



Formula BMW Talent Cup

Ready to race: Motorsports talents ready for the track.

Dudeldorf, 07th April 2012. The seat fits perfectly without wriggle room, but leaves plenty of fresh air: The 16 participants in the 2012 Formula BMW Talent Cup acquainted themselves with the cars during seat fittings, then made final preparations for their learning year in motorsport, which starts at end-April. On 21–22 April the young drivers will take to the track in Spielberg, Austria, where they will amass practical experience with the 140bhp Formula BMW FB02, which reaches speeds of 230 km/h. However, before reaching that stage, the young drivers attended the Formula BMW Technical Centre in Dudeldorf, where they had seat fittings in order to ensure a millimetre-tight fit, received technical instruction about the single-seater, were fitted in race uniforms ahead of a first official photo shoot, and schooled in media relations. Thus they took another step on their journey from talented youngster to professional race driver.

“The first seat fitting is a very special occasion for every young driver hoping to build a career in motorsport by contesting the Formula BMW Talent Cup,” believes BMW Motorsport Director Jens Marquardt. “It ensures that the race car and race driver fit together perfectly. The seat fitting is the third stage of our comprehensive development programme, after an introductory session in Munich, and fitness camp in Finland. The aim of Formula BMW Talent Cup is to holistically prepare participants for all critical aspects of modern motor racing. Participants are schooled in technicalities such as vehicle set-up or data analysis, guided in medical, physiological and psychological wellbeing, and advised on media matters. During the seat fittings they got acquainted with their car. After receiving theoretical training they will drive it in two weeks time for the first time – a thrilling period.”

The name says it all: Formula BMW Talent Cup develops young drivers for higher categories in motorsport. The structured development of young drivers has long been a BMW tradition. Formula BMW alumni include reigning double Formula 1 world champion Sebastian Vettel (DE) and BMW’s current DTM test and development driver, Marco Wittmann (DE). Beside testing and so-called on-track sessions in Sweden, Spain, France, Hungary and Germany, the programme includes data analysis and vehicle set-up instruction, media relations, fitness- and nutrition counselling, and training in the simulator.

The 2012 Formula BMW Talent Cup season ends with a Grand Final hosted during the Oschersleben round of DTM series on 14–16 September. The winner will receive support from BMW for a season in a higher single-seater category.

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Further information on the Formula BMW Talent Cup and the current season is available at www.formula-bmw.com.

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