

MERCEDES-AMG PETRONAS FORMULA ONE TEAM



Mercedes-AMG Petronas Formula One Team Partnership Overview

About the Partnership

Hewlett Packard Enterprise is an Official Team Partner to Mercedes-AMG Petronas Formula One Team, a partnership established to enhance the team's operational efficiency, car performance and overall technology capability. Formula One is a technical and human challenge, combining cutting-edge technologies and innovation with high-performance management and elite teamwork. Formula One Grand Prix events span 21 countries from March to November each year. Mercedes-AMG Petronas Formula One Team has won the championship seven years in a row. In 2020, Lewis Hamilton reached new heights in Formula One's history when he captured an historic seventh consecutive Driver Championship title.

Key Partnership Terms

- **Designation:** Official Team Partner to Mercedes-AMG Petronas Motorsport Team
- **Territory:** Global
- **Assets include:** Race access and showcase tours, customer references, speaking engagements and branding

Powerful Assets You Can Leverage

HPE is helping Mercedes-AMG Petronas Formula One Team modernize their IT environment to be software-defined-everything and to include AI, machine learning and intelligent edge. HPE businesses have unique opportunities to leverage the partnership to advance business objectives, including:

- **Race access:** Access to VIP hospitality in the Mercedes-AMG F1 race suite in the Paddock Club
- **Showcase tours:** In person and virtual private technology tours of the Team factory including a technology presentation
- **Customer Reference:** Mercedes-AMG F1 support for technical reference calls, speaking engagements and case studies
- **Content for HPE storytelling:** Use of images, videos and testimonials for written and video case studies, marketing collateral, and social media
- **Speaking engagements and use of show car:** Speaking engagements by Mercedes-AMG F1IT leaders at HPE Discover and other industry events, and use of the Mercedes-AMG Formula One Team show car and other display assets for conference showcases
- **Other customized customer experiences:** Use of the team factory for HPE events, simulator experience at the factory, and invites to practice sessions

Key Solutions

HPE Hardware:

- HPE Apollo 6500 Gen10 System
- HPE Edgeline EL4000
- HPE ProLiant DL380 Servers
- HPE Moonshot
- HPE Synergy

HPE Services:

- HPE Pointnext Advisory Services
- HPE Datacenter Care

Software:

- HPE OneView

Reference Materials

Leverage HPE's partnership with Mercedes-AMG Petronas Formula One Team to support your sales or marketing initiatives by utilizing existing content, or work with us to develop new materials.



Mercedes-AMG Petronas Motorsport takes technology pole position through partnership with HPE

Video: HPE AI and HPC Solutions

Go from concept, to design, to the track with HPE AI and HPC solutions

Read the Case Study

Insight Wins the Race

Read the Article

Mercedes-AMG Petronas Formula One Team proves the value of the edge

Approvals

As a rule, all marketing, promotional and sales materials (both internal and public facing) that mention HPE's relationship with a partner need to be reviewed and approved by HPE and the partner, including any textual or visual references. It is important to start your process as early as possible and to work closely with the GSA team starting with concept development through the approvals process. For more information, contact us at sponsorshipassets@hpe.com.