

PRESS RELEASE

ROLEX CONTINUES ITS SUPPORT OF FORMULA 1® AS 2021 SEASON STARTS THIS WEEKEND

Geneva, 24 March 2021 – The opening race of the 2021 FIA Formula One World Championship™ takes place this weekend, on Sunday 28 March, at the Bahrain International Circuit. Since 2013, Rolex has been a Global Partner and the Official Timepiece of Formula 1®, supporting its commitment to develop pioneering technology and expertise. For close to 90 years, Rolex has fostered long-term relationships with legendary events and remarkable individuals in motor sport, compelled by the continuous quest for improved performance and excellence.

Drawing on the parallels between Rolex and the pinnacle of motor racing, Rolex Testimonee and three-time FIA Formula 1® Drivers' World Champion **Sir Jackie Stewart** says: "Formula 1 is a highly respected global series at the forefront of engineering – it's a natural fit that Rolex is associated with the sport as the brand develops the highest form of technology that exists in watchmaking. Leaders in their respective fields, Rolex and Formula 1 share levels of excellence that are incredibly rare, making it a perfect partnership."

The 2021 grid features a number of new and exciting driver line-ups, and with only three days of pre-season testing earlier this month, the teams have had less preparation time than usual. Previewing these changes, Rolex Testimonee and nine-time Formula 1® race winner **Mark Webber** says: "Some very knowledgeable drivers have moved to experienced teams, such as Daniel Ricciardo at McLaren, Carlos Sainz at Ferrari and Sergio Pérez at Red Bull, it will be intriguing to see what they can extract out of these new partnerships. It is a massive opportunity for them all, and we'll get to enjoy watching some tremendous intra-team rivalries. I'm also really looking forward to seeing whether Red Bull can come out of the gates fast and challenge Mercedes from the off – that will be fascinating."

Ahead of the extensive technical overhaul in 2022, this year's regulations have remained consistent, with small but significant adjustments made to address downforce levels. The updates include modified, heavier tyres and revised aerodynamic rules, while the Friday practice sessions have been shortened to 60 minutes. Formula 1® continues its commitment to diversity and the next generation by adding the W Series – an all-female single-seater championship – to its 2021 support schedule, alongside Formula 2® and Formula 3®.



ROLEX CONTINUES ITS SUPPORT OF FORMULA 1® AS 2021 SEASON STARTS THIS WEEKEND

Following the season-opener in Bahrain, the Formula 1® paddock will travel to Europe, with the second round set to be held in Imola (Italy) in mid-April. Contingent on the global situation, the provisional 2021 season is scheduled to comprise a record-breaking 23 races. As demonstrated in 2020, the Formula 1® community continues to adjust and implement forward-thinking and robust solutions to ensure all Grands Prix™ take place safely, and with fans trackside where possible.

Reflecting on the resilience and dedication of the sport, **Webber** says: “We should be extremely proud of what Formula 1 managed to achieve last year – it set the benchmark. We made other sports look at us and how we operated with discipline, professionalism, desire and intensity to ensure races got under way in such a difficult environment. It was brilliant and we look forward to going again, with the same determination, energy and attention to detail.”

Imagery from the FORMULA 1 GULF AIR BAHRAIN GRAND PRIX 2021 will be available on the [Rolex Newsroom](#).

ROLEX AND MOTOR SPORT

Rolex's close ties with motor sport date back to Sir Malcolm Campbell's World Land Speed Record successes in the 1930s, when he became the first driver to break the 300 mph barrier (483 km/h) at the wheel of his car, *Bluebird*. Since then, Rolex's presence in motor racing has grown steadily, its support extending to revered endurance events such as the Rolex 24 At DAYTONA, the 24 Hours of Le Mans and the FIA World Endurance Championship. In 2013, Rolex became associated with Formula 1®, the pinnacle of motor sport, having supported Rolex Testimonee Sir Jackie Stewart since 1968. The three-time FIA Formula 1® Drivers' World Champion has been joined by fellow high achievers from the world of motor sport: Tom Kristensen, the record nine-time 24 Hours of Le Mans winner, and Mark Webber, the multiple Formula 1® race winner and 2015 FIA World Endurance Champion. The brand also has a global appreciation for classic automotive events steeped in elegance, beauty and tradition, including the Pebble Beach Concours d'Elegance®, *The Quail, A Motorsports Gathering*, the Rolex Monterey Motorsports Reunion and the Goodwood Revival.



ROLEX CONTINUES ITS SUPPORT OF FORMULA 1® AS 2021 SEASON STARTS THIS WEEKEND

ABOUT ROLEX

AN UNRIVALLED REPUTATION FOR QUALITY AND EXPERTISE

Rolex is an integrated and independent Swiss watch *manufacture*. Headquartered in Geneva, the brand is recognized the world over for its expertise and the quality of its products – symbols of excellence, elegance and prestige. The movements of its Oyster Perpetual and Cellini watches are certified by COSC, then tested in-house for their precision, performance and reliability. The Superlative Chronometer certification, symbolized by the green seal, confirms that each watch has successfully undergone tests conducted by Rolex in its own laboratories according to its own criteria. These are periodically validated by an independent external organization.

The word “Perpetual” is inscribed on every Rolex Oyster watch. But more than just a word on a dial, it is a philosophy that embodies the company’s vision and values. Hans Wilsdorf, the founder of the company, instilled a notion of perpetual excellence that would drive the company forward. This led Rolex to pioneer the development of the wristwatch and numerous major watchmaking innovations, such as the Oyster, the first waterproof wristwatch, launched in 1926, and the Perpetual rotor self-winding mechanism, invented in 1931. In the course of its history, Rolex has registered over 500 patents. At its four sites in Switzerland, the brand designs, develops and produces the majority of its watch components, from the casting of the gold alloys to the machining, crafting, assembly and finishing of the movement, case, dial and bracelet. Furthermore, the brand is actively involved in supporting the arts and culture, sport and exploration, as well as those who are devising solutions to preserve the planet.

To download high-resolution images,
please visit the Rolex Newsroom:

ROLEX AND FORMULA 1®:
[newsroom.rolex.com/world-of-rolex/
rolex-and-sports/rolex-and-motor-sport/
rolex-and-formula-1](https://newsroom.rolex.com/world-of-rolex/rolex-and-sports/rolex-and-motor-sport/rolex-and-formula-1)

ROLEX NEWSROOM:
newsroom.rolex.com

MEDIA CONTACT:
Rolex SA
Virginie Chevailler
virginie.chevailler@rolex.com
Tel: +41 (0)22 302 26 19

Influence Sports & Media
Grace Mennem
grace@influencesports.com
Tel: +44 (0)7471 034 620