



press release

CARRERA OFFICIAL PARTNER OF GUMBALL 3000 22ND EDITION

**From Toronto to Miami, Carrera Team special guests will bring
cool energy to the Rally!
#DRIVEYOURSTORY**

Padova – 23/05/2022

Supercars and Superstars!

This year, kicking off from Toronto for a 3000-mile road trip to Miami, the Gumball 3000 Rally will mix top celebrities, influencers and supercars owners to enjoy together a full week of terrific experiences and challenges.

All these are Gumball 3000 ingredients, closed to the spirit of Carrera: a mix of daring attitude and fashion forward style.

Started in 1999, the Gumball 3000 Rally is an annual luxury automotive road trip taking place every year and travelling a different 3000-mile route. Drive through capital cities in front of hundreds of thousands of fans and photographers as Gumball shuts down famous landmarks in each city where spectacular static car displays are hosted and documented by the world's press.

This year, the Carrera Driving Team will run the engine in Toronto and reach Indianapolis together with the other 120 participant cars, where the rally continues travelling across Nashville, Atlanta and finally Miami.

On board some very special guests.

From Toronto to Indianapolis, driver and co-driver **Francesco and Wilma Facchinetti** will bring their cool energy to the rally. Francesco is an incredible eclectic artist, deejay, radio speaker and music producer but not only! Wilma, his wife, is an oral surgeon turned into mother of 3. Together they are **THE FACCHINETTI'S**.

From Indianapolis to Miami, **JUCA**, amazing LATAM car Influencer with more than 16,9 million followers all around the world, will join the rally to drive the Carrera Team until the finishing line.

Gumball 3000 Founder and CEO, **Maximillion Cooper** says of the partnership "I am absolutely delighted to be able to partner with Carrera for the second time after 2 years of stop on our 22nd Birthday Rally. My first pair of special sunglasses was Carrera, and we fully embrace their ethos and excited to be part of their #driveyourstory journey. The last two decades have provided countless stories and adventures for drivers and spectators alike and this year will be even better!"

CARRERA x KAPPA x GUMBALL3000 LIMITED EDITION 2022

For this special occasion, Carrera joins forces with official partner of Gumball 3000, KAPPA, presenting two limited edition styles: **CarreraxKappaxGumball 3000 HYPERFIT 10/SE** and **CarreraxKappaxGumball 3000 1025/SE**.

Both styles feature the official 2022 Edition colors of Gumball 3000, pink and gold, and are personalized with the famous Kappa "OMINI" logo on the elastic band. The GUMBALL 3000 logo also appears on the end of the tip and on the lens.

All the styles will be on exclusive presale from the start of the rally on May 27th on Carrera official e-com pages and on Gumball 3000 e-com, on top of on selected retail stores in Europe and US.

CARRERA ONE-OF-A-KIND MASTERPIECE 18 CARAT GOLD FOR CHRISTIE'S AUCTION TO SUPPORT GUMBALL 3000 FOUNDATION

Not only speed and entertainment.

Established in 2013, Gumball 3000 Foundation intends to benefit underprivileged youth through educational and recreational infrastructure-based projects around the world. The mission is to give underprivileged youth greater opportunities in life, ensuring that future generations are invested in and presented with every occasion to be the best version of themselves.

This year, Christie's will present exclusive objects and experiences donated from partners and participants for a bid to donate as much as possible and therefore sustain the Gumball 3000 charity activities.

For this purpose, **Carrera is proud to introduce one of the highest expressions of its product craftsmanship**. It was 1956 when Austrian eyewear maker and pioneer Wilhelm Anger decided to name his Company "Carrera", drawing inspiration from the Carrera Panamericana road race. The adrenaline rush, great passion for racing and desire to push the boundaries that characterize the famous racing event are among the same distinctive traits that connect Carrera with the spirit of Gumball3000.

Handmade by skilled Italian artisans, these **unique sunglasses** are characterized by an unmistakable **Carrera shape in the front**, with a metal double-bridged construction enriched by the iconic "C" logo right in the middle. Their highly qualitative polarized lenses come with flash blue anti-reflection in their inner side for an unmatched comfort especially during driving.

To celebrate Gumball3000 22nd rally, the iconic eyewear brand has proudly produced this one-of-a-kind 18 carat gold piece to be offered as an auction lot, crafted uniquely for the occasion.

ABOUT CARRERA

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 of the crowd.

For further information:

Safilo Press Office

Tel. +39.049.698.5111

e-mail: pressoffice@safilo.com