



Sauber F1 Team

Press release

Pacific Ventures, Dubai, becomes a Premium Partner of Sauber F1 Team

Hinwil/Melbourne, 13th March 2014 – The Sauber F1 Team is pleased to announce that Pacific Ventures, Dubai, will be Premium Partner from the 2014 Australian Grand Prix onwards. The real estate developer's logo will appear on the rear sidepods of the Sauber C33 and later on the drivers' overalls. It is the first partnership of the Sauber F1 Team with a brand from the Middle East.

Pacific Ventures is a real estate company, specialising in premium residential developments in the city of Dubai. The brand delivers luxurious properties and accommodation facilities, a sustainable long-term investment for its investors and residents. With the latest expansion plans of Pacific Ventures, Formula One offers the right international platform to support the business development in the luxurious segment.

Monisha Kaltenborn, Team Principal:

"We are very proud to have won such an interesting and exciting real estate company as Pacific Ventures as our new partner. Countries, such as Bahrain and Abu Dhabi, are important parts of our Formula One calendar, and this offers great possibilities to new brands from this region. We are convinced Pacific Ventures will make great use of our cooperation, and we look forward to it."

Parvez Khan, Chairman Pacific Ventures:

"We are extremely happy to foster a relationship with the Sauber F1 Team. This relationship mirrors our credo and what we stand for. We are a young, ambitious, bold and innovative premium lifestyle real estate creator in the Middle East who loves the manifestation of creation. The Sauber F1 Team has a successful history as an independent and innovative constructor team that has persevered, innovated and built a remarkable F1 Team. We hope our association with the Sauber F1 team will create landmarks of development in the Middle East. Here's wishing the team all the very best for the season."

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