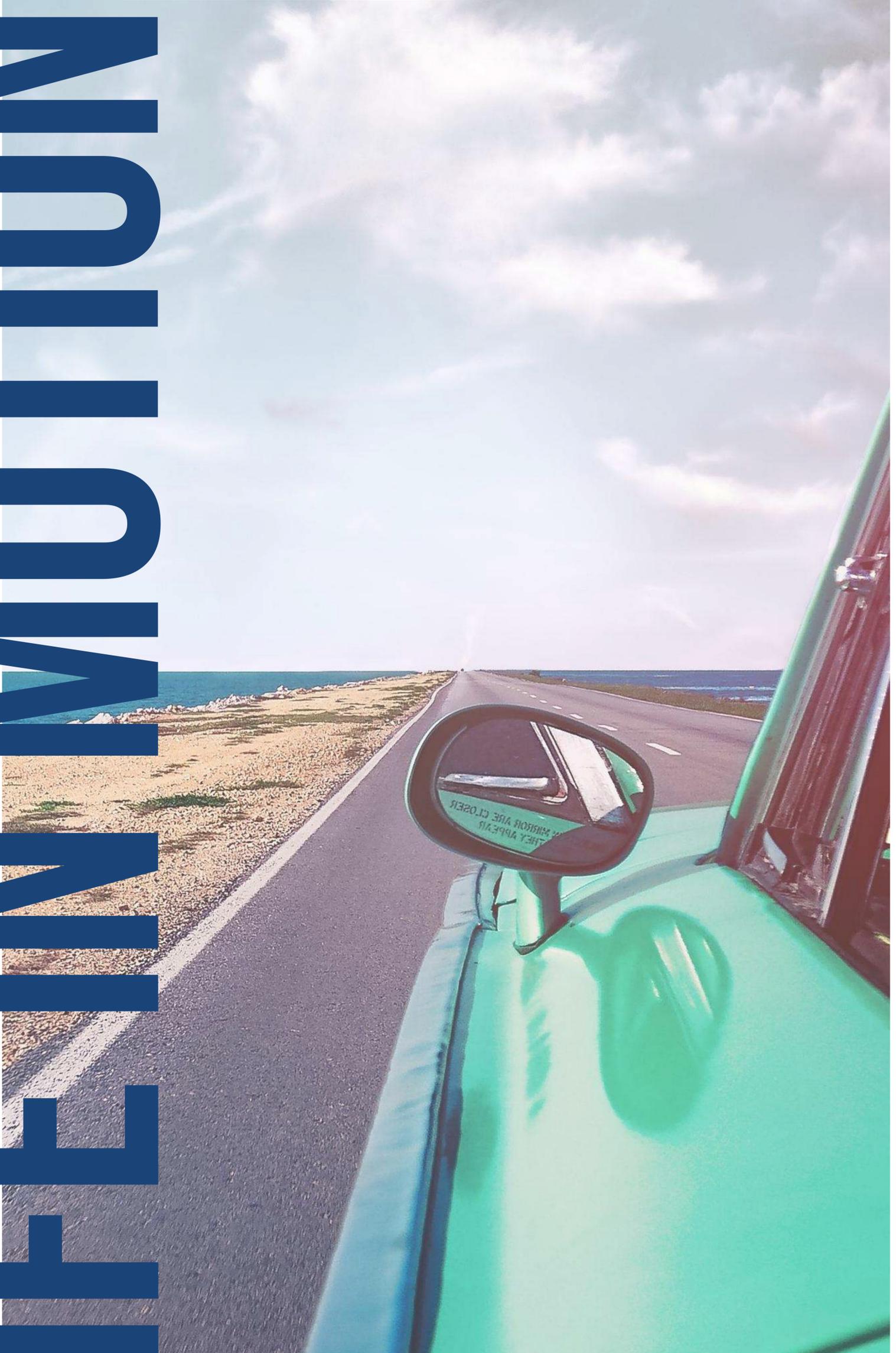


MORE THAN 350 QUOTES FROM 100 PERSONS OF THE AUTOMOTIVE WORLD: CREATORS, CAR DESIGNERS, CAR ENTHUSIASTS, CUSTOMIZERS, MANAGERS, ENGINEERS AND RACING DRIVERS.

FREE LIFE MOTION



COMPLITED BY YURII VYHRANENKO

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LIFE IN MOTION

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INTRODUCTION



LET`S GO!

Its book not only for automotive and motorsport aficionados, its for all people who are looking for answers to questions in these life.

“MOTORS, MACHINES, MOTOR-RACES, LOVE OF CARS, PASSION OF VELOCITY, IT IS THE ILLNESS, THE VERY BEAUTIFUL AND MAD ILLNESS, WHICH HAS REACHED THE WHOLE HUMANITY, WHICH HAS MADE OURSELVES THOSE ARDENT ADMIRERS OF WHAT IS MORE AND MORE SWIFT, OF WHAT IS MORE AND MORE MECHANICALLY PERFECT”.

Carlo Abarth



ART



ART

"If design isn't profitable, then it's art".
Henrik Fisker

"Looks bad...is bad!"
Ed Roth "Big Daddy"

"It's not kustom till it's done".
Ed Roth "Big Daddy"

BELIEF



BELIEF

“You just need to be accepted for who you are and be proud of who you are and that is what I’m trying to do”.

Lewis Hamilton

“I want to be the best at everything I do. It’s not driving - it’s everything - it might be playing my guitar, I try to be the best at it as I possibly can”.

Lewis Hamilton

“I believe in me. I’m a little screwed up, but I’m beautiful”.

Steve McQueen

“When I believe in something, I fight like hell for it”.

Steve McQueen

“I believe God is managing affairs and that He doesn’t need any advice from me. With God in charge, I believe everything will work out for the best in the end. So what is there to worry about”.

Henry Ford

“Be yourself. If you try to be someone else, it won’t work. Whatever you do, you are not going to make everyone happy”.

Kimi Raikkonen

“If you have God on your side, everything becomes clear”.

Ayrton Senna

“I told you guys... don’t stop believing”.

Sebastian Vettel

“No matter what faces you in life, always look up to God, and he will guide the way. You just have to walk that path very stern, and very proud”.

Bubba Wallace”

BUSINESSES



BUSINESS

"My first customer was a lunatic, my second has a death wish".

Karl Benz

"One mistake I made too many times was under evaluating the competition".

Gian Paolo Dallara

"I treat business a bit like a computer game. I count money as points. I'm doing really well: making lots of money and lots of points".

Michael Dunlop

"If one attends only to great things and lets the little things pass the great things become little; that is, the business shrinks".

Harvey S. Firestone

"Thought, not money, is the real business capital".

Harvey S. Firestone

"I believe fundamental honesty is the keystone of business".

Harvey S. Firestone

**"I believe fundamental honesty is the keystone of
"The Highways of America are built chiefly of politics, whereas the proper material is crushed rock or concrete".**

Carl G. Fisher

"Your number one customers are your people. Look after employees first and then customers last".

Ian Hutchinson

"Employee engagement is an investment we make for the privilege of staying in business".

Ian Hutchinson

"Start with good people, lay out the rules, communicate with your employees, motivate them and reward them. If you do all those things effectively, you can't miss".

Anthony "Lee" Iacocca

"If you set a good example you need not worry about setting rules".

Anthony "Lee" Iacocca

"I hire people brighter than me and then I get out of their way".

Anthony "Lee" Iacocca

"Business people need to listen at least as much as they need to talk. Too many people fail to realize that real communication goes in both directions".

Anthony "Lee" Iacocca

"To solve big problems you have to be willing to do unpopular things".

Anthony "Lee" Iacocca

"MBAs know everything but understand nothing".

Anthony "Lee" Iacocca

"Over the years, many executives have said to me with pride: 'Boy, I worked so hard last year that I didn't take any vacation.' I always feel like responding, 'You dummy. You mean to tell me you can take responsibility for an eighty-million-dollar project and you can't plan two weeks out of the year to have some fun?'"

Anthony "Lee" Iacocca

Passion and drive for excellence will win over the computer-like, dispassionate, analysis-driven philosophy every time".

Bob Lutz

"You never know and can never rely on external factors so we'll go with the flow I guess".

Christian von Koenigsegg

"Constantly seek criticism. A well thought out critique of what you're doing is as valuable as gold".

Elon Musk

"great companies are built on great products".

Elon Musk

"it's ok to have your eggs in one basket as long as you control what happens to that basket".

Elon Musk

"If you're trying to create a company, it's like baking a cake. You have to have all the ingredients in the right proportion."

Elon Musk

"I always invest my own money in the companies that I create. I don't believe in the whole thing of just using other people's money. I don't think that's right. I'm not going to ask other people to invest in something if I'm not prepared to do so myself".

Elon Musk

"Our goal is to communicate so that the company gears turn smoothly".

Horacio Pagani

"From the point of view of method, being pragmatic is the key".

Horacio Pagani

"WHAT I LEARNED IS THAT IN BUSINESS YOU MUST MAKE DECISIONS BASED ON FACTS, NOT REACT WITH YOUR HEART".

MARIO ANDRETTI

“It isn't a given that the companies that provide mobility today will also be the ones to do so tomorrow”.

Norbert Reithofer

“The quality will remain when the price is forgotten”.

Frederick Henry Royce

“Take my assets- but leave me my organization and in five years I'll have it all back”.

Alfred P. Sloan

“It is impossible to get the measure of what an individual can accomplish unless the responsibility is given to him”.

Alfred P. Sloan

“There is no resting place for an enterprise in a competitive economy”.

Alfred P. Sloan

“The final act of business judgment is intuitive”.

Alfred P. Sloan

“Some have an idea that the reason we in this country discard things so readily is because we have so much. The facts are exactly opposite- the reason we have so much is simply because we discard things so readily. We replace the old in return for something that will serve us better”.

Alfred P. Sloan

“Competition is the final price determinant and competitive prices may result in profits which force you to accept a rate of return less than you hoped for, or for that matter to accept temporary losses”.

Alfred P. Sloan

“With my style, I've been trying to create harmony, unity and synergy between Sport and Mobility”.

Jean Todt

“The employees are offering a very important part of their life to us.

If we don't use their time effectively, we are wasting their lives”.

Eiji Toyoda

“My goal is not to eliminate jobs but to secure jobs by increasing production volume”.

Martin Winterkorn

“Management has to be where the action is”.

Dieter Zetsche

“THE BUSINESS OF BUSINESS IS BUSINESS”.

ALFRED P. SLOAN

CARS



CARS

“A racing car is an animal with a thousand adjustments”.

Mario Andretti

“Cars are not a suit of clothes; cars are an avatar. Cars are an expansion of yourself: they take your thoughts, your ideas, your emotions, and they multiply it”.

Chris Bangle

“Cars are the sculptures of our everyday lives”.

Chris Bangle

“I build my cars to go, not to stop”.

Ettore Bugatti

“Perfection is never reached. Yet the Royale must rank close to supercar perfection”.

Ettore Bugatti

“Movement is the universal language of personal freedom”.

Louis Chevrolet

““The cars that our children and grandchildren will be driving in the future will be greener as a result of high-tech lessons learned”.

Ron Dennis

“When I notice a rear wheel overtaking me, I know I'm sitting in a Lotus”.

Graham Hill

“Race cars are neither beautiful nor ugly. They become beautiful when they win”.

Enzo Ferrari

“I think we still have a love for cars, and whether you're going to be driven in a car or whether you drive the car yourself, I think most people still want a good-looking car. That's the reason why, when you order a cab, you prefer a sedan over a minivan to pick you up because it just isn't as cool to be driven somewhere in a minivan”.

Henrik Fisker

“I had never stopped thinking about the ideal car... All I had to do was construct a plant to build it”.

Ferruccio Lamborghini

**“The car must be engineered to dialogue with
the driver”.**

Horacio Pagani

**“Cars are like women....If ya aint married to em
don't touch em!”**

Ad Roth “Big Daddy”

“Horsepower sells cars, torque wins races”

Carroll Shelby

“A car for every purse and purpose”.

Alfred P. Sloan

**“THE CAR IS THE CLOSEST
THING WE WILL EVER CREATE
TO SOMETHING THAT IS
ALIVE” .**

WILLIAM LYONS

DESIGN



DESIGN

“Style is engineering that gives you freedom”.

Chris Bangle

“Nothing is too beautiful, nothing is too expensive”.

Ettore Bugatti

“Just by looking at the machine, I had grasped all the intricacies of its mechanism”.

Ettore Bugatti

“Simplify, then add lightness”.

Colin Chapman

“Looks or design has to be relative to what a car stands for”.

Marcello Gandini

“My philosophy in cars and objects is that the form should be honest, we could say that I try to remove the superfluous and be harmonious, I strive for harmony in complexity. I know that I have to decorate the product, give it a characteristic and an emotion, so that it is not rejected by the market”.

Giorgetto Giugiaro

“It wasn’t an architect or a designer who invented objects, but an artisan”.

Giorgetto Giugiaro

“The art of automobile design has progressed, until today it is regarded as one of the most important factors in the marketing of the automobile”.

Harley Earl

“The relationship between a designer and an engineer is the key to success for good design”.

Karim Habib

“I believe the attention to detail in design really is something that you perceive over time.”

Karim Habib

“I think you can often feel quickly if something works or not. And often it’s hard to pinpoint exactly, but I believe it’s essential to good design.”

Karim Habib

“Designing a car is a craft”.

Adrian van Hooydonk

“Design can be both a manifestation of a company's design ethic and an outward communication of a company's design ethic and drive for excellence”.

Bob Lutz

“Any product that needs a manual to work is broken”.

Elon Musk

“The exterior of the car is experienced and enjoyed for those outside of the car. The interior is for yourself, the driver, the owner. You have to feel at home. The interior has to look nice and feel comfortable. Touch, smell, how you enjoy sitting in the car. These are all factors that you need for the interior. It has to stimulate your senses. You talk to the car, and the car talks back.”

Horacio Pagani

“When I started sketching the Zonda, I imagined a woman laying in a specific position on the beach”.

Horacio Pagani

“Design must be functional and functionality must be translated into visual aesthetics, without any reliance on gimmicks that have to be explained”.

Ferdinand Porsche

“Change is easy. Improvement is far more difficult”.

Ferdinand Porsche

“Form has to follow function”.

Ferdinand Alexander Porsche

“Good design only exists in concert with engineering”.

Ferdinand Alexander Porsche

“When it does not exist, design it”.

Frederick Henry Royce

“Shoes as cars are beauty elements in movement and movement is key to my designs.”

Walter de Silva

**“DESIGN IS NOT SIMPLY ART,
IT IS ELEGANCE OF
FUNCTION”.**

FERDINAND ALEXANDER PORSCHE

DISCOVERIES



DISCOVERIES

"'No' is often a result of not thinking deeply enough. You'll hear phrases like 'this is the way we've always done it.' Challenge this. The richer, ore creative solution is on the other side of 'no.'"

Ian Callum

"The way of the pioneer is always rough".

Harvey S. Firestone

"One of the greatest discoveries a man makes, one of his great surprises, is to find he can do what he was afraid he couldn't do."

Henry Ford

"I cannot discover that anyone knows enough to say definitely what is and what is not possible".

Henry Ford

"One of the things that make motorcycling so great is because it never fails to give you a feeling of freedom and adventure".

Steve McQueen

"One of the things that make motorcycling so great is because it never fails to give you a feeling of freedom and adventure".

Steve McQueen

"Christopher Columbus would never have discovered America if he had not sailed so far away from home and gone into the unknown. You have to face the unexpected, and think ahead of the short term. We have to face new challenges".

Horacio Pagani

"Push the limit...sometimes!"

Ed Roth "Big Daddy"

"There has to be this pioneer, the individual who has the courage, the ambition to overcome the obstacles that always develop when one tries to do something worthwhile, especially when it is new and different".

Alfred P. Sloan



DREAM

DREAM AND IMAGINATION

“McLaren started as the dream of one man, and it's since grown to encompass the hopes and dreams of more than 2000 men and women.”

Ron Dennis

“Vision without execution is just hallucination”.

Henry Ford

“If you always do what you've always done, you'll always get what you've always got.”

Henry Ford

“The day I stop dreaming is the day I die”.

Soichiro Honda

“We only have one future, and it will be made of our dreams, if we have the courage to challenge convention”.

Soichiro Honda

“If you can dream it, you can do it”.

Enzo Ferrari

“The idea here is simple, if you can dream it, it is possible”.

Jorge Lorenzo

“I never made a damn dime until I started doing what I wanted”.

Carroll Shelby

“I find music is very inspiring and I take moments during the day to close my eyes and visualise what we are going to make”.

Horacio Pagani

“Setting your imagination free is fundamental, but there comes a time that your feet must rest on the ground to make good decisions”.

Horacio Pagani

“Dreams, research and curiosity make you understand that the moment you are experiencing is marvellous but that the future can be even better if you apply precision and discipline”.

Horacio Pagani

“Once something is a passion, the motivation is there”.

Michael Schumacher

"If a person has no dreams, they no longer have any reason to live. Dreaming is necessary, although in the dream reality should be glimpsed. For me this is a principle of life".

Ayrton Senna

"If you like going a certain way, then be bold and do it".

Daniel Ricciardo

**"IF YOU WANT TO FLY, YOU
HAVE TO FLAP YOUR OWN
WINGS!"**

CLAIRE WILLIAMS

GOALS



GOALS

“A goal isn’t something you just arrive at and stop. You have to stay curious and hungry and foolish”.

Mario Andretti

“The only thing that happens if you wait, is that you get older”.

Mario Andretti

“Circumstances may cause interruptions and delays, but never lose sight of your goal. Prepare yourself in every way you can by increasing your knowledge and adding to your experience, so that you can make the most of opportunity when it occurs”.

Mario Andretti

“You must always strive to be the best, but you must never believe that you are”.

Juan Manuel Fangio

“No matter what it takes, and regardless if there is any light at the end of the tunnel, you need to keep on walking where other people might have stopped. That is what will make the difference”.

Cristian von Koenigsegg

“People work better when they know what the goal is and why”.

Elon Musk

“When something is important enough, you do it even if the odds are not in your favor.”

Elon Musk

“Before you say you can't do something, try it”.

Kiichiro Toyoda

“If anyone can achieve the impossible it's you. Please, please, get it again”.

Sebastian Vettel

ENTHUSIASM



ENTHUSIASM

“Desire is the key to motivation”.

Mario Andretti

“Love what you do. Believe in your instincts. And you'd better be able to pick yourself up and brush yourself off every day”.

Mario Andretti

“Do it no matter what. If you believe in it, it is something very honorable. If somebody around you or your family does not understand it, then that's their problem. But if you do have a passion, an honest passion, just do it”.

Mario Andretti

“Every change brings a new motivation, that is a fact.”

Rubens Barrichello

“You need great passion, because everything you do with great pleasure, you do well”.

Juan Manuel Fangio

“Enthusiasm is the yeast that makes your hopes shine to the stars. Enthusiasm is the sparkle in your eyes, the swing in your gait. The grip of your hand, the irresistible surge of will and energy to execute your ideas”.

Henry Ford

“There is no man living who isn't capable of doing more than he thinks he can do”.

Henry Ford

“Motivation is everything. You can do the work of two people, but you can't be two people. Instead, you have to inspire the next guy down the line and get him to inspire his people”.

Anthony “Lee” Iacocca

“Be creative. Use unconventional thinking. And have the guts to carry it out”.

Anthony “Lee” Iacocca

“Nothing is impossible and you must always keep working”.

Marc Marquez

“People should pursue what they're passionate about. That will make them happier than pretty much anything else”.

Elon Musk

“if you need inspiring words don't do it”.

Elon Musk

“Motivation is the key. More than training, more than experience or age, motivation counts. Everything else is a consequence”.

Valentino Rossi

“Nobody's perfect, but all of us can be better than we are”.

Jackie Stewart

“Desire! That's the one secret of every man's career. Not education. Not being born with hidden talents. Desire”.

Bobby Unser

“If a person has enough desire, he will acquire the talent, he will build his skills”.

Bobby Unser

“DESIRE! THAT'S THE ONE SECRET OF EVERY MAN'S CAREER. NOT EDUCATION. NOT BEING BORN WITH HIDDEN TALENTS. DESIRE”.

FERDINAND ALEXANDER PORSCHE

FAILURES



FAILURES

"If you're so afraid of failure, you will never succeed. You have to take chances".

Mario Andretti

"For every negative, there's a positive. It's in everything".

Mario Andretti

"Whenever you're aggressive, you're at the edge of mistakes".

Mario Andretti

"Well, some people create their own opportunities; others go where opportunities are the greatest; others fail to recognize opportunity when they are face to face with it".

Walter Chrysler

"When nothing goes right...go left".

Dale Earnhardt

"Bad luck does not exist".

Enzo Ferrari

"There are no big problems, there are just a lot of little problems".

Henry Ford

"Failure is simply the opportunity to begin again, this time more intelligently".

Henry Ford

"Even a mistake may turn out to be the one thing necessary to a worthwhile achievement".

Henry Ford

"The only real mistake is the one from which we learn nothing".

Henry Ford

"Don't find fault, find a remedy".

Henry Ford

"When everything seems to be going against you, remember that the airplane takes off against the wind, not with it".

Henry Ford

"If you make mistakes, you pay for them".

Nico Hulkenberg

"How many mistakes were made that we don't know about".

James Hunt

“I've always believed that you should never, ever give up and you should always keep fighting even when there's only a slightest chance”.

Michael Schumacher

“The main thing is to be yourself. Many times it's through a mistake that you learn. And the main thing is to make sure you learn through your mistakes and get better”.

Ayrton Senna

“Sometimes you need to ease off in order to go faster”.

Jackie Stewart

“Sometimes you need to press pause to let everything sink in”.

Sebastian Vettel

“Only one guy can be world champion, and so if everyone else thought they were failures you'd have no one left on the grid”.

Mark Webber

“IF ONE DOES NOT FAIL AT TIMES, THEN ONE HAS NOT CHALLENGED HIMSELF”.

FERDINAND PORSCHE

FEAR



FEAR

"You can only get over your fears if you attack them head on".

Mika Hakkinen

"Does it scare me, driving into nothing at 300 kp/h? - Of course it does - I'm not an idiot".

Alain Prost

"I have no fear of death, so I don't think about it. I love the adrenalin kick that danger brings".

Lewis Hamilton

"Fear is exciting for me".

Ayrton Senna

"Nothing can really prepare you for when you get in the Formula One car. Knowing that you're driving a multimillion-dollar car, and if you crash it it's going to cost a lot of money, and they might not give you another chance, is scary".

Lewis Hamilton

"Because I believe in God and have faith in God, it doesn't mean I am immortal. It doesn't mean I am immune, as has been claimed. I am as scared as anyone of getting hurt, especially driving a Formula One car".

Ayrton Senna

FAMILY



FAMILY

“No matter what you've done for yourself or for humanity, if you can't look back on having given love and attention to your own family, what have you really accomplished?”

Anthony “Lee” Iacocca

“The only rock I know that stays steady, the only institution I know that works, is the family”.

Anthony “Lee” Iacocca

“99.9% of being a good parent is just being present with your child. On the flipside of that, 100% of being happy is just being present”.

Mark Webber

LEARNING



LEARNING

“If you don't come walking back to the pits every once in a while holding a steering wheel in your hands, you're not trying hard enough”.

Mario Andretti

“If you get your education, then you've got your platform set up for you”.

Phil Hill

“Everything has changed. When I was at school and was told I had better learn English, I said: What for? The English are a hell of a long way away!”

Juan Manuel Fangio

“Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young. The greatest thing in life is to keep your mind young”.

Henry Ford

“Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young”.

Henry Ford

“In a completely rational society, the best of us would aspire to be teachers and the rest of us would have to settle for something less, because passing civilization along from one generation to the next ought to be the highest honor and the highest responsibility anyone could have”.

Anthony “Lee” Iacocca

“Public Schools too often fail because they are shielded from the very force that improves performance and sparks innovation in nearly every other human enterprise - competition”.

Bob Lutz

“Public Schools too often fail because they are shielded from the very force that improves performance and sparks innovation in nearly every other human enterprise - competition”.

Bob Lutz

“Sometimes you have to say goodbye to the things you know and hello to the things you don't”.

Steve McQueen

“I have always challenged myself and it's also important to learn from the rivals”.

Valentino Rossi

“Everything you can learn from is an opportunity to become stronger”.

Daniel Ricciardo

“Everything you need to get that relaxed driving that brings consistency only comes with practice”.

John Surtees

“EVERYTHING YOU CAN LEARN FROM IS AN OPPORTUNITY TO BECOME STRONGER” .

DANIEL RICCIARDO



LIFE

"I don't care about the future. I feel the future always reserves enough good things for you if you stay open and you smile".

Rubens Barrichello

"It all leads to where you are. Looking back like that will drive you mad".

David Brabham

"You look back and you remember the good, the bad and the ugly".

Jenson Button

"I have a policy that I get to spend as much on myself as I give away".

Jim Clark

"To me every hour of the day and night is an unspeakably perfect miracle".

Walter Chrysler

"If you start with nothing and end up with nothing, there's nothing lost".

Michael Dunlop

"You win some, lose some, and wreck some".

Ralph Dale Earnhardt

"You can't let your bad moment spoil a good one".

Ralph Dale Earnhardt

"What's behind you doesn't matter".

Enzo Ferrari

"Enjoy the journey".

Mike Flewitt

"The best thing is being healthy".

Carl Fogarty

"In racing there are always things you can learn, every single day. There is always space for improvement, and I think that applies to everything in life".

Lewis Hamilton

"The question why did you retire is a much nicer one than why don't you retire."

Mike Hawthorn

“Time is of the essence and I don't have much essence left”.

Graham Hill

“The best stuff in life isn't stuff at all... relationships, experiences and meaningful work are the staples of a happy life”.

Graham Hill

“The value of life can be measured by how many times your soul has been deeply stirred”.

Soichiro Honda

“You never know what happens a few years down the line”.

Nico Hulkenberg

“How to gain, how to keep, how to recover happiness is in fact for most men at all times the secret motive of all they do, and of all they are willing to endure”.

Anthony “Lee” Iacocca

“If you want to make good use of your time, you've got to know what's most important and then give it all you've got”.

Anthony “Lee” Iacocca

“Your legacy should be that you made it better than it was when you got it”.

Anthony “Lee” Iacocca

“MY SPACE IS SMALL.

MY LIFE IS BIG”.

GRAHAM HILL

“The ability to concentrate and to use time well is everything”.

Anthony “Lee” Iacocca

“Talk to people in their own language. If you do it well, they'll say, “God, he said exactly what I was thinking.”

And when they begin to respect you, they'll follow you to the death”.

Anthony “Lee” Iacocca

“The existence is a tremendous curiosity, with in the course of the years, the discovery of yourself in your inmost evolutions. With the age you feel better than you are, what you represent. Which means a little at the planet's scale”.

Jacky Ickx

“I am infinitely grateful to the life which privileged me”.

Jacky Ickx

“You have a brake in your brain that stops you doing stupid things. The older you are, the earlier that brake comes on. When you're 20 you stop at nothing; when you're older you're cleverer than when you're 20, so your brain brake operates more often!”

Niki Lauda

“Life is measured in achievement not in years alone”.

Bruce McLaren

“The world is as good as you are. You've got to learn to like yourself first”.

Steve McQueen

“Everyone deserves not just to survive, but to live”.

Steve McQueen

“The Navajos have a saying they live by: 'A land where there is time enough and room enough.' I want that, too”.

Steve McQueen

"I live for myself and answer to nobody".

Steve McQueen

"You're here for a good time, not a long time".

Colin McRae

"Life is too short for long-term grudges".

Elon Musk

"The strategy I have adopted is to imagine my life as a big block of flats: when I close a door, I leave that matter behind and can step into another flat with a smile on my face and a refreshed spirit."

Horacio Pagani

"In life, you're along for the ride either way. You might as well make it fun!"

Travis Pastrana

"Somewhere in the fear and chaos, there is a clarity that few will ever experience".

Travis Pastrana

"You can work hard, do everything that you think is right, but one thing you'll never overcome in life is fate. You can't control fate".

Richard Petty

"I live for myself and answer to nobody".

Steve McQueen

**"LIFE ITSELF IS A RACE,
MARKED BY A START, AND A
FINISH".**

FERDINAND PORSCHE

"Nobody knows how long he will live. Because of this fact you have to do as much as you can as fast as you can."

Karl Jochen Rindt

"Everyone is replaceable, including me".

Michael Schumacher

"If you do things to the limit, and don't purposely go over that limit, then I think it's fine to do whatever you want. So long as you enjoy it. That's what's important".

Michael Schumacher

"If you don't go do what you wanna do, you're just bullshitting yourself".

Carroll Shelby

"Yesterday's history. Tomorrow's a mystery. So live for today".

Carroll Shelby

"The day you were born, it was already written down the day you're gonna check out. Now, I'm not gonna throw myself under a truck, but I'm not gonna worry about when I die. I'm ready to move on when that day comes".

Carroll Shelby

"Everyone seems quite good at stories and making them up".

Casey Stoner

"People can be great competitors on Sunday and mates on Monday".

Casey Stoner

"Don't ever wrestle with a pig. You'll both get dirty, but the pig will enjoy it".

Cale Yarborough

"At the end of your life, it's friendships, emotions and thoughts that you take with you, rather than what's in your bank account".

Sebastian Vettel

MAN- WOMAN



MAN AND WOMAN

“There are men who talk of women and others who talk to them. I don’t talk of them, I prefer talking to them”.

Gianni Agnelli

“Women rule our lives, don't they?”

Juan Manuel Fangio

“A man must have some goal to work for, or he is not likely to do much traveling”.

Harvey Firestone

“There are two things no man will admit he cannot do well: drive and make love”.

Stirling Moss

“Women- always in trouble with them, but can't live without them”.

Ayrton Senna

MONEY



MONEY

"Sure every driver has his value and you want to be respected... but again money is not something that drives me".

Lewis Hamilton

"I make a point of staying right at the edge of poverty. I don't have a pair of pants without a hole in them, and the only pair of boots I have are on my feet. I don't mess around with unnecessary stuff, so I don't need much money. I believe it's meant to be that way. There's a 'struggle' you have to go through, and if you make a lot of money it doesn't make the 'struggle' go away. It just makes it more complicated. If you keep poor, the struggle is simple."

Kenneth Robert Howard "Von Dutch"

"If money is your hope for independence you will never have it. The only real security that a man will have in this world is a reserve of knowledge, experience, and ability".

Henry Ford

"Money is like an arm or leg- use it or lose it".
Henry Ford

"A business that makes nothing but money is a poor business".
Henry Ford

"For me it was never about money, but solving problems for the future of humanity".
Elon Musk

"Money is a strange business. People who haven't got it aim it strongly. People who have are full of troubles".
Ayrton Senna

"Everyone that works behind a desk wants to know how many bones I've broken and how much money I make. It seems that people who've never experienced the excitement of sport seem to think the only thing worth taking risks for is money".
Travis Pastrana

“But I’ve never been a businessman, I’ve been a manager, I’ve been a leader, but I’ve always used the money of others. You know, I do admire personal success. Very often it’s not linked to money but it’s linked to what you give. I admire doctors, I admire people like that because they put their talent at the disposal of humanity”.

Jean Todt

“Money buys wot ya want!.. Not What you need!”

Ed Rorht “Big Daddy”

“The moment money becomes your motivation, you are immediately not as good as someone who is stimulated by passion and internal will”.

Sebastian Vettel

**“NOT HAVING ENOUGH MONEY
IS ALWAYS COMPLICATED!”**

HARVEY S. FIRESTONE

RACE



RACE

"If everything seems under control, you're just not going fast enough".

Mario Andretti

"I know my boundaries. I know the limits to the car".

Lewis Hamilton

"To race is to live. All the rest is simply waiting".

Rudolf Caracciola

"I have always liked a challenge".

Damon Hill

"I always thought, from day one, that winning races was just doing your job".

Ron Dennis

"You should never feel comfortable. There is something wrong if you are. You should always feel under threat, on the edge of your seat and pushing yourself. Win one and you want to win more. It's never-ending".

Damon Hill

"Your perception of racing needs to be fine-tuned".

Mick Doohan

"Finishing races is important, but racing is more important".

Ralph Dale Earnhardt

"The street is no place to race".

Mick Doohan

"There is a grey blur, and a green blur. I try to stay on the grey one".

Joey Dunlop

"Racing amuses me".

Enzo Ferrari

"If you don't have the balls to brake late, that's your problem".

Lewis Hamilton

"Second on the grid. It's a good opportunity to do well in the race again".

Giancarlo Fisichella

RELATIONSHIP



RELATIONSHIPS

"In difficult circumstances, teams either separate or come closer together, it's as simple as that"

Ron Dennis

"Coming together is a beginning, staying together is progress, and working together is success".

Henry Ford

"Losing composure is pointless".

Michael Schumacher

"I feel honesty always works".

Bobby Unser

“You have to visualize a second or two ahead of your car what line you are taking, what you are going to do, before you get there because it comes too fast”.

Emerson Fittipaldi

“I know my boundaries. I know the limits to the car”.

Lewis Hamilton

“You should never feel comfortable. There is something wrong if you are. You should always feel under threat, on the edge of your seat and pushing yourself. Win one and you want to win more. It's never-ending”.

Damon Hill

“I am an artist. The track is my canvas, and the car is my brush”.

Graham Hill

“I didn't get into racing to make friends”.

Jimmie Johnson

“My main adversary is myself, ... I must not take any risks. I must consolidate and make sure I finish the race”.

Sebastien Loeb

“Racing is life. Everything else is just waiting”.

Steve McQueen

“No matter how good a driver you are, you have to have the right car and the right team behind you in order to succeed”.

Nico Rosberg

“Racing, competing, it's in my blood. It's part of me, it's part of my life; I have been doing it all my life and it stands out above everything else”.

Ayrton Senna

“There are no small accidents on this circuit”.

Ayrton Senna

“And suddenly I realised that I was no longer driving the car consciously. I was driving it by a kind of instinct, only I was in a different dimension”.

Ayrton Senna

“There is never enough horsepower.....just not enough traction”.

Carroll Shelby

“Balance, or drivability, and the ability to accelerate while cornering are more important than maximum cornering power - every time. Until you reach the top levels of professional motor racing you will achieve more results by optimizing the package that you have than by redesigning it”.

Carroll Smith

“Cornering is like bringing a woman to climax”.

Jackie Stewart

“A RACE ISN'T WON UNTIL IT'S OVER”.

NIKI LAUDA



RISK

RISK

“A crazy man finishes in the cemetery”.

Juan Manuel Fangio

“I learned to approach racing like a game of billiards. If you bash the ball too hard, you get nowhere. As you handle the cue properly, you drive with more finesse”.

Juan Manuel Fangio

“take risks now and do something bold, you won’t regret it”.

Elon Musk

“Each driver has its limit. My limit is a little bit further than others”.

Ayrton Senna

“I don't know driving in another way which isn't risky. Each one has to improve himself. Each driver has its limit. My limit is a little bit further than others”.

Ayrton Senna

“Driving a race car is like dancing with a chainsaw”.

Cale Yarborough

SUCCESS



SUCCESS

“Desire is the key to motivation, but it's determination and commitment to an unrelenting pursuit of your goal- a commitment to excellence - that will enable you to attain the success you seek”.

Mario Andretti

“Nothing worthwhile will come to you without a price”.

Mario Andretti

“To be one of the names being talked about is better than not. But it's only talking”.

Fernando Alonso

“The best or nothing at all”.

Karl Benz

“Success has many fathers; failures have none”.

Philip Caldwell

“I think it is possible for ordinary people to choose to be extraordinary”.

Malcolm Campbell

“The real secret of success is enthusiasm. Yes, more than enthusiasm, I would say excitement. I like to see men get excited. When they get excited they make a success of their lives”.

Walter Chrysler

“The reason so many people never get anywhere in life is because when opportunity knocks, they are out in the backyard looking for four-leaf clovers”.

Walter Chrysler

“It's a never ending battle of making your cars better and also trying to be better yourself”.

Ralph Dale Earnhardt

“Second place is just the first place loser”.

Ralph Dale Earnhardt

“The winner ain't the one with the fastest car. It's the one who refuses to lose”.

Dale Earnhardt, Jr.

“Success is the sum of details”.

Harvey S. Firestone

“The secret of my success is a two word answer: Know people”.

Harvey S. Firestone

“If everyone is moving forward together, then success takes care of itself. Hurry boys, hurry, we have to make a quick change or the hour will be up”.

Henry Ford

“If there is any one secret of success, it lies in the ability to get the other person's point of view and see things from that person's angle as well as from your own”.

Henry Ford

“The whole secret of a successful life is to find out what is one’s destiny to do, and then do it.”

Henry Ford

“Winning is everything. The only ones who remember you when you come second are your wife and your dog”.

Damon Hill

If you make sure that you always work as hard as you can, on and off the ice, you will achieve your goals. It might not be instantly, it might not be next week, but you will get to where you want to be”.

Phil Hill

“WHEN YOU DO WHAT YOU LOVE, YOU’LL BE A SUCCESS”.

DON GARLITZ

“Success represents the 1% of your work which results from the 99% that is called failure”.

Soichiro Honda

“Many people dream of success. To me, success can only be achieved through repeated failure and introspection”.

Soichiro Honda

“Your luck goes up and down like swings and roundabouts.”

James Hunt

“If you want to make good use of your time, you’ve got to know what’s most important and then give it all you’ve got”.

Anthony “Lee” Iacocca

“The margin between success and drama is fractional”.

Jacky Ickx

“You watch guys live through their peaks, and then unfortunately, you've got to come down from that peak”.

Jimmie Johnson

“Stardom equals freedom. It's the only equation that matters”.

Steve McQueen

“I believe that if a man wanted to walk on water, and was prepared to give up everything in life, he could do it”.

Stirling Moss

“To achieve anything in this game you must be prepared to dabble in the boundary of disaster”.

Stirling Moss

“Size alone is not a key to success, as we have seen recently”.

Norbert Reithofer

“Strive for perfection in everything you do”.

Frederick Henry Royce

“Strive for perfection in everything. Take the best that exists and make it better. If it doesn't exist, create it. Accept nothing nearly right or good enough”.

Frederick Henry Royce

“Take the best that exists and make it better”.

Frederick Henry Royce

"Big Mess... Big Success !!!"

Ed Roth "Big Daddy"

“You can't always win- although we always try!”

Daniel Ricciardo

“If you like going a certain way, then be bold and do it”.

Daniel Ricciardo

“Never think that success is down to your own performance alone. If you start listening only to yourself you take the first step back towards the bottom. The flowers of victory belong in many vases”.

Michael Schumacher

“When you're very successful, you become careless and try to turn many things into routine”.

Michael Schumacher

“If you do it right 51 percent of the time you will end up a hero”.

Alfred P. Sloan

“It is not always possible to be the best, but it is always possible to improve your own performance”.

Jackie Stewart

“Good luck in most cases comes through the misfortune of others”.

Jackie Stewart

**“SUCCESS IS WHERE
PREPARATION AND
OPPORTUNITY MEET”.**

BOBBY UNSER



WIN

WIN

"I'm just hungry to win".

Fernando Alonso

"I was born to race and to win".

Lewis Hamilton

**"I feel like people are expecting me to fail,
therefore, I expect myself to win".**

Lewis Hamilton

**"We win and lose together. I think that really
does apply to both my fans, family and the
team".**

Lewis Hamilton



WORK

WORK

“But when you are focused on your job, if you know you have given your very best, no matter where you finished, then that is great”.

Rubens Barrichello

“Chop your own wood and it will warm you twice”.

Henry Ford

“Nothing is particularly hard if you divide it into small jobs”.

Henry Ford

LIST OF AUTHORS

Andretti, Mario Gabriele (born February 28, 1940) is an Italian-born American former racing driver and one of the most successful Americans in the history of the sport.

Bangle, Chris (born October 14, 1956) is an American automobile designer. Bangle is known best for his work as Chief of Design for BMW Group, where he was responsible for the BMW, MINI and Rolls-Royce motor cars.

Barrichello, Rubens (born 23 May, 1972) is a Brazilian racing driver who competed in Formula One between 1993 and 2011. He scored 11 Grand Prix wins and 68 podiums.

Brabham, David (born 5 September, 1965) is an Australian professional racing driver and one of the most successful and experienced specialists in sports car racing.

Brawn, Ross James (born 23 November, 1954) is a British Formula One managing director, motor sports and technical director.

Benz, Karl Friedrich (25 November 1844 – 4 April 1929) was a German engine designer and automotive engineer.

Bollinger Robert

Breedlove, Craig (born March 23, 1937) is an American professional race car driver and a five-time world land speed record holder. He was the first person in history to reach 500 mph (800 km/h), and 600 mph (970 km/h), using several turbojet-powered vehicles, all named "Spirit of America".

Bugatti, Ettore Arco Isidoro (15 September 1881– 21 August 1947) was an Italian-born French automobile designer and manufacturer. He is remembered as the founder and proprietor of the automobile manufacturing company Automobiles E. Bugatti.

Button, Jenson Alexander Lyons (born 19 January 1980) is a British racing driver. He won the 2009 edition of the Formula One World Championship.

Caldwell, Philip (January 27, 1920– July 10, 2013) was the first person to run the Ford Motor Company who was not a member of the Ford family.

Callum, Ian (born 30 July 1954) is a British car designer who has worked for Ford, TWR, Aston Martin, and in 1999 became the Director of Design for Jaguar Cars.

Campbell, Malcom (11 March 1885– 31 December 1948) was a British racing motorist and motoring journalist. He gained the world speed record on land and on water at various times during the 1920s and 1930s using vehicles called "Blue Bird", including a 1921 Grand Prix Sunbeam.

Caracciola, Rudolf Otto Wilhelm (30 January 1901 – 28 September 1959) was a racing driver from Germany. He won the European Drivers' Championship, the pre-1950 equivalent of the modern Formula One World Championship.

Chapman, Colin Anthony Bruce (19 May 1928- 16 December 1982) was an English design engineer, inventor, and builder in the automotive industry, and founder of Lotus Cars.

Chevrolet, Louis-Joseph (December 25, 1878- June 6, 1941) was a Swiss race car driver, co-founder of the Chevrolet Motor Car Company in 1911, and a founder in 1916 of the Frontenac Motor Corporation.

Chrysler, Walter Percy (April 2, 1875– August 18, 1940) was an American automotive industry executive and founder of Chrysler Corporation.

Clark, James Jr. (4 March 1936 – 7 April 1968) was a British Formula One racing driver from Scotland, who won two World Championships, in 1963 and 1965. A versatile driver, he competed in sports cars, touring cars and in the Indianapolis 500, which he won in 1965

LIST OF AUTHORS

Dallara, Gian Paolo (born 16 November 1936) is an Italian businessman and motorsports engineer. He is the owner of Dallara Motorsports, a company that develops racing cars.

Dennis, Ronald "Ron" (born 1 June 1947) is a British businessman and Official British Business Ambassador for The United Kingdom.

Doohan Michael "Mick" Sydney (born 4 June 1965) is an Australian former Grand Prix motorcycle road racing World Champion, who won five consecutive 500 cc World Championships.

Dunlop, Michael (born 10 April 1989) is a Northern Irish professional motorcycle racer.

Dunlop, William Joseph (25 February 1952– 2 July 2000) was a Northern Irish motorcyclist.

Earnhardt, Ralph Dale Jr. (born October 10, 1974) is an American semi-retired professional stock car racing driver, team owner, author, and an analyst for NASCAR on NBC.

Fangio, Juan Manuel (24 June 1911 – 17 July 1995) was an Argentine racing car driver. He dominated the first decade of Formula One racing, winning the World Drivers' Championship five times.

Ferrari, Enzo Anselmo Giuseppe Maria (20 February 1898– 14 August 1988) was an Italian motor racing driver and entrepreneur, the founder of the Scuderia Ferrari Grand Prix motor racing team, and subsequently of the Ferrari automobile marque.

Flewitt, Mike is an automotive industry executive and CEO of McLaren.

Fogarty, Carl George (born 1 July 1965), often known as "Foggy", is an English former motorcycle racer and one of the most successful World Superbike racers of all time.

Ford, Henry (July 30, 1863– April 7, 1947) was an American industrialist and business magnate, founder of the Ford Motor Company, and chief developer of the assembly line technique of mass production.

Firestone, Harvey Samuel (December 20, 1868– February 7, 1938) was an American businessman, and the founder of the Firestone Tire and Rubber Company, one of the first global makers of automobile tires.

Fisher, Carl Graham (January 12, 1874- July 15, 1939) was an American entrepreneur.

Fisichella, Giancarlo (born 14 January 1973, is an Italian professional racing driver. He has driven in Formula One for Minardi, Jordan, Benetton, Sauber, Renault, Force India and Ferrari.

Fisker, Henrik (born 10 August 1963) is a Danish automotive designer and entrepreneur based in Los Angeles, California. He is best known for designing luxury cars.

Fittipaldi, Emerson (born 12 December 1946) is a semi-retired Brazilian automobile racing driver who won both the Formula One World Championship and the Indianapolis 500 twice each and the CART championship once.

Gandini, Marcello (born 26 August 1938) is an Italian car designer, known for his work with the automotive design house Gruppo Bertone, including his designs.

Garlits, Donald Glenn (born January 14, 1932) is an American race car driver and automotive engineer.

Giugiaro, Giorgetto (born 7 August 1938) is an Italian automobile designer. He has worked on supercars and popular everyday vehicles.

Hamilton, Lewis Carl Devidson (born 7 January 1985) is a British racing driver, activist, fashion designer and musician. He currently competes in Formula One for Mercedes.

Hakkinen, Mika Pauli (born 28 September 1968) is a Finnish former racing driver. He was the 1998 and 1999 Formula One World Champion, driving for McLaren.

LIST OF AUTHORS

Harley, Earl Jefferson (November 22, 1893– April 10, 1969) was an American automotive designer and business executive. He was the initial designated head of design at General Motors, later becoming vice president, the first top executive ever appointed in design of a major corporation in American history.

Harris, Claire (born 21 July 1976) is the former Deputy Team Principal of the Williams Formula One racing team.

Hawthorn, Mike John (10 April 1929 – 22 January 1959) was a British racing driver. He became the United Kingdom's first Formula One World Champion driver in 1958.

Hill, Damon Graham Devereux (born 17 September 1960) is a British former Hill Graham racing driver from England.

Hill, Graham Norman (15 February 1929 – 29 November 1975) was a British racing driver and team owner, who was the Formula One World Champion twice, winning in 1962 and 1968.

Hill, Philip Toll Jr. (April 20, 1927– August 28, 2008) was an American automobile racer and the only American-born driver to win the Formula One.

Hooydonk van, Adrian (born 21 June 1964), is a Dutch automobile designer and BMW Group's Design Director.

Honda, Soichiro (17 November 1906– 5 August 1991) was a Japanese engineer and industrialist.

Howard, Kenneth Robert "Von Dutch" (September 7, 1929–September 19, 1992) was an American motorcycle mechanic, artist, pinstriper, metal fabricator, knifemaker and gunsmith.

Hunt, James Simon Wallis (29 August 1947– 15 June 1993) was a British racing driver who won the Formula One World Championship in 1976.

Hulkenberg, Nicolas (born 19 August 1987) is a German professional racing driver who drove in Formula One in 2010 and from 2012 to 2020.

Hutchinson, Ian (born 12 August 1979) is an English professional motorcycle road racer.

Iacocca, Lido Anthony "Lee" (October 15, 1924 – July 2, 2019) was an American automobile executive.

Ickx, Jacques "Jacky" Bernard Ickx (born 1 January 1945) is a Belgian former racing driver who won the 24 Hours of Le Mans six times and achieved eight wins and 25 podium finishes in Formula One.

Johnson, Jimmie (born September 17, 1975) is an American professional auto racing driver.

Koenigsegg von, Christian Erland Harald (born 2 July 1972) is the founder and CEO of the Swedish high-performance automobile manufacturer Koenigsegg Automotive AB.

Kristensen, Tom (born 7 July 1967) is a Danish former racing driver.

Lauda, Niki Andreas (22 February 1949– 20 May 2019) was an Austrian Formula One driver and aviation entrepreneur.

Lamborghini, Ferruccio (28 April 1916– 20 February 1993) was an Italian industrialist.

Lorenzo, Jorge Guerrero (born 4 May 1987) is a Spanish Grand Prix motorcycle racer who announced his retirement from road racing competition in late 2019.

Lyons, William (4 September 1901– 8 February 1985), known as "Mr. Jaguar", was with fellow motorcycle enthusiast William Walmsley, the co-founder in 1922 of the Swallow Sidecar Company, which became Jaguar Cars Limited after the Second World War.

Lutz, Bob Robert Anthony (born February 12, 1932) is a Swiss American automotive executive.

Márquez, Marc Alentà (born 17 February 1993) is a Spanish Grand Prix motorcycle road racer and one of the most successful motorcycle racers of all time.

LIST OF AUTHORS

McLaren, Bruce Leslie (30 August 1937 – 2 June 1970) was a New Zealand race-car designer, driver, engineer, and inventor.

McQueen, Steve Terrence (March 24, 1930 – November 7, 1980) was an American actor and racer.

McRae, Colin Steele (5 August 1968 – 15 September 2007) was a Scottish rally driver.

Musk, Elon Reeve (born June 28, 1971) is a business magnate, industrial designer, and engineer.

Pastrana, Travis Alan (born October 8, 1983) is an American professional motorsports competitor and stunt performer.

Patrick, Danica Sue (born March 25, 1982) is an American former professional racing driver.

Petty, Richard Lee (born July 2, 1937) is an American former stock car racing driver.

Porsche, Ferdinand (3 September 1875– 30 January 1951) was an Austrian-German automotive engineer and founder of the Porsche car company.

Porsche, Ferdinand Alexander (11 December 1935– 5 April 2012), son of Ferry Porsche, grandson of Ferdinand Porsche, was a German designer whose best known product was the first Porsche 911.

Räikkönen, Kimi-Matias (born 17 October 1979) is a Finnish racing driver.

Reithofer, Norbert (born 29 May 1956) is a businessman and former CEO of BMW.

Rindt, Karl Jochen (18 April 1942– 5 September 1970) was a German-born racing driver who represented Austria during his career.

Rosberg, Nico (born 27 June 1985) is a Finnish-German former racing driver who won the 2016 Formula One World Championship driving for Mercedes-AMG Petronas Motorsport.

Roth, Ed “Big Daddy” (March 4, 1932 – April 4, 2001) was an American artist, cartoonist, illustrator, pinstriper and custom car designer and builder.

Rossi, Valentino (born 16 February 1979) is an Italian professional motorcycle road racer and multiple MotoGP World Champion.

Royce, Frederick Henry (27 March 1863 – 22 April 1933) was an English engineer famous for his designs of car and aeroplane engines with a reputation for reliability and longevity.

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Senna, Ayrton da Silva (21 March 1960– 1 May 1994) was a Brazilian racing driver who won the Formula One World Drivers' Championship in 1988, 1990 and 1991.

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Shelby, Carroll Hall (January 11, 1923- May 10, 2012) was an American automotive designer, racing driver, and entrepreneur.

Sloan, Alfred Pritchard Jr. (May 23, 1875– February 17, 1966) was an American business executive in the automotive industry. He was a long-time president, chairman, and CEO of General Motors Corporation.

Smith, Carroll (1932- 2003) was a successful professional race car driver, engineer, and author.

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Stirling, Moss Craufurd (17 September 1929- 12 April 2020) was a British Formula One racing driver.

Surtees, John (11 February 1934 – 10 March 2017) was an English Grand Prix motorcycle road racer and Formula One driver.

Todt, Jean (born 25 February 1946) is a French former rally driver, automotive manager and former President of the FIA).

Toyoda, Eiji (12 September 1913- 17 September 2013) was a Japanese industrialist.

Toyoda, Kiichiro (June 11, 1894- March 27, 1952) was a Japanese businessman and the son of Toyoda Loom Works founder Sakichi Toyoda.

Unser, Robert William "Bobby" (born February 20, 1934) is an American former automobile racer.

Vettel, Sebastian (born 3 July 1987) is a German racing driver.

Wagener, Gorden (born September 3, 1968) is a German car designer, and is the chief design officer for Daimler AG.

Wallace, William Darrell "Bubba" Jr. (born October 8, 1993) is an American professional stock car racing driver.

Weber, Mark Alan (born 27 August 1976) is an Australian former professional racing driver who competed in Formula One (F1) from 2002 to 2013 and the FIA World Endurance Championship between 2014 and 2016.

Winterkorn, Martin (born 24 May 1947) is a German former business executive who was chairman of the board of management CEO of Volkswagen AG.

Yarborough, Cale William (born March 27, 1939) is an American former NASCAR Winston Cup Series driver and owner, farmer, and businessman.

Zanardi, Alessandro (born 23 October 1966) is an Italian professional racing driver and paracyclist.

Zetsche, Dieter (born 5 May 1953) is a German engineer and business executive.

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AUTOMOTIVE WORLD: CREATORS, CAR DESIGNERS, CAR
ENTHUSIASTS, CUSTOMIZERS, MANAGERS, ENGINEERS AND
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