

The Challenge

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



ROSS BAWN

An exclusive interview

GIMMI BRUNI

Music in motion

2004 WRAP

Our season review

PIT STOP

Time for tyres



NEWS

BRIDGESTONE NEWS

WELCOME

2004 has been a year we will not forget at Bridgestone. Our successes in Formula One with our partner teams Ferrari, Sauber, Jordan and Minardi have been well documented.

Ferrari's World Championship, along with that of Michael Schumacher, captured the imagination of F1's immense global audience over weekends throughout the summer. We congratulate them, as we do the points scored by our other three F1 teams.

Celebration has not been limited to Formula One. Bridgestone has also been a winner in MotoGP. Makoto Tamada's win at home in Japan has made a star of the Camel Honda rider and follows his previous win at Rio.

With the conclusion of the 2004 seasons the focus is already on 2005. Our engineers are working closely with our partner teams on an exhaustive schedule of winter testing. Everyone's aim is to reach this stage in 2005 and be celebrating as much success as we have in 2004.

Enjoy The Challenge.

GERT MEYLEMANS
Senior Manager Corporate PR,
Bridgestone Europe



THE FUTURE IS NOW

Bridgestone working hard for 2005



“We already have many ideas to try for 2005 and although it will be tough we are looking forward to the challenge ahead!”

**HISAO
SUGANUMA**

”

With little more than 15 weeks before the start of the 2005 Formula One season in Melbourne, Bridgestone and its partner teams are already deep into a winter development programme to create the most competitive tyres possible for the forthcoming year.

“The tyres for the 2005 season will be based on the new tyre regulations proposed earlier this year,” explains Bridgestone Motorsport's Technical Manager Hisao Suganuma. “Although these regulations have not yet been finalised, we are already in the initial stages of studies for the '05 season.

“We also need the full support and cooperation of our teams. They will need to provide cars running in '05 specification in order for us to have fully accurate results and we look forward to working together with them over the coming winter period.”



THE INTERVIEW: GIANMARIA BRUNI

Two wheels or four suits the Minardi driver



Gimmi Bruni is a modern day Roman chariot racer. The Italian has raced this season for the Italian/Australian Minardi Team and despite not scoring any points in 2004 he is regarded as a talent to be watched in the future.

Q. You fulfilled the Friday test driver role for Minardi at the end of 2003 but 2004 has been your first full season of racing. Does it still feel slightly unreal to be in F1?

A. I say to myself 'I am one of only 20 drivers in Formula One'. But it is not nearly as glamorous as people think, especially whilst you are on the way up. It is very hard work and takes a lot of concentration.

Q. How do you feel you have done in 2004?

A. I have not always been able to show everything I am able to do but when I have had clean races there have been some good battles, like being in front of the Toyotas at Monaco. And I was just 6/1000th of a second off Heidfeld in the wet, when he has a car with more power. I hope people notice things like that.

Q. So tell us a bit more about you. Is

it true you are sponsored by a musician?

A. Yes. Eros Ramazotti is his name. He is like an Italian Robbie Williams. He is a friend of my manager, likes Formula One and so decided to support me. It's great. His music is excellent. Sadly mine is not. I don't play anything.

Q. You have a reputation as one of the fittest drivers in Formula One. Where does that reputation come from?

A. I guess it could be because I am really into cycling. I try to cycle every day, normally about 70 or 80 kms a day near my home in Rome. It's a good place to ride with all the hills. Another good hill is the one between the Minardi factory at Faenza and the track up at Mugello.

I got into cycling a few years ago. First it was mountain biking and then into road cycling. I train with riders who have done big races like

'My ambition is to train with Lance Armstrong.'

the Giro D'Italia and the Tour de France.

I try to do as many races as I can – they are individual races, about 150kms. Unfortunately I missed one of the best ones because I had to be in China for the F1 race!

My ambition is to train with Lance Armstrong. I hear Mark Webber met him recently. I must ask Mark about that. Armstrong is such a hero for a lot of other sportsmen.

Q. How is the rivalry between you and Zsolt? Up until Italy he had scored a point this year and you had not.

A. It is probably fair to say that any Minardi driver has to have luck to

score a point in the current situation, and in the race at Indianapolis this year, the luck was with Zsolt, which was nice for him. For me personally, it was a little frustrating to see my team mate score Minardi's first point of the season, particularly since I was ahead of him when I went out of the race, but getting that point was good for team morale, regardless of who scored it, and that is also important. Ultimately, you are always measured against your team mate, and I believe I have shown this year that I am quicker than Zsolt.

Q. So what is the future for you? Will we see you in F1 again in 2005?

A. I really hope so. I have so much I want to show people. I want to win in F1. That is my goal. I am talking to a number of teams right now. I am lucky, I am only 23. I have time but it is important to show people I have the speed in F1.



Bruni. Happy to be in racing's elite

BRAWN AND BRAINS. A WINNING COMBINATION

Ross Brawn on the secrets of success and strategy

One of the few faces to get anywhere as much airtime during a Grand Prix as Michael Schumacher is Ferrari Technical Director Ross Brawn. Perched on the pit wall, the Englishman is the hub in the fast spinning wheel that is an F1 team during a race.

He is the strategist who co-ordinates the way Ferrari pace their race, the link to Bridgestone in the crucial choice of rubber for the conditions and about the only man who gets to chat to Schuey as he is doing over 300 kph...

Ross and Michael know one another inside out, as they have worked together for over a decade, stretching back to Schumacher's first world title in '94. But they could not be more different. While the World Champion's Teutonic temperament is now infected with a Latin zest for life, Brawn at Maranello has remained very much an Englishman

abroad, calm and measured with his pre-season launch speech delivered in amusingly halting Italian!

The success of Ferrari this year, adding to their success of the last few years is a team effort. But Ross Brawn is the consistently familiar name that comes up when anyone within the team analyses the winning formula of the Scuderia.

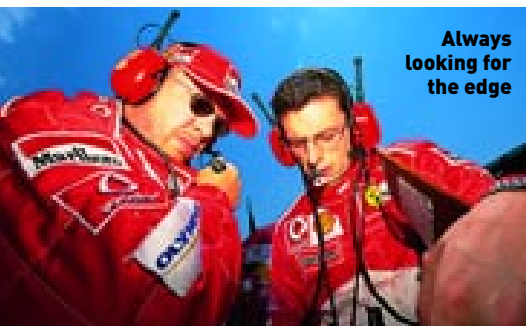
"He is our genius at the track and the best strategic brain in F1. In difficult situations he stays cool and just takes the right decision. His technical knowledge is tremendous. You can trust him blindly," deduces Michael with an effervescent enthusiasm. "But I also trust him as a friend. We look at each other and know what the other is thinking."

Success is never guaranteed. Not even at the almost unbeatable unit that is Ferrari. Last winter was an anxious time for Brawn. A keen gardener in what little

spare time he has, he had to wait and see if all the ground work and preparation on the F2004 would blossom come the Australian GP, the first race of the year.

"Over the winter, the media built up a high level of hype about how the opposition were going to blow Bridgestone away, based on the results of winter testing. It was tough, because we would go to Jerez and the Michelin guys were quicker than us. That brought its own pressure, but everyone in our team and at Bridgestone kept their nerve and just got on with the job," remembers Ross, who refused to reveal his full hand until the last minute. "For practical reasons, there were a lot of different tyre programmes running, a programme going on in terms of the shape of the tyre and similarly with compounds, but we did not bring together all the good elements until quite late in the winter. We went to a

ALL F1 PHOTOS - DARREN HEATH



Always looking for the edge



The Englishman abroad





test at Imola, where we had the tyre we wanted with all the strong points combined and bingo! It worked really well. There was a look of relief on everyone's faces."

The joint development work with Bridgestone did not stop at Melbourne. The test teams worked relentlessly to keep ahead of the opposition as the season ping-ponged around the world. The next milestone in the Ferrari/Bridgestone partnership came in Hungary.

"That weekend epitomised the work achieved with Bridgestone after the disappointing result in Budapest in 2003," claims the Englishman. "We brought a new family of tyres that were born out of the frustration at what happened then. We looked hard to see if we could take a new approach and that grew over the winter. There were some wrong turns along the way, but

eventually we got there and Hungary was the first time we raced that tyre and it was very rewarding."

As an expert fisherman, Brawn's role as race tactician has much in common with the skills of an angler, pitting his wits against an opponent that is sometimes better equipped. The amazing four-stop strategy used to win in France is one example. Ross relishes the incessant rollercoaster that is an F1

are going to win the next race. I always have the feeling that we have to work hard to do this and that attitude drives us forward."

With another two titles in the bag, it is time for Brawn to look to 2005. He refuses the argument that Ferrari and Bridgestone ran away with the titles in 2004. The future, he reckons, is looking good for Formula 1.

"There has been some very good racing

'It definitely beats losing!'

season.

"Sometimes it's on a detail basis, race to race, with problems to solve, or it might involve plans for how we want to run the company in the future," he says of the drive that inspires him. "The great thing about this business is that we get measured every two weeks. No one at Ferrari ever takes it for granted that we

this year. Look at Spa, Monza and China. BAR and Button have brought a lot of interest to the sport and Renault have been particularly strong. People say to me, 'do you not get bored with winning all the time?' and I reply with 'what's the alternative!' There's nothing we can do about it: it's our job, our ambition and our passion. It definitely beats losing!"





TECH TALK

Pit stops

Tyres have become so influential in a car's performance and subsequent race result that bringing a car in for a pit stop at the right time for fresh tyres is critical. Choosing the right strategy is a joint effort between Bridgestone and its partner teams. Bridgestone's Technical Manager Hisao Suganuma explains:

"When we select tyres with our teams we need to cover a number of criteria: lap time, wear, heat durability, degradation and so forth. In an ideal scenario we would provide fast tyres which can cope with any of the demands that may be made on them. So we sit down with our teams and tell them how many laps their chosen specification of tyre can be expected to perform at its optimum level – in other words, what the tyre's actual wear life is and what tyre degradation rate to expect. All the information is then combined with other factors such as that particular circuit's fuel effect, the conditions, the grid positions and so forth, to formulate a best option strategy."



THE A-Z OF BRIDGESTONE: F1

End of the alphabet. And no X

U. Understeer. A handling characteristic which means a car gives the impression of running wide rather than turning into a corner.

Excessive understeer can affect tyre performance.

V. Vulcanisation. Part of the tyre manufacturing process that characterises the physical properties of the rubber by generating the

cross-linking of molecules.

W. Wet weather tyres. Only one wet weather specification is permitted. Standard wet weather tyres can disperse approximately 34 litres of water per second, per car, at 300 kph.

Y. Yasukawa, Hiroshi. Director of Motorsport since Bridgestone entered F1 in

1997. Moved to the UK in 1981 to work on F2 programme, followed by world sportscars and F3000.

Z. Zsolt Baumgartner. The first Hungarian driver in F1. Made debut in his home GP in 2003 with Jordan. Switched to Minardi for 2004 and scored his first point in the US GP.



BRIDGESTONE'S GREATEST WINS FRENCH GRAND PRIX 2002

Michael matches the great Fangio

SUNDAY 21 JULY 2002 WAS one of motor sport's greatest milestones. By winning the French Grand Prix, Michael Schumacher became World Champion for the fifth time to equal Juan Manuel Fangio's record. Never had the title been won three months before the end of the season with six races still to run.

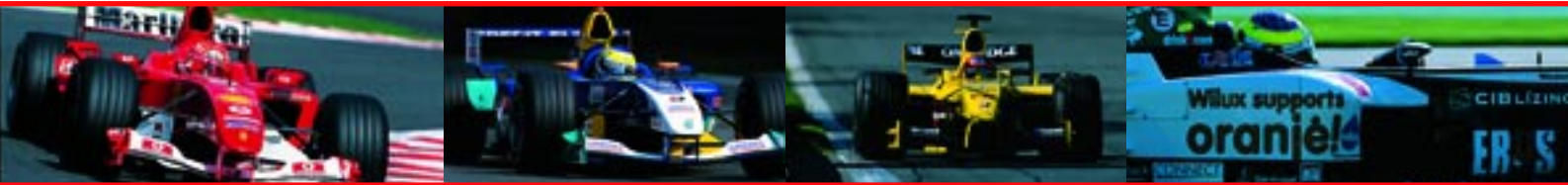
Schumacher had to give best to Juan Pablo Montoya

initially but a typically brilliant series of quick laps from the Ferrari driver during the first pit stop sequence put him into the lead. But not for long.

Schumacher had to return for a drive-through penalty after crossing the white line at the pit lane exit. Rejoining in third, Schumacher moved ahead of Montoya's Williams again and then took the lead from Kimi Raikkonen when the

McLaren slid wide with five laps to go. It was the perfect way for Schumacher, Ferrari and Bridgestone to celebrate a truly famous victory.





2004 F1 SEASON REVIEW

A year in which records tumbled

For Formula One, 2004 will be remembered as a season of superlatives. At eighteen, there were more races than ever before. One of Bridgestone's four partner teams, Scuderia Ferrari, won 15 of the 18 Grands Prix in 2004 (one of the highest percentages in any year) clinching as early as Hungary in August, the sixth World Championship of that alliance.

One race later, at Spa, Michael Schumacher added the drivers crown to the manufacturers title. En route to his seventh world championship, Michael won an un-rivalled 13 races and started on pole eight times to put his personal tally close to a record 63 and set the fastest lap in ten races.

AUSTRALIA After months of testing, Ferrari and Bridgestone showed that they were a force to be reckoned with in 2004. Michael Schumacher led home team mate Rubens Barrichello in a Ferrari 1-2. The nearest challenger at Albert Park was almost half a minute behind.

MALAYSIA Going for softer compound Bridgestones paid off for Michael in the heat and humidity of Malaysia. Michael was hounded all the way to the line by Montoya and Button. Felipe Massa scored a point for Sauber – running on Bridgestones.

BAHRAIN Three from three. On the first trip for F1 to the Gulf, Ferrari stormed the desert track at Bahrain with the second 1-2 of the year.

SAN MARINO For nine laps Imola pole sitter Jenson Button got the better of Schumacher. Then it was back to the original script... a fourth Schuey win in four races.

SPAIN Michael equalled Mansell's five-from-five in Barcelona, but only after Trulli led early on. Rubens was second place and Sauber scored

another two points, this time with Fisichella. Michael's win was the 84th win by a Potenza equipped driver – boosting Bridgestone's place in Formula One history in just eight years to second most successful tyre company behind Goodyear.

MONACO Trulli made it stick in Monaco as many of the high rollers came unstuck – including clear championship leader Michael Schumacher, who collided with Montoya in the tunnel. Fisichella was lucky to escape a roll-over. Bridgestone runners Barrichello, Massa and Nick Heidfeld scored points for Ferrari, Sauber and Jordan.

EUROPEAN GP After the drama of Monaco, normal order was resumed at the Nurburgring with Michael leading home Rubens.

'Ferrari and Bridgestone – a force to be reckoned with in 2004'

CANADA In Montreal, Michael became the first driver to win the same GP seven times. More points for Sauber and Jordan.

USA Michael went on to take his eighth win from 9 races. Rubens was second. Zsolt Baumgartner claimed Minardi's first point in two years.

FRANCE An inspired last minute change to a four-stop strategy gave Michael the edge over hard-to-pass Fernando Alonso. It was Michael's 60th win for Ferrari.

GREAT BRITAIN Two seconds. That was the gap at the end as Michael managed to edge ahead of early leader Raikkonen after Trulli's crash

brought out the safety car.

GERMANY A wing failure for Raikkonen and a low start position for Button left Michael to take Win #11.

HUNGARY On the 16th anniversary of Enzo Ferrari's death, Ferrari clinched the team title with a 1-2. In victory, Michael became the first man to win 12 races in one F1 season.

BELGIUM For only the second time in 2004, Michael did not win. That honour went to Raikkonen. But Michael had plenty to celebrate – like a seventh world championship! The Belgian race marked Ferrari's 700th Grand Prix. Massa and Fisi were 4th and 5th for Sauber.

ITALY Rubens Barrichello gave the tifosi a homecoming celebration with a Ferrari 1-2 on

home turf. Fisi was in the points again.

CHINA Thousands of Chinese fans got a first taste of F1. For the second race in a row it was Rubens who took victory in Shanghai. Sauber again picked up points for 7th and 8th.

JAPAN Despite the threat of a typhoon, Michael blew away the opposition at Bridgestone's home track. It was his sixth win at Suzuka. Fisi kept Sauber scoring.

BRAZIL Rain added drama to the final Grand Prix of the year. The race was decided by just one second, Montoya leading home Raikkonen. Rubens and Massa scored points for Bridgestone



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
Sep 25	Las Vegas
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

Title fight. Bourdais and Junqueira



NEWMAN/HAAAS RACING teammates Sebastien Bourdais and Bruno Junqueira are locked in an epic battle as the Bridgestone Presents The Champ Car World Series Powered by

Ford enters the final phase.

Series leader Bourdais just beat Junqueira to the finish line by inches on the championship's first visit to the oval at Las Vegas, and that win gave him a 27 point lead as the teams packed up to head off to Surfers Paradise, Australia.

Realistically, the title will be fought between these two, but Canadian Patrick Carpentier still has a mathematical chance, thanks to a strong win at the scenic Laguna Seca in September.

One man now out of the title chase is the reigning champion Paul Tracy, who

lies fourth overall, but he is under increasing pressure from Alex Tagliani and Mario Dominguez, both having their best Champ Car seasons to date.

AJ Allmendinger looks set to clinch the Rookie of the Year title, but former F1 driver Justin Wilson can still sneak in front of the young American.

The Surfers Paradise race is one of the highlights on the calendar, and from there the teams will head to Mexico City for the finale, a race which last year attracted more than 300,000 spectators on race day.

MOTOGP WORLD CHAMPIONSHIP

Tamada takes Japan



IN MOTOGP BRIDGESTONE have had ever-improving results since the summer break - including a second win of the season, and two more rostrum finishes.

Makoto Tamada (Camel Honda), followed his July victory at Rio with second place in the Portuguese GP at Estoril. One race later, he then scored his second win of the season at his home race - the Japanese GP at Motegi.

The other rostrum of recent months came from compatriot Shinya Nakano, who was third in the same race. It was Kawasaki's best result and a double celebration for Bridgestone.

Other Bridgestone runners have also had a good second half of the season. After a career-best sixth place finish in Portugal, American John Hopkins (Suzuki) claimed his first front-row grid position in Japan.

Makoto Tamada finished 2004 as the best-placed Bridgestone rider in the championship, ending the long 14-round season in sixth place after a close fought battle with Colin Edwards and Alex Barros for points. Yamaha rider Valentino Rossi has claimed his fourth successive title.


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