

Fernando Alonso joins Oakley family

FOOTHILL RANCH, US: Shades manufacturer, Oakley, Inc. has announced that Fernando Alonso has joined the Oakley family of pro racers. A two-time world champion, the Formula One racing driver will serve as an ambassador for Oakley in Europe and around the world.



"Formula 1 is the number-one motorsport in the world, a fusion of speed and spectacle that demands the ultimate in skill. A natural born talent, Fernando is committed to excellence, and it's an honour to have him represent our brand. He's a true individual and he carries his own style beyond the track, so he respects the art of Oakley design as well as the performance. All told, Fernando is a perfect fit for our blend of science and art, and he will play an integral role in expanding Oakley's reach in the sport," says Olaf Dunz, brand director at Oakley EMEA.

"I choose Oakley as this is a legitimate brand which has been supporting a select group of elite athletes around the globe for many years. Associating myself with world-class and prestigious brands has been a major part of my career and racing strategy from the beginning," said Alonso. "Oakley has vision - continually striving for excellence through technology and innovation... traits which are of paramount importance to world class athletes including drivers within F1 circles."

The 'prodigy of prodigies'

Called "the prodigy of prodigies," Alonso became the youngest driver to win a Grand Prix, achieving victory in Hungary at the tender age of 22. Just two years later, he captured his first Formula One World Drivers' Championship and finished the season with seven wins, six polls, and 15 podiums. He earned the title of world champion again the following year, and his 2006 season included seven wins, six polls, and 14 podiums. With his determination and talent, Alonso is considered among such Formula One greats as Michael Schumacher, Alain Prost, Ayrton Senna and Nelson Piquet.

In addition to Alonso's two world titles, he has amassed 26 victories, 20 poles and 63 podium finishes over his Formula One career to date. He is ranked fifth in the World Drivers' Championship standings after seven races this year, so 2011 promises to be another exciting season.

Pictured here, Alonso is wearing Oakley Fuel Cell sunglasses in a custom design as he prepares for the next race.

Go to www.oakley.com/ for more information on the company's sport performance and lifestyle innovations.

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