



Press Release

New Formula One season gaining momentum

Gemma Lloyd
Marketing
ebm-papst UK Ltd
Phone: +44 (0)1245 468555
Fax: +44 (0)1245 466336
gemma.lloyd@uk.ebmpapst.com

[Twitter.com/ebmpapstuk](https://twitter.com/ebmpapstuk)
[Facebook.com/ebmpapstuk](https://facebook.com/ebmpapstuk)
[Youtube.com/ebmpapstuk](https://youtube.com/ebmpapstuk)
www.ebmpapst.co.uk

The successful Official Team Partnership of MERCEDES AMG PETRONAS and ebm-papst entering round two.

Fan specialist ebm-papst from Baden-Württemberg's Muldingen will be supporting the successful MERCEDES AMG PETRONAS Formula One Team once again in the coming season. The team enjoyed its most successful season yet in 2014 with victory in the Constructors' Championship, as well as first and second place in the Drivers' Championship for Lewis Hamilton and Nico Rosberg. ebm-papst, the world's leading technology provider for ventilation and drive engineering, joined the world of Formula One last year as an Official Team Partner of the MERCEDES AMG PETRONAS team. Prior to the 2014 season, Formula One had changed its rules to incorporate greater energy efficiency and hybrid technology, presenting Formula One teams with one of the greatest technical challenges in the history of the sport. The 2015 season heralds the start of another evolutionary process for the modern hybrid racing formula. Paddy Lowe, Executive Director (Technical) from MERCEDES AMG PETRONAS, explains: "It is an evolutionary process and this also includes the regulations themselves. Relative to last winter, these have remained reasonably stable into 2015. But this is certainly not to say that the cars we see take to the track in Jerez will be near-replicas of their predecessors. Some changes will be more visually obvious, of course, but the devil is in the detail. Beneath the covers there have been a raft of developments from both a chassis and Power Unit perspective – all aimed at creating a car that is safer, more efficient, more reliable and ultimately faster. With the Hybrid era still very much in its infancy, there is plenty of scope for innovation. The challenge at this stage is to find the key areas for performance gain based not just on what we have learned a year further down the line, but also on where there is room for exploring new and innovative sources of competitive advantage."

MERCEDES AMG PETRONAS wants to maintain its leading position as it heads into the new season and to further expand on the technological advances made. Nico Rosberg confirms: "I'm so proud to be in this moment with the team – coming off the back of a fantastic year, putting the Silver Arrows right back at the front where they belong. It will be massively tough to repeat what we achieved in 2014 but we all want to keep that momentum going and to dominate the sport for many years to come."

Official Team Partner ebm-papst is also anticipating an exciting season: "Our first year in the world of Formula One was a complete success! With our innovative cooling concepts, we were able to contribute to the superb season that the MERCEDES AMG PETRONAS team achieved. And we were able to once again demonstrate the importance of our GreenTech philosophy 'Efficiency through high technology'," explains Rainer Hundsdörfer, Chairman of Board of Directors at the ebm-papst Group. "We are now looking forward to the next season and hope that the coming race series is a successful one".



Press Release

In 2014, fan specialist ebm-papst came up with energy-efficient attachment cooling solutions for the MERCEDES AMG PETRONAS F1 W05 Hybrid race cars, which cool the temperature-sensitive components of the vehicles to the optimum operating temperature. As soon as the race car comes to a standstill, the sidepods and roll bar are cooled with "S Force" axial fans, with a performance curve to match the high back pressure characteristics of the Mercedes system. This improves the flow of air created by 518% and combines an impressive performance with a small, powerful system. The fans in the sidepods and roll bar openings of the race car are an essential part of the temperature management for the team. For the upcoming season, the technology specialists have worked closely with the team's engineers to develop purpose-built cooling and heat extraction solutions. This will considerably improve working conditions in the garage during the races, particularly in very hot locations, such as Singapore and Abu Dhabi.

The family company is also working closely together with MERCEDES AMG PETRONAS on the development of innovative, tailored cooling solutions for the team's headquarters in Brackley. Furthermore, developers at ebm-papst and MERCEDES AMG PETRONAS hold technical working groups to share expertise and best practice on aerodynamics.

Nico Rosberg and Lewis Hamilton gave the new F1 W06 Hybrid race car, powered by the PU106B Hybrid Power Unit its first run out at the first official Formula One pre-season test at the start of February 2015 at the Circuito de Jerez, Spain. The new season has heralded further developments in the evolution of hybrid technology with the F1 W06 Hybrid, compared to its F1 W05 Hybrid predecessor, boasting further progress in mechanical, structural and aerodynamic developments.

Further press material, as well as images of the F1 W06 Hybrid race car, are available on the MERCEDES AMG PETRONAS media page: <http://media.mercedesamgf1.com>

Gemma Lloyd
Marketing
ebm-papst UK Ltd
Phone: +44 (0)1245 468555
Fax: +44 (0)1245 466336
gemma.lloyd@uk.ebmpapst.com

[Twitter.com/ebmpapstuk](https://twitter.com/ebmpapstuk)
[Facebook.com/ebmpapstuk](https://facebook.com/ebmpapstuk)
[Youtube.com/ebmpapstuk](https://youtube.com/ebmpapstuk)
www.ebmpapst.co.uk