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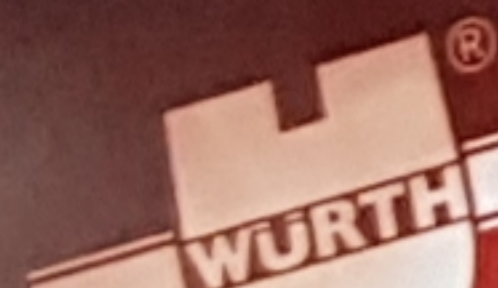
御礼申し上げます VIELEN DANK

In today's global world, having the right partners in place is one of the keys to success.

We, at Panasonic Toyota Racing, would like to thank our partners for their loyal support over the last 6 years.


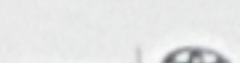
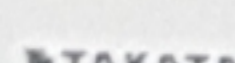
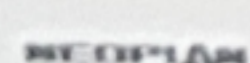
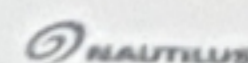
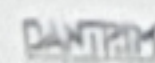


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Introduction

All the key decisions affecting Formula One's sporting landscape, from the support of car manufacturers to the countries which get Grands Prix, are driven by business logic.

At the centre of this commercial action is F1's ringmaster, Bernie Ecclestone. In a business story with more twists and turns than the Monaco Grand Prix, he has built up a family fortune of around \$3.8 billion over more than 25 years in the industry.

The journey started in the 1980's when he began negotiating commercial rights on behalf of F1 teams.

When, in 1997, those rights transferred to his private company, he entered a phase which culminated in the sale of majority stakes to a collection of financial investors for nine-figure sums. In this special industry supplement, you can read all about the latest moves and markets in the business that Bernie built. For more on his amazing journey visit:
www.sportbusiness.com/formula1

Editor Matthew Glendinning

Contributors Christian Syll, Caroline Reid

Art Director Lawrence Bogle

Cover Magdalena Wielopolska

Production Craig Young, Helen Lowe

Publishing Director Philip Savage

International Business Director Stuart Lewis

Advertising Sales Adam Colthorpe, Jay Greene,

Adam Barker, media@sportbusiness.com

Information Sales Manager Debra Lestrate

Marketing Manager Shona O'Donnell

T: +44 (0) 207 954 3427

F: +44 (0) 207 954 3511

www.sportbusiness.com

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