles.

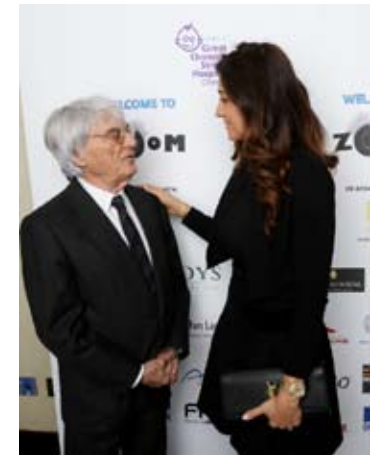




# 2015 Gala



The third ZOOM Gala auction took place again in the ballroom at the InterContinental London Park Lane, welcoming more big names from Formula One and beyond than ever before. The BBC's F1 presenter Suzi Perry hosted for the second year running and guests included Geri Halliwell and her F1 team principal husband Christian Horner, Bernie and Fabiana Ecclestone, team bosses Claire Williams, Graeme Lowdon and Éric Boullier, Iron Maiden's Adrian Smith, and acting stars Liam Cunningham and Stefanie Powers.

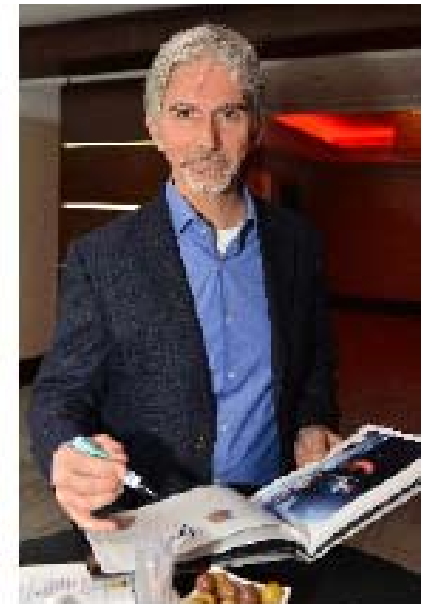




# 2014 Gala



After a stunning inaugural ZOOM, the 2014 event – held at the InterContinental London Park Lane – was another star-studded success attracting more than 200 guests along the red carpet. They included Bernie and Tamara Ecclestone, former world champion Damon Hill, leading team bosses Christian Horner and Claire Williams, and celebrity chef James Martin. The BBC's Suzi Perry hosted the evening with Coys conducting the live auction for Great Ormond Street Hospital Children's Charity.



# Inaugural Gala



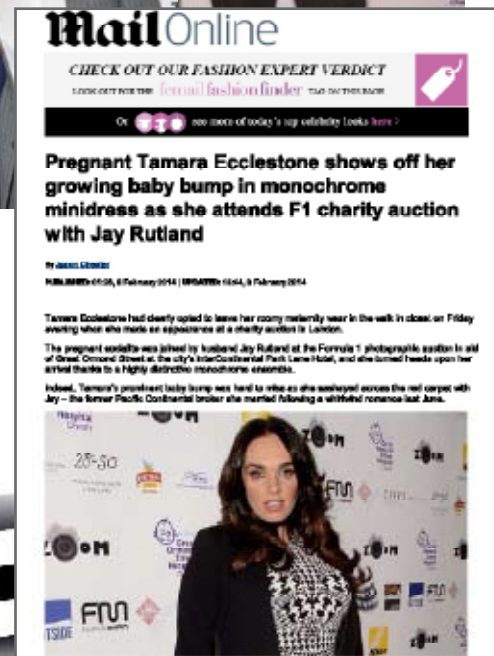
The inaugural ZOOM auction took place at the Wyndham Grand in London's Chelsea Harbour in September 2012 and was attended by a host of famous faces from both inside and outside motorsport. Guests included Damon Hill, Dragons' Den star Duncan Bannatyne, former England footballer Ledley King, Thin Lizzy's Scott Gorham, Lilia Kopylova and Darren Bennett from Strictly Come Dancing, model Leah Weller and event host, the BBC's F1 pundit and former team principal, Eddie Jordan.

To view photographs taken by F1's drivers and team principals for our previous events, please click [\*\*here\*\*](#).





# Exposure



Media at our events include:

- **TV crews:** Reuters, CNN, Bloomberg, BBC Sport, Sky Sports, AP, RTL, London Live, Pole Position and more
- **Photographers:** PA, Getty, WENN, WireImage, Rex Features, Splash, AP Images and more
- **Journalists:** Daily Mail, Metro, The Sun, The Independent, AP, Daily Express, Huffington Post, City AM, talkSPORT and more

*Coverage from the red carpet in publications including the Mail*

# Media highlights



Click on the links below to read examples of a selection of the media coverage of ZOOM. For a more detailed list please visit our **website**.



The Telegraph



MailOnline



THE HUFFINGTON POST

theguardian



Links to selection of previous media coverage.

The Telegraph

Nine articles including cover story of Motoring section



Eleven articles on the sport's official website



Five articles



# Broadcast media



Click on images to play the selected videos in your browser.



# Social media



ZOOM has received wide support from the F1 industry through social media. A selection of tweets is included below.





# Competitions



ZOOM developed unique marketing strategies by arranging competitions with **Silverstone**, the **Bahrain International Circuit**, **Sky Sports**, the **Metro** newspaper and **Mercedes**. This included the opportunity for fans to get their own photos featured in the official ZOOM book alongside the drivers.

*Competition in Metro to win prizes including a Nikon camera*



*Social media competition with Mercedes*



*Photo competition with Sky Sports*

## SOCIAL MEDIA PROMOTIONS



# Photo of the Year



In 2016 ZOOM launched an annual Photo of the Year competition. Visitors to the Sky Sports F1 website are asked to select their favourite photo from that year's selection. The competition was won by Valtteri Bottas in 2016 and Fernando Alonso in 2017 and the winning driver received a bespoke trophy.





# Product involvement



Title sponsor Nikon provided COOLPIX cameras for the 2014 and 2015 events which were signed by current and former world champions including Sebastian Vettel, Fernando Alonso, Kimi Räikkönen, Mario Andretti, Jenson Button, Jacques Villeneuve and Sir Jackie Stewart. A selection of cameras were auctioned alongside the photographs while others were given as competition prizes to promote both ZOOM and the partnership with Nikon.



# The book



The official ZOOM book contains all of the photographs from the auction as well as a foreword by Bernie Ecclestone. It is sold via the ZOOM website.





# Book exposure



Nikon's UK head of marketing, Jeremy Gilbert, wrote an introduction to ZOOM's official book. A photograph taken by Mr Gilbert was also included in the book. This opportunity is a benefit of being ZOOM's title partner.

## A MESSAGE FROM NIKON

Jeremy Gilbert, Group Marketing Manager, Nikon UK

This book is a real must for all Formula 1 fans. It's a unique opportunity to explore life behind the scenes of one of the world's most popular sports, in a series of photographs taken by some of F1's biggest names throughout the 2014 season.

There are shots that money can't usually buy and the participation of the sports teams and drivers has been made possible because they know the project is in aid of Great Ormond Street Hospital Childrens Charity (GOSH-CC). The hospital, a world leader in treating sick children, needs to raise £50 million a year in order to build state-of-the-art facilities, develop new treatments and save more childrens lives, and charity projects like this are vital to its continued success.

I am delighted that Nikon UK has been able to play a part in this very worthwhile project for the second year in a row. As a fan of motorsports myself, and a passion-



ate photographer, I'm honoured to have one of my own shots included in the book, too, taken at last year's Auto Isle - British Car Day at Croftlands (see page 134). Nikon is also pleased to have supplied

Zoom with COOLPIX 60700 cameras which have featured throughout the project. Nine of these cameras were signed by world champions representing six decades of racing - Sir Jackie Stewart, Niki Lauda, Mario Andretti, Jacques Villeneuve, Mika Häkkinen, Fernando Alonso, Kimi Räikkönen, Jenson Button and Sebastian Vettel - with a further camera signed by 2014 summer Nico Rosberg. These were auctioned alongside the photographs at the third annual Zoom gala event in January 2016.

Nikon also supported the official Zoom competition which was run by Sky Sports F1 and offered one talented F1 fan the opportunity to see their photo featured in this book. You can see the winning photo and read more about the competition on page 112.

At Nikon we're not only passionate about imaging and enabling people to capture



Headgear. A visit to the Auto Isle Festival at Croftlands evokes a bygone era far removed from the technology-laden cockpit of modern Formula 1.

Photo taken on a Nikon D710 by Jeremy Gilbert, Group Marketing Manager of Nikon UK Ltd.

# Foreword



The foreword to the official book of ZOOM is written by F1's chairman emeritus, Bernie Ecclestone.

## FOREWORD

**FROM BERNIE ECCLESTONE**

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I am delighted to welcome back Zoom for its fifth annual look behind the scenes of Formula One. Some say that the stars are the cars in F1 but actually there's no doubt that it's the drivers. They are on television for nearly two hours 20 times each year and then written about in hundreds of newspapers and magazines all over the world. They are some of the most photographed personalities on the planet but although we see them a lot in front of the camera we know less about what their lives are like away from it.

What hobbies do the drivers have? Where do they go on holiday? Do they have any pets? These are questions that anyone can relate to and this book gives the answers.

All of the team principals and drivers who compete in F1 were asked to take a photograph of whatever they wanted and the results are shown on the following pages. They are like postcards from the biggest names in F1 and they take you on a journey which spans the globe.

Lewis Hamilton's photo shows to a sunset over the Turks and Caicos islands, Daniel Ricciardo shows off his surfboard on a beach in Australia and Kevin Magnussen takes us inside his home with a look at his Staffordshire Bull Terrier.

Zoom is in aid of a magical cause because the sale of this book benefits the Starlight Children's Foundation which grants wishes-of-a-lifetime for seriously and terminally ill children. The F1 Group

and Ecclestone family have a long standing relationship with Starlight and every year the charity takes children to the Monaco Grand Prix to meet the drivers and soak up the atmosphere. They do a fantastic job making sick children's dreams come true and by buying this book you are helping them keep it up. You are also 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.



# Distribution at F1 races

The ZOOM book is also distributed in The Formula One Paddock Club, the exclusive official corporate hospitality operation of F1. It is available in the lounges and is distributed to all guests in their gift bags.







**zoom**

[www.zoom-f1.com](http://www.zoom-f1.com)

[@ZoomAuction](https://twitter.com/ZoomAuction)

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