

## F1 and Alfa Romeo Fans Get Behind-the-scenes View With New Series 'Beyond the Visible'

- New "Beyond the Visible" series takes the public backstage and beyond the Alfa Romeo F1 Team ORLEN
- First episode, "[Before We Hit the Ground](#)," airs on YouTube and Alfa Romeo's social media channels Sept. 1
- Alfa Romeo and Sauber: two brands that focus on performance and technological excellence, on and off the track
- Five episodes will be posted on Alfa Romeo's social media channels and the brand's Youtube channel
- Series designed to entertain Formula 1 fans at every level

September 1, 2022, Auburn Hills, Mich. - Starting September 1, the long-awaited first episode of "Beyond the Visible," the new docuseries that takes the public behind the scenes and beyond of Alfa Romeo F1 Team ORLEN, will air. For the first time, F1 fans and novices will be able to discover the adrenaline-fueled and challenging daily routine of the more than 500 experts who work tirelessly in order to excel in the world's most watched motorsport competition.

"[Before We Hit the Ground](#)," the series' opening episode, reveals the tough process of approaching the races. The weeks leading up to the start of the new season are indeed a crucial phase, experienced with total intensity and concentration. These are days of strong emotions, adrenaline-pumping anticipation, mental and physical preparation. But none of this transpires externally. That is why Alfa Romeo offers "beyond the visible," reporting everything that precedes the highly anticipated inaugural race of the world championship. During the weeks leading up to the event, motivation, passion and focus become the key to pursuing one common goal: speed.

Protagonists of the first episode are the managers of a team who work hard to define strategies and goals aimed at getting the most out of the group, continuing motivation at the highest level.

However, the partnership between Alfa Romeo and Sauber goes far beyond Formula 1. After all, F1 is the laboratory of experimentation and excellence: groundbreaking in its electrification strategy, at the cutting-edge of big data and artificial intelligence management, and in the development of next-generation software. These are key areas for Alfa Romeo, making technological excellence a priority. These two entities are devoted to performance, representing a symbiotic relationship. The unmatched know-how and heritage of Alfa Romeo, a *manifesto* of noble sportsmanship since 1910, from the Centro Stile Alfa Romeo in Turin collaborate closely with the Sauber Factory in Hinwil, where drivers Valtteri Bottas and Zhou Guanyu work alongside engineers and mechanics refining constantly evolving strategies and technical solutions. The task entrusted to the designers is fundamental and complex at the same time. They work on the car's aerodynamic solutions together with the engine and chassis engineers, with the goal of designing a single-seater that meets the new regulations, at the same time guaranteeing performance excellence.

In addition to technique, there is a human component made up of intense training sessions to arrive at the race in perfect physical and mental condition, with athletic and technical tests simulating activities in the paddocks and sessions spent in the simulator.

### **Cristiano Fiorio, Alfa Romeo F1 Manager**

"Beyond the Visible" is an ambitious project that perfectly represents the values of the brand. Alfa Romeo, which from its origins represents noble Italian sportiness, has always distinguished itself throughout its history by a bold attitude capable of transferring visceral emotions to all car and performance enthusiasts. The "Beyond the Visible" project is no exception: engaging and inclusive, true to the brand's DNA.

Away from the spotlight, more than 500 professionals of the Alfa Romeo F1 Team ORLEN, each with a key

role and precise goals, work every day to chase perfection in strategic, mechanical and engineering choices, because only those who approach it can compete in Formula 1. Starting today and thanks to Alfa Romeo, the public will have the opportunity to get to know and feel part of all this. “ [Before We Hit the Ground](#)” is just the first of five episodes that will be posted on the Alfa Romeo’s official social media and YouTube channels throughout the 2022 racing season. So many behind-the-scenes stories will be told in the five appointments of the all-digital project: from strategic choices and driver training to the very complicated logistics; from innovative technological solutions to the endless resources invested in research and development. Stay tuned!

### **Alfa Romeo**

Born in 1910 in Milan, Italy, Alfa Romeo has designed and crafted some of the most stylish and sporty cars in automotive history. That tradition lives on today as Alfa Romeo continues to take a unique and innovative approach to automobiles. The Alfa Romeo Stelvio sets a benchmark in performance, style and technology in an SUV. The award-winning Alfa Romeo Giulia delivers race-inspired performance, advanced technologies and an exhilarating driving experience to the premium midsize sedan segment. In early 2023, Alfa Romeo will offer its first compact SUV with the all-new Tonale. The globally available Tonale is part of a radical evolution taking place at Alfa Romeo, which looks ahead to a new era of electrification and connectivity. Alfa Romeo is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit [www.stellantis.com](http://www.stellantis.com).

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