



**BACARDI LIMITED**

## **Hong Kong Resident Wins Ride with F1™ Legend Michael Schumacher**

### **Schumacher ultimate “Designated Driver” with winner of Bacardi Ltd’s “Champions Drink Responsibly” Contest**

*Will be Schumacher’s first drive on famed Ascari Track in Southern Spain*

April 06 2009, -- As part of its responsible drinking “Champions Drink Responsibly” campaign, Bacardi Limited, the largest privately held spirits company in the world, announced the international winners of its “Driving Experience of a Lifetime” contest—the opportunity to be in the passenger seat next to Michael Schumacher, the world’s most successful Formula One™ driver. Milos Petrava from Hong Kong is one of 28 winners internationally who will receive an all-inclusive trip to drive with Schumacher to raise awareness of the critical message of responsible drinking.

Michael Schumacher, who is the Bacardi Limited Global Social Responsibility Ambassador, will drive name of winner and other international country winners around the legendary Ascari race track circuit in southern Spain to heighten attention about options available to avoid drinking and driving. They include using public transportation, taking a taxi, designating a driver, or drinking non-alcoholic cocktails if they must drive. Schumacher and Milos Petrava will enjoy a full-throttle ride to highlight how champions stay in control through Schumacher’s expert handling of a high performance car.

“I am eager to spread this message that drinking and driving don’t mix. It is a topic I personally feel very strongly about” said Michael Schumacher, a seven-time Formula One™ world champion and Bacardi Limited Global Social Responsibility Ambassador.

This promotion is part of the Bacardi Limited global social responsibility campaign, “Champions Drink Responsibly” which launched in April 2008 and has touched millions of adults already. The award-winning campaign encourages drivers to know options available to avoid drinking and driving. For additional information, visit [www.championsdrinkresponsibly.com](http://www.championsdrinkresponsibly.com).

Bacardi Limited, the largest privately held spirits company in the world, and Michael Schumacher, the most successful F1 driver of all time, teamed up because both share a passion for educating consumers about the dangers of drinking and driving.

The Ascari race track boasts corners designed to emulate legendary racing curves including Eau Rouge, Paddock Hill and the Karrousel. Milos Petrava will travel to Spain for the once in a lifetime driving experience on May 13.

These drives will also be a first for the racing legend. “I have not driven the Ascari circuit before so this will be a new and exciting experience for me as well,” added Schumacher. “I will be looking out for those bends that have been modelled on F1 circuits I have raced on over the years. This will be an opportunity for lucky winners to enjoy the experience of a lifetime with me as their designated driver.”

In addition to being driven by designated driver Michael Schumacher, the all-inclusive prize includes:

- Opportunity to drive a high performance car with driving technique instruction

- Flights and accommodation for Milos Petrava to the Ascari track in southern Spain

The “Champions Drink Responsibly” social responsibility campaign includes television, print and on-line advertising that features Michael Schumacher, public relations and promotional activity in more than 40 countries where the Bacardi Limited campaign is being promoted.

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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).
- 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 1970s with its two decade running, award winning 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.
- Contest winners will come from the following participating markets: Germany, United Kingdom, Spain, Russia, Italy, Austria, Denmark, Portugal, Poland, Hungary, France, Dominican Republic, Mexico, India, Japan, Thailand, Australia, and New Zealand.

#### About Bacardi Limited

Bacardi Limited, the largest privately held spirits company in the world, produces and markets a variety of internationally recognized spirits. The Bacardi Limited brand portfolio consists of more than 200 brands and labels including: BACARDI® rum, the world’s number-one selling premium 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 premium gin in the spirits industry; CAZADORES® blue agave tequila, the top-selling premium tequila 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 and 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.

Schumacher holds many records in Formula 1™, including most drivers' championships, 91 race victories, 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).

In September 2007, Schumacher announced he would be the Bacardi Limited Global Social Responsibility Ambassador to communicate a global ‘don’t drink and drive’ social responsibility message.

#### About Ascari Race Resort

The Ascari Race Resort was built in 2000 and is the only facility of its kind for motorsport enthusiasts. Based in Southern Spain, the resort is the home of the Ascari Club and plays host to a variety of events throughout the year. The brainchild of owner Klaas Zwaart, Ascari was built to encompass both racing fast cars and relaxing. The circuit has a length of 5.425km and its 26 corners have been designed to offer the driver a unique experience. For more information please see [www.ascari.net](http://www.ascari.net).

#### For more information please contact:

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