



press release

CARRERA DRIVE YOUR STORY EXPERIENCE

CARRERA HITS THE RACE TRACK AND PRESENTS THE NEW SPRING SUMMER 2019 COLLECTION AND AD CAMPAIGN #DRIVEYOURSTORY

Carrera – synonymous with pioneering design and outstanding quality – is a statement brand since 1956 for people who live by their own rules, continuously defying themselves and proudly approaching life standing out from the crowd.

Milan, February 22, 2019 – Carrera launches the new SS19 communications campaign and collection at an exclusive event held directly on the race track. The Safety Center in Vairano will host one of the most thrilling events of the season, featuring Carmen Jorda, F1 driver and face of the new Carrera campaign. Working in continuity with the #DRIVEYOURSTORY concept, Carrera continues telling rare, compelling and impressive stories.

100 lucky special guests will enjoy a full and exciting day at the circuit: not only will they have the chance to check out all the new Carrera products, they will also get a taste of the thrill of racing with the new Alfa Romeo range, main partner of the event. Multi-award winning Giulia and Stelvio, and all their versions, are an inspired mix of style, technical features and performance, delivering power and excitement. The Quadrifoglio models also perfectly reflect the brand's new concept, boasting the legendary Alfa Romeo symbol dating back to 1923 and the exclusive 2.9 V6 Bi-Turbo petrol engine, that delivers maximum power of 510 HP and generates a maximum torque of 600 Nm. The iconic Quadrifoglio also stands out on the C38, the new Alfa Romeo Racing single seater that will tackle the F1 circuit this season.

Carmen Jorda perfectly embodies the brand's values and the concept of the new ad campaign: a racing driver and a model, she is more than extremely talented. Carmen has been racing since she was 10 years old. Despite her young age, she already has a great experience of what this can mean for a girl. It's not just the risks, not just the speed or the fatigue. What really can stop a woman who wants to race is old mentality and she knows this well. But despite this problem, she has always been able to follow her own direction, with no fear and no doubts, keeping her head up to reach the finish line with courage and determination. This is driving for Carmen. Driving at 300km/h to overtake everyone and everything. Including obstacles. Because nobody else can drive her story.

Carmen Jorda is one of the faces of the new Spring/Summer 2019 CARRERA ad campaign: in both adv and videos, Carmen wears the Flag collection sunglasses with the iconic C front **Carrera 1021/S**, the fabulous and unconventional Flag "Lab" sun style **Carrera Facer** and the Signature optical frame **Carrera 174**, a classic but daring shape with the distinctive tank hinge.

Official event hashtag: #DRIVEYOURSTORY

Discover more on carreraworld.com

ABOUT CARRERA

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