

### **New kids on the block...**

This weekend sees the first round of this year's Formula One World Championship. Hopes are high across the industry that 2010 will bring one of the most closely contested championships since 1950. All is to play for – and the world will be looking on with great anticipation.

The season will also see new entries on the grid from Lotus, HRT F1 and Virgin Racing. Unfortunately, these new kids on the block will not now be joined by the US F1 project of Ken Anderson and Peter Windsor. Nevertheless, we go into the new season with a fresh injection of new drivers, sponsors and technicians.

Some of those new teams, as MCT knows from personal experience, will have been working night and day for many months simply to make it onto the grid at Bahrain. That in itself is a tremendous achievement and there will be more than one or two tears shed this weekend at the end of a long road.

That journey will have been an extremely tough one technically and financially for some of those fresh faces. And some of them will have had minimal testing to soften the blow of the harsh media spotlights of the actual championship. Indeed, there have been some noises in the industry and in the media that not all of the teams are working at a pace, yet, that is complementary to the levels of excellence expected of - and by - the Formula One pitlane.

At MCT, we have many years of experience of working hard to reach our objectives and goals, the physical manifestation of which is often the starting grid. Those goals have been reached only through clear strategic planning and a committed team back at base. We relish those challenges and take our metaphoric hat off to those new teams that have succeeded in overcoming what can seem like at times insurmountable odds to get there.

Formula One is the pinnacle of an exacting, punishing, yet hugely rewarding industry and sport. Those working at its highest levels should be flying the flag of innovation, technical capability and sporting fairness. It's been a tough fight for all the new teams in their quest to the grid and we wish them all the best of luck for the season ahead.