

ASPIRE PUTS SAUBER MOTORSPORT IN POLE POSITION WITH NEW LICENSEES

WildBrain CPLG's Corporate & Lifestyle division revs up licensing programme for team, including an apparel collaboration with Abercrombie & Fitch

London, UK – 27 November 2023 – ASPIRE, the dedicated Corporate & Lifestyle division of world-leading brand licensing agency WildBrain CPLG, has accelerated its consumer products programme for Sauber Motorsport with a line-up of new licensees now signed up for its Formula 1 operations, Alfa Romeo F1 Team Stake.

Victoria Whellans, Commercial Director at ASPIRE, said: “The scope of these deals highlights the global surge in popularity for motorsport brands, and especially a strong appetite amongst consumers to celebrate the F1 season. ASPIRE’s strategy is to bring a creative and curated approach to lifestyle brand management, applying a global perspective at local level. This incredible range of products offers fans new opportunities to engage with their favourite team and share their love for the Alfa Romeo F1 Team Stake brand.”

ASPIRE has driven an extensive licensing programme for Sauber Motorsport since the launch of the partnership in 2021, growing Alfa Romeo F1 Team Stake’s profile in the lifestyle space and propelling it into new categories. The new licensees secured range from apparel to collectibles to figurines, including a brand-new collaboration with Abercrombie & Fitch developed by apparel partner Outerstuff LLC. The Abercrombie & Fitch collection includes two adult t-shirt designs, which are available now across Abercrombie & Fitch stores and online in USA, Canada, the UK and Europe, featuring artwork created especially for this year’s F1 races. Outerstuff LLC also have a multi-territory deal for men’s, women’s and kids fashion apparel.

Heal Tread have launched a range of adult socks based on Alfa Romeo F1 Team Stake. The designs feature stylised images of the drivers and prints inspired by the car livery from the Las Vegas Grand Prix. The Heal Tread collection is available on their website and select retailers worldwide.

In toys, AFX (Racemaster) has come on board for slot cars. It will launch Alfa Romeo F1 Team Stake slot car and racing set as well as individual cars. The cars will launch worldwide before the end of 2023. In further deals, Yu Tung Technology Ltd (also known as Yolopark) will launch Alfa Romeo F1 Team KICK racing block set (with figurines) this winter in China. Additionally, NZG is on board for a die cast 1:18 scale model car, which will be sold with driver figurines and helmets worldwide.

Stilo will launch a die cast mini replica helmet collection featuring helmet designs worn by Valtteri Bottas, which will be available in specialty retailers worldwide and online.

Also in collectibles, driver and pit stop crew statues and a stylised Alfa Romeo F1 Team Stake model car will debut in retailers and online from December, via a deal with SFX Collectibles Ltd.

The Alfa Romeo F1 Team Stake brand has also expanded into official posters and fine art prints through a worldwide deal with Automobilst S.R.O, with a team of artists offering bespoke artist-inspired posters created to commemorate special moments from the season and races in the Formula 1 calendar.

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About ASPIRE

ASPIRE is the dedicated Corporate & Lifestyle division of world-leading sport, entertainment and brand licensing agency WildBrain CPLG. ASPIRE's portfolio includes some of the world's most renowned Corporate & Lifestyle brands across fashion, luxury, FMCG, hardware, automotive, art and heritage institutions. With a highly skilled global team of licensing, sales, and retail experts, ASPIRE delivers strategic and long-term consumer products partnerships extending brands into new product areas through Corporate & Lifestyle brand licensing. Visit www.cplg.com/aspire.

About Sauber Group of Companies:

The Sauber Group of Companies is composed of two operational entities: Sauber Motorsport AG, which operates and manages its Formula One™ team; and Sauber Technologies AG, which focuses on third-party business in the areas of advanced engineering, prototype development and additive manufacturing, in addition to full and model-scale testing in the factory's state-of-the-art wind tunnel and ground-breaking innovation in the field of aerodynamics. The companies collaborate closely and share know-how to apply the expertise of more than 550 dedicated individuals at the headquarter in Hinwil, Switzerland, to all internal and external projects.

The Sauber Group puts sustainability at the heart of its mission; its business, operating under the ISO 14001 environmental management standard, has been carbon neutral since 2011 and the company has achieved the Three-Star level in the FIA Environmental Accreditation Framework.



Since its founding in 1970, the innovative Swiss company has been setting standards in the design, development and construction of race cars for various championship series, such as Formula One, DTM, and WEC. Following its own Formula One debut in 1993, Sauber Motorsport AG has established one of the few traditional and privately held teams in the sport. A member of the exclusive club of teams which competed in more than 500 F1 races, it celebrated 30 years in the sport in 2022 and continues to go from strength to strength on and off the track.