



## BACARDI LIMITED

### **BACARDI LIMITED LAUNCHES CHAMPIONS DRINK RESPONSIBLY CORPORATE RESPONSIBILITY CAMPAIGN FEATURING MICHAEL SCHUMACHER**

Hamilton, Bermuda, April 2, 2008 – Bacardi Limited, the largest privately held spirits company in the world, today launches its [Champions Drink Responsibly](#) corporate responsibility campaign featuring seven-time Formula 1™ World Champion and Bacardi Limited [Global Social Responsibility Ambassador](#) Michael Schumacher.

The high-profile, multi-faceted program includes advertising, consumer engagements, public relations and digital media to assist [Bacardi Limited](#) in raising awareness about responsible drinking with a focus on communicating an international ‘drinking and driving don’t mix’ social responsibility message.

“As a leading global spirits company, we take our responsibility to educate consumers about responsible drinking very seriously,” said [Andreas Gembler](#), president and chief executive officer of Bacardi Limited. “I am delighted that we are joined in our efforts by such a high-profile individual as Michael Schumacher. His passion matches our own and together I know we can have a great impact in raising awareness.”

The first phase of the Champions Drink Responsibly campaign featuring the broadcast and print advertising will be unveiled today at the Autoworld Museum in Brussels by Michael Schumacher and Bacardi Limited with additional international and regional consumer campaign elements rolling out during the next two years.

“I am eager to spread the message that drinking and driving don’t mix. It is a topic that I feel strongly about and it builds upon my work in the area of road safety,” said Michael Schumacher, Bacardi Limited Global Social Responsibility Ambassador. “I congratulate Bacardi Limited on taking the initiative to help raise awareness among drivers around the world on this issue.”

“The campaign from Bacardi Limited to promote responsible drinking is very timely as the industry is actively seeking to work in partnership with national governments to highlight the issue of drink drive or drinking and driving as it’s called in some parts of the world,” added [Gembler](#).



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As part of the international launch, Bacardi Limited will further showcase its social responsibility commitment when it becomes a signatory of the European Road Safety Charter at a signing ceremony with European Union Transport Commissioner Jacques Barrot. The European Road Safety Charter provides tangible contributions to increasing road safety in Europe with the aim of halving the number of traffic fatalities on European roads by 2010.

The Champions Drink Responsibly campaign will be rolled out initially across 40 countries. The advertising campaign featuring Michael Schumacher will be available in 15 and 20 second lengths for television, cinema and online media. The broadcast message from Michael says, "When I go for a drink, my car stays at home." In addition, there will be a print campaign featuring different statements from Michael including "A word of advice if you are going out tonight. Taxi."

The elements of the campaign, as well as a behind-the-scenes video of the making of the ads, may be found on [www.championsdrinkresponsibly.com](http://www.championsdrinkresponsibly.com) and [www.bacardilimited.com](http://www.bacardilimited.com).

Appointing such an internationally-known figure as Michael Schumacher as the Bacardi Limited Global Social Responsibility Ambassador further highlights the Company's dedication to educating consumers about responsible drinking. As a Formula One World Champion, Schumacher knew his limits on and off the track; and since retiring in 2006 he has become heavily involved in road safety initiatives including the 'Commission for Global Road Safety' and the FIA (Federation Internationale de L'Automobile) Foundation's 'Make Roads Safe' campaign.

The Champions Drink Responsibly campaign will be supported in many local markets where Bacardi is able to run relevant local initiatives targeted at consumers.

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### Notes to Editors

- More information can be found at [www.championsdrinkresponsibly.com](http://www.championsdrinkresponsibly.com) and [www.bacardilimited.com](http://www.bacardilimited.com).
- In the United States and Canada, Bacardi will be running a similar program entitled "Drink Responsibly". Details can be found at [www.bacardilimited.com](http://www.bacardilimited.com).
- Photography and b-roll are available from The NewsMarket ([www.thenewsmarket.com](http://www.thenewsmarket.com)) or upon request, please contact a member of the media team listed below for further details.
- Bacardi Limited has a pioneering heritage in promoting social responsibility messages – its first campaign taking place in Mexico in 1931. Since then, the Company has created some widely respected social responsibility initiatives – in the 1970's with its two decade running U.S. campaign "Bacardi mixes with everything, except driving" program and its successful "Driver's Corner" in Germany and Austria, as well as its current "Whatever Your Reason" television campaign in the United States personalizing the responsibility message to touch adult consumers about the different reasons they have for drinking responsibly – those people they are closest to – and reinforces the strength of strong relationships when it comes to smart decision making.

### About Bacardi Limited

Bacardi Limited, the largest privately held spirits company in the world, produces and markets a variety of internationally recognized spirits. Bacardi Limited's brand portfolio consists of more than 200 brands and labels including: BACARDI® rum, the world's number-one selling rum; GREY GOOSE® vodka, the world-leader in super premium vodka; DEWAR'S® Scotch whisky, the number-one selling blended Scotch whisky in the United States; BOMBAY SAPPHIRE® gin, the fastest-growing gin in the spirits industry; CAZADORES® blue agave tequila, one of the top-selling 100 percent blue agave tequilas worldwide; MARTINI® vermouth, the world-leader in vermouth; and other leading brands. For more information, visit [www.bacardilimited.com](http://www.bacardilimited.com).

### About Michael Schumacher

Michael Schumacher is the seven-time FIA Formula 1™ World Champion, considered, according to the official Formula 1™ website, "statistically the greatest driver the sport has ever seen". In 2006 Michael Schumacher retired from racing on a high, challenging until the final race for an 8th title, which he didn't secure. Schumacher decided to continue his association with Scuderia Ferrari by becoming a consultant.



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Schumacher holds many records in Formula 1™, including most drivers' championships, race victories with 91, fastest laps, pole positions, points scored and most races won in a single season. Schumacher is the first and only Formula 1™ driver to have an entire season of podium finishes (2002).

### [About the European Road Safety Charter](#)

The European Road Safety Charter is an appeal and a driving force for all civil society organisations to provide a tangible contribution to increasing road safety in Europe. It is a forum and a platform for the signatories to exchange experiences and new ideas – across national borders – in their efforts towards greater safety on European roads. It is a manifestation of the responsibility that all stakeholders assume in order to achieve the common goal: halving the number of traffic fatalities by 2010.

<http://www.paueducation.com/charter/>

### **Media Contacts:**

#### Europe and Asia

Ian Budd, Burson-Marsteller, for Bacardi Limited, (+44) 207 300 6111, [bacardi.csr@bm.com](mailto:bacardi.csr@bm.com)

#### U.S, Canada and Latin America:

Amy Federman, Burson-Marsteller, for Bacardi Limited, (305) 347-4343,

[amy.federman@bm.com](mailto:amy.federman@bm.com)

Bacardi Limited

Pat Morgan (441) 295-4345

For Bacardi Limited

Patricia Neal (305) 573-8511