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Infiniti & Red Bull Racing: The Infiniti Luxury Automotive Brand Joins the Most Prestigious Racing Series in the World

GENEVA, Switzerland -

Infiniti, the global luxury automotive brand from Japan, announced today a marketing agreement with Formula One World Champions, Red Bull RacingRenault, covering the 2011 and 2012 F1 seasons. Leveraging the co-operative power of the Renault-Nissan Alliance, a unique triumvirate has been created with Red Bull Racing, focused on high-profile marketing and technical activities around Formula One.

As part of the agreement, Infiniti will have a high-profile branding presence on the racing car, drivers clothing and related team uniforms and equipment. In addition to the branding and marketing relationship, Infiniti will work with Renault to forge future technical collaboration with Red Bull Racing. The Red Bull Racing team will continue to utilise the Renault F1 engines in 2011 and 2012 that powered them to their maiden Formula One World Championships last season.

Commenting on this historic announcement for Infiniti, Andy Palmer, Senior Vice President, Infiniti said: "Over the mid-term, Infiniti will be simultaneously expanding its global presence and broadening its product range. Given these twin ambitions, it is clear that Formula One offers us an unrivalled global communications platform, complementing Infiniti's ethos of Inspired Performance. We are excited to have the opportunity to enter Formula One together with a world-class team like Red Bull Racing Renault."

Red Bull Racing's Team Principal Christian Horner, who was instrumental in pulling the agreement together, said: "Red Bull has always taken a different approach, so when the Infiniti executives outlined their innovative plan to us we were very open to working with them. Coming off the back of our 2010 Drivers' and Constructors' World Championships, we feel even more excited to be starting the 2011 season with a new and committed partner like Infiniti."

Bernard Rey, President of Renault Sport F1 further endorsed the new deal: "While Renault is rightfully very proud of our achievements within Formula One, we know the future is about collaboration. To have a talented and committed Alliance partner like Infiniti is very welcome as we set out on the current and future challenges in Formula One. So it is with great pleasure that I would like to welcome Andy Palmer and his entire team in our Formula One adventure, and I look forward to starting the 2011 season together as Alliance partners."

About Infiniti

Infiniti, the luxury automotive brand from Japan, reflects its brand promise "Inspired Performance" with a model line-up of sedans, coupés, SUVs and crossovers featuring exhilarating performance, emotive design and cutting edge technology. Infiniti continues to launch across the globe through a dedicated network of Infiniti Centres that share a commitment to exceptional hospitality throughout the entire period of ownership. For more information, see www.infiniti.com

About Renault Sport F1

Renault Sport F1 is the motorsport department responsible for Renault's F1 activities. Renault Sport F1 has multiple roles, as engine conceptor, technology and business-to-business opportunities supplier for three F1 teams this season. The main thrust of its work takes place at Viry-Châtillon, traditionally the technical hub of Renault's F1 activities: engines have been conceived, developed, and tested here for more than 30 years.

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For F1 media assets, visit www.infiniti-performanceteam.com

Username: Infinitimedia / Password: mediaF1

Contacts:

For further information on Infiniti in Formula One, contact Cameron Kelleher on +44 207 711 6850 or (m) +44 7795 185430

ckelleher@infiniti-performanceteam.com

For further information on Renault F1 Sport, contact Tarik Ait-Said on +33 1 76 84 95 41 or (m) +33 680 46 6010 tarik.ait-said@renaultsportf1.com

For further information on Red Bull Racing, contact Katie Tweedle on +44 1908 279700 or (m) +44 7766 471568

katie.tweedle@redbullracing.com

For further information on the Infiniti Formula One programme, contact Andreas Sigl, Global Director, Infiniti Formula One on +41 21 822 4929

andreas.sigl@infiniti.eu