

We're the voice of our sport. Everyone looks to us: fans, drivers, teams, manufacturers, partners. We own our role as the reader. We're arrogant, but confident in our mastery of F1's past, present and future. We have a point of view and we're not afraid to express it. We're here for the fans.

If F1 was a person, every head would turn when we came into a room. We were born to stand out. We revel in the fame, the glamour, the thrill of racing. But we're not arrogant. We wear all those things lightly, and never take ourselves too seriously. We never forget that the fans come first.

We're bold, daring and relish a challenge. We're always pushing at the boundaries, looking for new ways to make F1 even more thrilling, an even greater spectacle. We refuse to take 'it can't be done' for an answer as we create ever more incredible experiences for the fans.

We love this sport. We're fuelled by an overwhelming passion for every aspect of racing - from its history and heroes to the mechanics of an engine and the breathless rush of the next Grand Prix. We're completely devoted to the fans - because we're one of them.

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