



# M E D I A I N F O R M A T I O N

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## JORDAN LEADS WAY WITH CHINESE ALLIANCE

Jordan Grand Prix has signed a groundbreaking co-operation agreement with China Central Television (CCTV) and Shanghai International Circuit Co. Ltd (SIC). Under the terms of the agreement Jordan Ford will become the preferred team of CCTV, featuring heavily in CCTV broadcasts through footage generated to introduce every aspect of Formula One to viewers in China.



The agreement sees the Shanghai International Circuit and CCTV brands displayed on the Jordan Ford EJ13 cars at this weekend's Malaysian Grand Prix.



"I am thrilled that Jordan Ford has been chosen by Shanghai International Circuit and CCTV as their partner for commencing Chinese involvement in Formula One," said Eddie Jordan, Chief Executive of Jordan Grand Prix. "The deal will ensure the popularity of both Formula One and Jordan Ford in a vitally important region. We are looking forward to working together on preparations for next year's inaugural Chinese Grand Prix and I'm sure Jordan Ford will be a big success with the Chinese people."



"For 2003, CCTV will cover every round of the FIA Formula One World Championship for the first time, an important development in building further the interest in Formula One across China." said Mr Yu Zhifei, Deputy General Manager, SIC. "I am very glad that Shanghai International Circuit and CCTV have come to an agreement with Jordan Ford for the team to be our partners in creating exciting Formula One footage and help interest still more people in China about Formula One. The behind the scenes access that Jordan have offered to CCTV will provide a fascinating insight into the sport as we work towards to the 2004 Chinese Grand Prix at Shanghai International Circuit."



The agreement also creates an exciting promotional platform for Jordan's partner Ford. Martin Leach, President and COO, Ford of Europe said, "Formula One is a great way to showcase Ford around the world. In China the relationship between Jordan Ford and CCTV is a fabulous opportunity to raise our profile. We are already expanding our involvement in China through manufacturing and marketing Fiesta and Transit models as well as selling the Mondeo. There are more new and exciting models in the pipeline to meet the needs of this rapidly expanding market."



CCTV is China's only national broadcasting network and reaches over 100 million households across China. Its coverage of each round of the FIA Formula One World Championship will include a 20 minute preview to be aired on the Thursday before each race, live coverage of Friday and Saturday qualifying as well as Sunday's event, and a 20-minute review on Monday. In addition, CCTV has 500 previews and over 300 special F1 news slots on CCTV's sports channel. The Australian Grand Prix in Melbourne on March 9 attracted 26 million viewers on CCTV in the Beijing area alone.

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