



Infiniti Announces Andreas Sigl as Global Director of its Formula One Partnership with Red Bull Racing

Rolle, Switzerland – March 24, 2011 – Infiniti, the global luxury automotive brand from Japan, announces today that Andreas Sigl has been appointed Global Director of its Formula One activities, with immediate effect.

Sigl, formerly General Manager, Global Brand Innovation and Experiential, will be responsible for the global activation of the newly-announced sponsorship with Red Bull Racing in Formula One. Based in Rolle, Switzerland, he will report into Simon Sproule, Corporate Vice President, Global Marketing Communications on all aspects of the partnership.

Sigl will be supported in the F1 programme by Infiniti's marketing and PR partner, PRISM, which will be dedicated to helping key Infiniti markets maximize the potential of the partnership.

Infiniti has created this major new partnership programme with the Red Bull Racing Formula One team to help drive awareness of the brand around the world. This important new initiative represents a significant commitment from the company and provides a key tool for its markets to build brand awareness, consideration and sales globally.

Commenting on his new appointment, Andreas Sigl noted: "The opportunity we have to develop Infiniti within a global motorsport arena such as Formula One is a great testament to the value the company is placing in the brand as a whole. I am relishing the opportunity ahead of us as we develop this unique new partnership within our increasingly global marketplace."

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About Infiniti

Infiniti, the luxury automotive brand from Japan, reflects its brand promise "Inspired Performance" with a model line-up of sedans, coupés, SUVs and crossovers featuring exhilarating performance, emotive design and cutting edge technology. Infiniti continues to launch across the globe through a dedicated network of Infiniti Centres that share a commitment to exceptional hospitality throughout the entire period of ownership.



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