

## A SHOW OF BRITISH SUPPORT FOR BRITISH DRIVERS AHEAD OF THE 2011 FORMULA 1 SANTANDER BRITISH GRAND PRIX

London Taxi drivers back Jenson and Lewis ahead of Silverstone

Today, in front of London's iconic Tower Bridge, title sponsor and 'official mobile partner', Vodafone, London taxi drivers and the British public got behind Vodafone McLaren Mercedes F1™ drivers, Lewis Hamilton and Jenson Button prior to the 2011 FORMULA 1 SANTANDER BRITISH GRAND PRIX.

In a rallying call for the British based F1™ team, Vodafone assembled a fleet of their Union Jack taxis, branded by Ubiquitous, to show how Britain is willing the team on to win at Silverstone on Sunday. Vodafone customers could be in a prime grandstand seat themselves with Vodafone VIP which offers customers exclusive gifts and money can't buy experiences at the Silverstone circuit.

Jenson Button commented: "Having the support of the British public is just what the Vodafone McLaren Mercedes F1™ team need ahead of our home Grand Prix™. The support we receive over the weekend really encourages us all and let's hope we can give the fans a great day out and get the right results on Sunday."

Lewis Hamilton said, "Knowing the nation is behind us at Silverstone is fantastic and should give our team the edge over our rivals. Events like today remind you that our home Grand Prix™ is a true British occasion which makes it that extra bit more special!"

Jimmy Tinker has been a taxi driver for 15 years and showed his support today, saying "I'm really honoured to attend an event with two of the biggest F1™ drivers in the world. Ahead of the Grand Prix™, I am delighted to show my support and see the drivers in practice tomorrow."

Vodafone VIP gives customers access to the best of British festival, fashion and Formula 1™ events. Whether it's the 2011 FORMULA 1 SANTANDER BRITISH GRAND PRIX this weekend, music festivals or exclusive front row seats at London Fashion Week shows, Vodafone will be supplying customers with the hottest tickets and money can't buy experiences. It is our way of saying thank you for being a Vodafone customer. All Vodafone customers can register for Vodafone VIP by going online at: [www.vodafone.co.uk/vip](http://www.vodafone.co.uk/vip)

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