



Media Information  
IMSA WeatherTech SportsCar Championship  
9<sup>th</sup> January 2019

### **Alessandro Zanardi conquers New York: Media marathon and special honour at the New York NASDAQ stock exchange.**

- **After the “Roar” at Daytona: Zanardi completes extensive media programme in New York and rings NASDAQ bell.**
- **Live broadcast on the video screen in Times Square.**
- **Interviews with popular American publications, TV stations and news agencies.**

**New York. After the “Roar before the Rolex”, the official test ahead of the 24-hour race at Daytona (USA), BMW works driver Alessandro Zanardi (ITA) headed straight to New York (USA), where the Italian received a great and rare honour. On Tuesday afternoon he rang the technology stock exchange NASDAQ closing bell. Zanardi also completed an impressive media programme with many famous American publications, TV stations and news agencies.**

#### **Alessandro Zanardi after his New York trip:**

“These two days have been very intense, but also very rewarding. I had many opportunities to talk to a lot of people about my passion and one of the most prestigious projects I have ever embarked on with BMW Motorsport. Ringing the Closing Bell at NASDAQ was the icing on the cake. Man, so much great stuff is happening in my life! Every day is an adventure and I am glad that the journey with my BMW friends continues with the Daytona 24 Hours.”

#### **A chronology of Zanardi’s New York trip.**

##### **Monday, 11:45 a.m. local time:**

Zanardi, his wife Daniela and son Niccolò arrive at Newark airport from Orlando.





**Monday, 2:00 p.m. local time, Hearst Tower:**

Interviews with Road & Track, Men's Health and ABC News One, as well as a telephone interview with the news agency Reuters.

**Monday, 3:30 p.m. local time, Classic Car Club:**

Visit to Classic Car Club Manhattan, interviews with TV and online media.

**Monday, 6:00 p.m. local time:**

Telephone interview for the radio show "The Real Spin" on the station NASCAR SiriusXM.

**Monday, 7:00 p.m. local time, Classic Car Club:**

Stage appearance and interview for The Drive in front of more than 100 members of the Classic Car Club, together IMSA president Scott Atherton.

**Tuesday, 8:30 a.m. local time:**

Appearance and interview on the morning TV show "Good Day New York".

**Tuesday, 9:30 a.m. local time:**

Interview with the daily newspaper "USA Today".

**Tuesday, 11:00 a.m. local time, NYT Building:**

Interview with the daily newspaper "New York Times".

**Tuesday, 12:00 p.m. local time, NYT Building:**

Lunch with the editor of the magazine "Sports Illustrated".

**Tuesday, 1:45 p.m. local time, Time Warner Building:**

Studio interview with TV station "CNN International".

**Tuesday, 4:00 p.m. local time, Times Square:**

Zanardi enters the NASDAQ podium just in time for market close and in the presence of IMSA president Scott Atherton rings the bell to mark the end of the day of trading. The ceremony is broadcast live on the NASDAQ video screen in Times Square, New York, where a video showing Zanardi in action at the wheel of the BMW M8 GTE is also screened.



# BMW Corporate Communications



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