

Note for the editors:

You may use this interview in its entire length or in parts. It is requested that you quote that it is connected with Freddie's new role as F1 Fragrances ambassador on the occasion of the launch of the F1® Fragrances Race Collection.

We kindly appreciate a copy, link or screenshot of your coverage. For accredited F1 media a nice sampling gift is planned, hand-out/delivery condition to Covid-measurements either at Silverstone or Budapest.

Freddie Hunt, son of Formula 1-legend and 1976 World Champion James Hunt, is the new ambassador of the Official F1® Fragrances. He just launched the new F1® Fragrances Race Collection, designed for race-fans world-wide and talks about the scent of racing, memories of his famous father.

Hi Freddie, you are the new ambassador of F1® Fragrances. What attracted you to this latest F1 project, because it's quite unusual, and are you excited?

Absolutely, yes I am very excited! I would agree, it's an unusual project ... the fragrances, they are really good, particularly the Carbon Reign one is my favourite, really nice...

How do you like the 2021 F1 season so far?

I must say this season is by far the best season we've had in recent years, it's very close, We've got two top drivers in two top cars and also the other teams, McLaren for example are very close behind, so they really need to be on their ball. We're not even half way, there are still a lot of races, it is a 23-race season, it's very exciting and it is anyone's championship, really.

Which one is your favourite scent of the new F1® Fragrances Race Collection – Precious Mettle, Turn 1, Overtake 320, Neeum White or Carbon Reign?

Well, Carbon Reign it's got a fresh, cool sense to it, it's very nice. These are unisex as well, If I was buying perfume for my girlfriend I would probably buy Neeum White, a little bit unusual a bit on the daring side and depending on the girl, I would go for that one.

Haha.. a gentleman never tells... actually - You grew up breathing the scent of racing at home, how would you describe it and which of F1 Fragrances Race Collection captures it the best?

Well, I was very young when he died but have vivid memories in particular being here at Silverstone, in particular there were those white picket fences around the marquee where we had lunch inside the circuit. I also remember the hospitality bus where we were staying, but to pick a scent, it comes down personal preference.

When you think of your dad, which picture comes to your mind?

When I think of him on the podium the big laurel wreath around his neck, champagne bottle and normally a cigarette – you don't see that anymore. There is a wonderful image from the 1977 British Grand Prix, when he won that, that makes me think of him. When you are on that podium you're drenched in champagne and sweat and you kind of need a fragrance afterwards.

Do you think, is it possible to capture Formula 1® in a fragrance?

Yes! After podium celebrations you definitely need a fragrance and I would pick Carbon Reign, being my favourite, it fits the atmosphere of the podium, I suggest.

Of course Silverstone is a very special race track in the F1 calendar for you and your family – you race there yourself. It is where James Hunt won his first-ever F1 race, the BRDC International Trophy in 1974 – and where he won the British Grand

Prix as reigning World Champion in 1977, starting from Pole Position. Can you tell us a bit more of the connection with Silverstone?

Yes, I don't remember where that was, maybe at a test or race, I was very small, maybe about 3 or 4 years old, I have remember standing right behind one of car the exhaust directly in front of my face when they started it up. I jumped right out of my skin, it scared the life out of me and I grabbed my father's leg, that is a strong memory.

Speaking of memories, is there a certain scent that you would connect with fond memories of your dad?

The scent that hangs in the air combined with the push of adrenaline that is common to everybody who has ever visited a Grand Prix is something you can hardly describe with words. But it is about the smell of the track, tyres, brakes, engines, the Grand Prix cars from dad's times, slightly different to the car I race now. I get that smell when I go to historic races or historic F1 events!

What are your best memories of him?

My memory is pretty vague, But I do remember chatting with Murray Walker, when I was there, and being in the hospitality, must have been McLaren, very fond memories of that.

There is a funny story about how he kept you and your out of trouble?

When the race was on, and dad was commenting, my brother and I were shut up in the hospitality bus, so we wouldn't cause any trouble.

Do you have a special memory, maybe an anecdote visiting the race with your Dad?

My best memories are from home, we living in Wimbledon and were feeding the geese and ducks every day at Wimbledon Common, that was always good fun. One very funny memory also is the fire in our garden, we had a bonfire in the garden, a silver birch tree caught alight. I remember, I found it rather amusing watching dad trying to get the flames out.

You also went on skiing holidays?

Also skiing, I was small and not the best skier at the time, but I remember going skiing quite frequently in Verbier, very nice. Another one from home we had a parrot, Jackson. And the parrot was the boss, it walked along the caped and dad had to get out of the way from the parrot.

The times when your dad raced were daring and dangerous times, which F1 Fragrance does represent them the best?

Hard to say, but I am torn between **Turn 1** – described with fierce performance – and **Precious Mettle** – standing for courage! One of those two, I guess,

Now we have an off-track challenge for you: Here are the 5 new F1® Fragrances Race Collection Scents: Please chose one F1 driver each whose character you would match with the "title", the description of each of the 5 fragrances.

- **Precious Mettle EDT**
Inspired By Pre-Race Moments and The Drivers Courage

Driver Niki Lauda

- **Turn 1 EDT**
The First Turn Of The Race Where The Performance Is Fierce

Driver Ayrton Senna - 1993 opening lap Donington

- **Overtake 320 EDT**
The Focus and Passion To Pass Your Competitor at High Speed

Driver Gilles Villeneuve 100% maniac

- **Neeuum White EDT**
The Final Stretch, Victory Within Grasp, With Fearlessness and Determination

Driver Michael Schumacher, Lewis Hamilton

- **Carbon Reign EDT**
Victory! Celebration On The Podium In Front Of The World

Driver My dad! When he won the British GP 1976