

The Challenge

Bridgestone Europe Motorsport Magazine APRIL 2004 - WWW.BRIDGESTONE-EU.COM



OLD HEAD, YOUNG SHOULDERS

Nick Heidfeld talks about moving to Jordan

I WANT TO BE CHAMPION, FOR AYRTON

Rubens Barrichello believes he can be 2004 World Champion

IT SEEMS LIKE YESTERDAY

Bridgestone have won some classic Grands Prix

INSIDE TRACK

The track, the tyre and even a tip on who might come out on top in the next few races



NEWS

BRIDGESTONE NEWS

WELCOME

Welcome to Bridgestone's European Motorsport Magazine, The Challenge.

To celebrate the 2004 season we have created a new look for The Challenge.

Inside you will find exclusive interviews with Bridgestone drivers, previews to forthcoming races and an insight into Bridgestone's world of technical excellence.

2003 was our toughest season in F1 so far. For 2004, the fight will be even harder. But, as our extensive 17,000km winter test schedule showed, Bridgestone are determined to remain on top.

The 2004 FIA Formula One World Championship has already made three stops around the globe with three resounding wins from the first three races for Bridgestone. Imola will mark the start of the European season.

We are looking forward to a thrilling championship and continuing success for our partners in F1 and other global motorsport.

Enjoy the read.

GERT MEYLEMANS
Senior Manager Corporate PR,
Bridgestone Europe



WE RACE TO WIN

Three from three for Bridgestone

Formula One's all-conquering combination of Bridgestone and Ferrari arrive in Europe with a 100% record after Michael Schumacher won the first three races of the 2004 Formula One season. He also claimed pole position in all three races.

Hisao Suganuma, Bridgestone Motorsport's Technical Manager, said the company were delighted with the performance of their Potenza Formula One tyres in very different conditions.

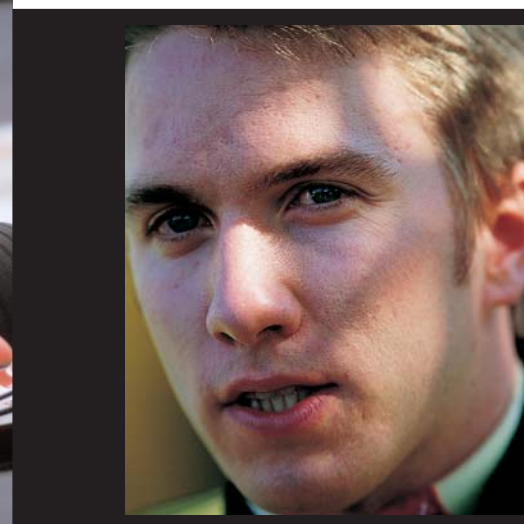
"We had rain, sand, cool, heat, dry and humidity during the first three events - and we overcame all those," he said. "To presume

continued success in Europe, when conditions will be different again would be premature. Having said that, we start each race with the aim of winning."



THE INTERVIEW: NICK HEIDFELD

He likes Eddie Jordan's humour and not being Michael Schumacher



Nick Heidfeld is still only 26 and yet he has spent six years as an F1 racer and test driver. In a career of over 70 races, he has finished on the podium but a win has so far eluded him. Nick's vast experience is one of the reasons he was snapped up by Jordan for the 2004 season.

Q. Nick, what are your thoughts about the move to Jordan?

A. I think it was a good move. Jordan have had wins in the past, as recently as last year, and are determined to win again this year.

I am looking for my first win and to get that at Jordan would be fantastic. I think though a podium would be a good goal, although realistically even a podium is hard.

Q. Seventy GP starts gives you a lot of experience. What have you been able to bring to Jordan?

A. I came quite late to the team but I think I have been able to help develop the car for the season. I think I have a good way of telling the engineers

what needs to be done to the car, where things might need changing. I like to go into a lot of detail. I think they like that.

Q. You also bring experience of working with Bridgestone. Does that make a difference?

A. Of course tyres make a huge difference to the performance of a car and Bridgestone are world champions for a good reason. I know the Bridgestone guys very well and how well they work. The tyres they have produced for this year are excellent.

Q. Jordan has a great reputation as not just a hard working team but a fun team too...

A.... I have found that out very quickly! I think I understand Eddie Jordan's sense of humour. Put it this way, it has

'I believe though, that given the same car, I could do well against Michael'

not caused me any trouble yet. The atmosphere in the team is very good. It is like a big family. But it is not all fun. They want to win again.

Q. Michael Schumacher has shown already this year that he is still the man to beat. Does it help or hinder you being a fellow German in F1 at the same time as him?

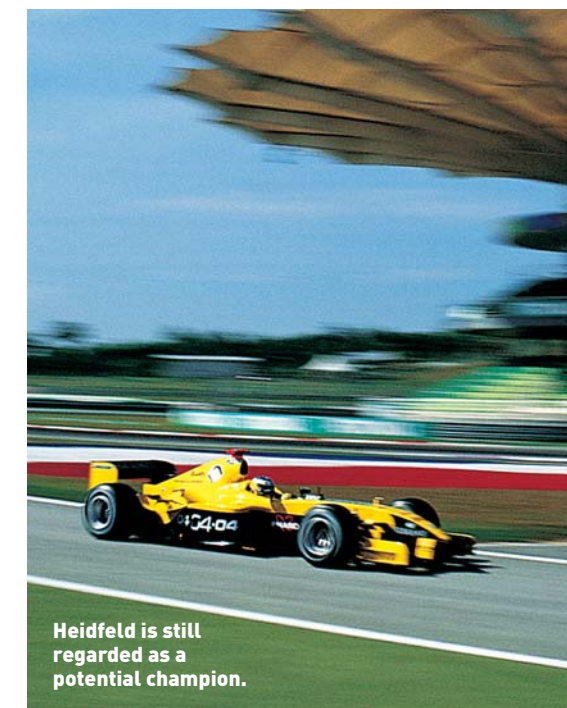
A. First it helped, by getting attention and sponsors. But of course people make comparisons with our results and that is not always helpful. I believe though, that given the same car, I could do well against Michael.

Q. At 1.64 m, you are one of the smaller drivers in F1. Is that an advantage or disadvantage?

A. Being small is an advantage because the weight saving on the driver means you can then add ballast exactly where you want to on the car. I am small but I am strong. A lot of that came from Sauber where they had no power steering. That helps develop your arm muscles. Luckily this year we have power steering in the Jordan.

Q. Everyone likes to know what road cars F1 drivers have....

A. I love cars. Because Jordan has Ford as its partner there are lots of fantastic cars from the Ford family. I have asked for the new Range Rover. I would also like the new Lotus Exige. I also have an old '67 Beetle convertible.

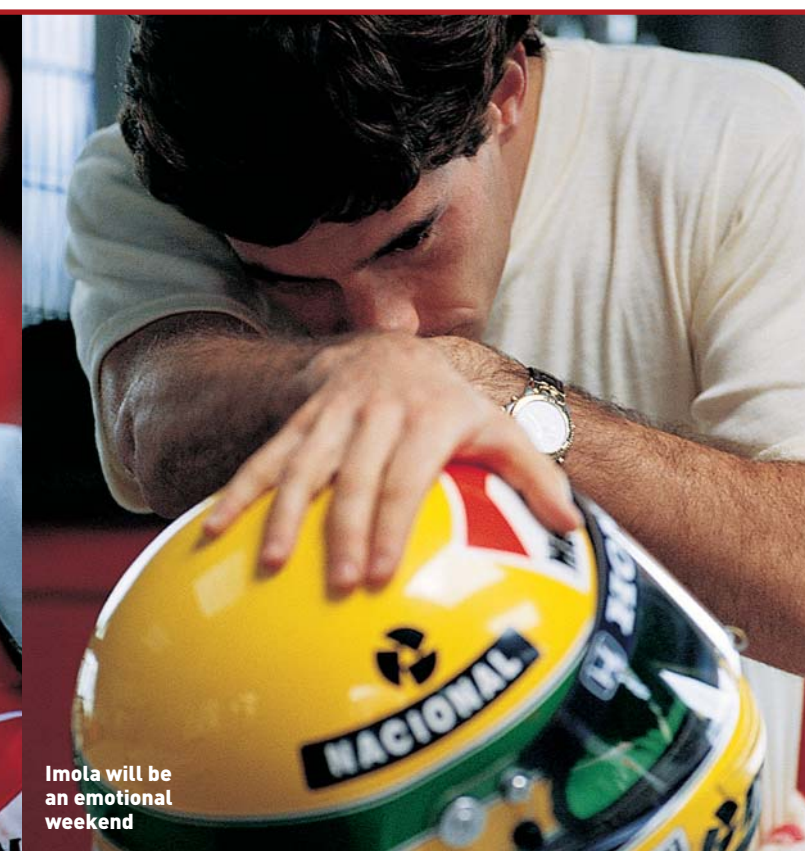


Heidfeld is still regarded as a potential champion.



RUBENS BARRICHELLO 'I'M A BELIEVER...'

...five years at Ferrari, the Brazilian says 2004 is his year



Imola will be an emotional weekend

Forty years ago John Surtees won the F1 world championship in a Ferrari. He had already been world champion on two wheels. But the Englishman has revealed in the last few days that there is one job he still covets; Rubens Barrichello's role as Michael Schumacher's team mate at Ferrari.

"I can see why Rubens has stayed at Ferrari," says Surtees. "Beating the best driver in another car is one thing but to beat him in the same car is the greatest challenge."

Five years after joining Ferrari, Rubens Barrichello believes 2004 has the best potential yet to

deliver him the F1 world championship. And by so doing, beating his illustrious team mate.

"My chances of winning the championship have never been greater than they are this year," Rubens affirms. "As a driver you must believe that the dream can become a reality and with Michael you have to believe you can beat him. And I am a believer!"

Rubens stresses not only is he at his competitive best, there is no contractual reason for him not to win the title this year.

"There is absolutely nothing in my contract which says that I have to let Michael win. There

are no team orders for the championship," says Rubens, who remains hot property on the transfer market. "Yes, maybe I could have been considered as the Number 1 driver with another team. People say this is Michael's team and in a way they are right, because he has been here longer than me and has won all the championships. But I am here to change that."

As the championship heads for Imola, Rubens knows he will struggle to escape the attention surrounding the tenth anniversary of the death of Ayrton Senna. Rubens believes, a decade on, F1 should embrace Senna's contribution to the sport.

"He was inspirational," says Rubens. "As a kid, I used to go and watch him race at Interlagos and I wasn't sure if I went for the racing or just to see him drive. Then I recall being ecstatic to find myself on the same grid as the man who had been my idol."

"Ayrton is always in my thoughts, with his smile and his comments and the memory of how he always gave me a hand. I learnt from him both on and off the track and now I have learnt to live with the void he left in my life. What I learnt from him meant that I was able to do a professional job for the rest of '94, finishing sixth in the championship and helping

Jordan to fifth in the Constructors."

"The year after his death, I tried to be the new Ayrton for all Brazilians. It was too much for a 22 year old to deal with. But it all went to make me the man I am today, with my feet on the ground and able to see things through. And I have Ayrton to

'With Michael you have to believe you can beat him. And I am a believer!'

thank for that."

A win at Imola would mean the world to Rubens. Working to help Rubens achieve that, Bridgestone will have more cutting-edge tyres at

Imola. He is quick to credit Bridgestone for their contribution to Ferrari's strong form so far this year.

"[At the end of 2003] the competition got stronger...so it was enjoyable working with Bridgestone this winter and seeing how well they reacted, giving us far more tyres to

evaluate," says Rubens. "The results of this extra effort from everyone are already clear to see. It has been the basis of the improvement we have seen so far this year."



On average, Rubens is on the podium every 4 races.





TECH TALK

Bridgestone's new front tyre – the shape of things to come

In 2003, Bridgestone and Ferrari clinched their fifth constructors' title in as many years. Never ones to stand still, Bridgestone embarked on an ambitious 5 month winter development schedule to produce a new shape and construction for front tyres.

Hisao Suganuma, Bridgestone Motorsport's Technical Manager explains: "Our aim was to use the tread surface more efficiently. The front tyres previously run would wear too much on the inside of the tyre, often leading to overheating of the tread compound. We came up a new shaped front that allows a more even dispersal of contact pressure."

Bridgestone's new front tyre shape was an instant success: Ferrari finished 1-2 in Melbourne. An altogether new generation of Bridgestone Potenza F1 tyres are expected to hit the tracks mid-summer.



THE A-Z OF BRIDGESTONE: F-1

A is for Arrows, but also for Hungary!

A. Arrows. Arrows came close to giving Bridgestone their first Formula One victory when Damon Hill led the 1997 Hungarian GP. Damon ended up finishing second.

B. Brazil 1997. First podium, achieved by Olivier Panis driving a Prost at Interlagos, in only Bridgestone's second GP in Formula

One.
C. Compound. A major factor in tyre performance, the compound is in contact with the road. The ideal compound has maximum grip while maintaining durability and heat resistance.

D. Degradation. The slight fall in performance during a

tyre's use on a racing car. Varies from circuit to circuit depending on track condition and temperature.
E. Extreme Weather Tyre. A wet weather tyre capable of functioning safely, even in exceptional circumstances. These tyres may only be used when authorised by race officials.



BRIDGESTONE'S GREATEST WINS AUSTRALIAN GRAND PRIX 1998

Six years on, it is still talked about

JUST TWELVE MONTHS into their F1 campaign, Bridgestone scored a superb one-two in Melbourne as Team McLaren-Mercedes dominated the opening race of the 1998 season.

Mika Hakkinen and David Coulthard were three-quarters of a second clear of Michael Schumacher's Ferrari during qualifying.

After just 10 laps of the race, they led the Williams of World Champion Jacques Villeneuve by half a minute. The silver cars were able to run the race as they pleased. To avoid pushing the cars unnecessarily, it was agreed that victory should go to whoever reached the first corner in the lead. When Hakkinen later lost the lead thanks to

confusion over a pit stop, Coulthard stuck by the agreement and let his team-mate back in front on the last lap. The debate which followed did not detract from the brilliance of Bridgestone's first victory.



ROUND 4: SAN MARINO WITH FERRARI ON FORM, IMOLA WILL BE BUZZING

The San Marino GP is one of the most atmospheric of the year. However the weather in Northern Italy in late April is often chilly. According to Bridgestone's Hisao Suganuma, 'Imola is on the softer side of the compounds. The important thing is to have a tyre for low temperatures.'

The track is notoriously hard on brakes and to be quick at Imola you need a car which rides well the high kerbs on the corners.

Overtaking is very difficult at Imola so it is important to have the right strategy for qualifying and the first stint of the race. Last year saw a mix of two and three stop strategies. Much to the joy of the passionate Italian tifosi, Bridgestone and Ferrari have won the race for the past two seasons.

Hard on
brakes.



ROUND 5: SPAIN BARCELONA IS COOL. SO F1 FEELS AT HOME.

Barcelona is one of the toughest tracks of the year from a tyre point of view. With several long fast corners, putting a high load through the tyre, the wear rate is high. For this reason the winning strategy is to make three pit stops.

Good consistent aerodynamics and a strong engine are the keys to being fast here. Ferrari and Bridgestone have a terrific record at Barcelona having won at the Circuit de Catalunya for the past three seasons.

Barcelona is a strange track in that the conditions can change from hour to hour so a set up which works well in one session may not work in another. The track is the most popular testing venue among F1 teams and getting an edge over your rivals is notoriously hard when all the teams know the track so well.

Expect 3 pit
stops



ROUND 6: MONACO CHAMPAGNE, AND NOT JUST FOR THE WINNER.

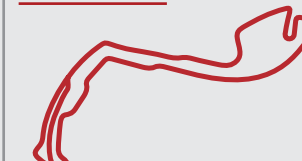
In the eyes of many, a win at Monaco is worth half a world championship. F1's most glamorous venue is also the season's only street track. It is also its slowest, with an average lap speed under 100mph.

It has a smooth surface, so the softest tyre in the range is called for. Because the track is narrow it is almost impossible to overtake, so qualifying takes on a far greater importance than at any other circuit.

It is also very hard to decide the best strategy as pitting a lap too early or a lap too late can lose you many places. Last year's race saw an incredible eight lead changes as the strategies unfolded.

Bridgestone will be making an all-out assault on the race this year as it has not won Monaco the past two seasons.

Strategy is
crucial.



ROUND 7: EUROPE NURBURGRING; A PLACE ONLY FOR THE BRAVEST.

The European GP at the Nurburgring has been moved earlier in the year to May 30 and that is likely to mean that the weather will be cold in the Eifel mountains. There will also be a high chance of rain.

Not popular among drivers, Nurburgring is the third slowest track on the calendar after Monaco and Budapest. It has a smooth, low grip surface and it is important to bring a wet tyre which works well in cold conditions. The increase in the pit lane speed limit to 100km/h this year is likely to mean that most drivers will opt for a three stop race strategy.

This will be an important race to win for Ferrari and Bridgestone, who have won here three of the last four seasons.

Mountains =
rain.





CHAMP CAR WORLD SERIES CALENDAR

Apr 18 Long Beach
May 23 Monterrey
Jun 5 West Allis
Jun 20 Portland
Jul 3 Cleveland
Jul 11 Toronto
Jul 25 Vancouver
Aug 8 Elkhart Lake
Aug 15 Denver
Aug 29 Montreal
Sep 12 Monterey
Oct 17 Seoul
Oct 24 Surfers Paradise
Nov 7 Mexico City



MOTOGP WORLD CHAMPIONSHIP CALENDAR

Apr 18 South Africa
May 2 Spain
May 16 France
Jun 6 Italy
Jun 13 Catalunya
Jun 26 Dutch TT
Jul 4 Brazil
Jul 18 Germany
Jul 25 Great Britain
Aug 22 Czech Republic
Sep 5 Portugal
Sep 19 Japan
Oct 2 Qatar
Oct 10 Malaysia
Oct 17 Australia
Oct 31 Valencia



CHAMP CAR WORLD SERIES

Oval to street, Canada to Korea, Champ Car is go!



THE 2004 BRIDGESTONE Presents the Champ Car World Series kicks off in mid April with the championship's Blue Riband race, the 30th Anniversary Toyota Grand Prix of Long Beach.

The series, based mainly in the United States, boasts the

widest variety of challenges for the teams and drivers, with the diverse schedule taking in street tracks, road courses and a high-speed oval.

Last year's champion, Paul Tracy will be back to defend his title, but knows that his closest challengers from last year, Bruno Junqueira, Michel Jourdain Jr. and Sebastien Bourdais will be fighting him hard.

The 2.65-litre V8 turbo cars race on

Bridgestone tyres and the company is also returning for a second year as presenting sponsor.

The series visits Mexico, Canada, Australia, and Seoul, South Korea.

The championship has new owners, and among the changes to be introduced is the new "Push-to-Pass" button, which gives the driver an extra 50bhp when needed, for a maximum of 60secs per race.

MOTOGP WORLD CHAMPIONSHIP

2004 could be anyone's in MotoGP



THE 2004 MOTOGP season promises plenty of drama. Bridgestone – already winners in the 125cc class – are lined up for their third year at the top of MotoGP.

Last year Bridgestone claimed their first MotoGP rostrum, when Makoto Tamada (Pramac Honda) finished third in Rio. It was a sign of the potential of Bridgestone tyres in the premier division of MotoGP.

Tamada is back on Bridgestones for 2004 with the same team.

Bridgestone has added two Japanese factory MotoGP teams for the season. Suzuki will be running former World Champion Kenny Roberts Jr. and John Hopkins. Kawasaki are hoping to step into the top ten with the experienced Shinya Nakano and class rookie Alex Hofmann.

Experts predict a vintage year. Can the Italian genius Valentino Rossi get the Yamaha M1 competitive with the Ducatis and the Hondas?

The Challenge

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