

**ROMAN
BRIO
RACING TEAM**

ROMAN BRIO®



FOR IMMEDIATE RELEASE

Do you have Brio ... A Zest for Living? A Flair for Sports? A Passion for Pleasure? Jackie Stewart does.

The current point leader in World Championship Formula I Grand Prix Racing, Jackie will be driving a German Ford Capri for Roman Brio Men's Toiletries at Watkins Glen July 21st.

This car has been specially prepared by Wetson Racing which is owned by Herb Wetson of the Hamburger Restaurant Chain by the same name.

The car will be co-piloted by Jody Schecter the 23 year old phenomenon from South Africa. Jody Schecter has amazed the racing world with his outstanding performance and outstanding racing skills in Formula I, L & M Continental 5000 and Can-Am Series.

Roman Brio Men's Toiletries, introduced Nationally last year by Leeming/Pacquin Divisions of Pfizer Inc., is heavily involved in SCCA sanctioned racing fielding a Lola T-260 (Stewarts' back-up car of two years ago) in the prestigious Canadian/American Challenge Cup Series and a new March Formula A car in the L & M Continental 5000 series.

The Lola has been a consistent finisher, finishing eighth this past weekend at Road Atlanta. Tom Heyser, a School Teacher from Washington, D. C. has proven to be a fast learner because this is just the beginning of his second year in a Group 7 car. John Gunn pilots the Formula A car. These cars are prepared by Racing Specialties, Laurel, Maryland which is owned and managed by Tom's wife, Dalles.

The Capri that Jackie and Jody will be driving in the Manufacturers Six Hour Endurance Race is a 3 litre V6 that puts out 345 Horse Power. The car weighs 1900 pounds and has a top speed of 187 MPH. Ford Capri's have been the Championship Car in European Group II Racing for the past two years.



SOC ET TUEM!

Roman Brio has had an extremely successful sell-through in its' first year and Thomas F. Coughlin, Vice President of Sales contributes a great deal of this success to the Brand's involvement in Auto Racing.

Depending upon which study you read, Auto Racing is either the largest or the second largest spectator sport in America. It's fans are fanatically loyal to the various Companies that make this highly expensive sport possible.

Perhaps more importantly, SCCA sanctioned Road Racing is the perfect promotional medium for Roman Brio because men (and their women) involved in Motor Sports have Brio A Zest for Living, A Flair for Sports, A Passion for Pleasure.

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ROMAN[®] BRIO



July 13, 1973

ROMAN BRIO NEWS

JOHN YOUNG "JACKIE" STEWART

Hometown: Begnins, near Geneva,
Switzerland

Born: June 12, 1939

Height: 5 ft. 6½ in.

Weight: 146 pounds

Marital Status: Married

Wife's name: Helen

Children: Paul, Mark

First race: 1961 at Charterhall
in Scotland with a
Marcos sports car

Jackie is the professional racing driver to his fingertips, making public appearances, broadcasting, signing autographs by the thousand, advertising watches and men's fashions, giving his sponsors a great deal of his time, energy and speech-making genius. Stirling Moss created this image of the Complete Racing Driver -- Jackie has added his own brand of Scottish common sense, caninness, and, above all, humor. He is highly competitive in everything he does, from playing ping-pong at Kyalami to golf at Watkins Glen. He is rarely still, and hardly ever lets the pace of his life slacken.

Stewart's father was a garage owner, and his grandfather head gamekeeper on the estate of a wealthy Scottish industrialist. Through his grandfather Jackie became interested in guns and shooting at a very early age, and was trained by his father to handle a gun correctly. "I also learned the etiquette of shooting, of which my father was a disciple. It all had to be done exactly the



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the right way."

While his elder brother, Jimmy, was becoming a well-known racing driver, Jackie was fretting about the restrictions of school and turning himself into a superb marksman. From national championships in clay pigeon or 'trap' shooting he went on to represent his country, and reached Olympic standards by the time he was twenty-one. On the non-competitive side of his life, he was serving a five-year apprenticeship as a motor mechanic. His ambition then was simply to take over the family business.

But his involvement with his elder brother's activities on the race track, plus the fact that the garage had earned itself a good name preparing and tuning high performance cars, brought him closer and closer to motor sport. When he failed to make half of the two-man shooting team to go to the Rome Olympics -- something which had seemed a certainty -- his highly competitive urge turned to cars. In 1960 he tried driving on a circuit for the first time, at a private session with a friend at Oulton Park. "It felt fabulous -- a big, big thrill. I couldn't imagine why we didn't go on all day." But his friend decreed that they should go home at lunchtime, and Jackie found this so heartbreaking that it was clear his mind was already made up -- he wanted to be a racing driver.

He began in a small way, racing sports cars infrequently at Scottish meetings. He appeared in the program as A.N. Other in order to stop his mother from finding out that he was racing. As her other son, Jimmy, had suffered two very bad crashes and retired from the sport, she was in no mood to go through it all over again. However, Jackie's father was encouraging, and local fame led to national fame, and thence to a foray across the border into England. The Scottish team of Ecurie Ecosse, for whom his brother had raced, offered Jackie a more permanent deal, and he won 14 out of 23 events for them.

By now Ken Tyrrell, talent-spotter extraordinary, had become impressed. A.N. Other had given up trying to deceive his mother, and was offered a Formula 3 try-out in a Cooper. It was his first single-seater drive, and it happened one winter's day at Goodwood. Jackie lapped the track so quickly that Ken had to call him in and tell him not to try too hard. But Jackie knew his limits then as he knows them now, and he couldn't go slower. Faster, yes.

By 1964 he had come along so fast that he completely dominated Formula 3 that year. In 1965 he had several big team offers for Formula 1, and chose BRM for characteristically sensible reasons. "I wanted to be in a team in which I could develop at my own pace, be financially secure, and learn from someone like Graham Hill."

Jackie won his first Grand Prix at Monza in September, 1965, and followed this up with victory at Monaco in 1966. In 1967 he stayed on with BRM as their Number 1 driver, which was a big responsibility, and good training for a future champion.

The Tyrrell-Ford-Matra-Stewart-Dunlop association, which was formed at the end of that year, was so successful (despite Jackie's broken arm and the difficulties of driving when he returned to the track after missing two Grands Prix) that it was continued through 1968 and into 1969. Stewart made sure of the championship this time by winning in South Africa, Spain, Holland, France, Great Britain and Italy. His battles with his friend and rival, Jochen Rindt, were some of the best in motor racing history.

For 1970 Matra wanted to be all French, so Ken Tyrrell ran the brand new March-Ford Formula 1 cars -- quite successfully for an untried design, but not successfully enough to be further up the championship table than fourth. The story of the secret designing and building of the Tyrrell-Ford is now almost a legend -- and it was a potential winner from its first outing in the middle of

1970. So in 1971 the hopes of Ken Tyrrell, Derek Gardner, Goodyear, Ford, Elf, Francois Cevert and Jackie Stewart were centered on the new car, and it repaid them by turning seven out of the eleven Grands Prix into walkover wins. The Tyrrell began 1972 in much the same way, winning convincingly in Argentina.

Jackie dabbled in Can-Am racing for the first time in 1970 with the Jim Hall Chaparral "vacuum cleaner" car, which put the cat among the pigeons and led to a ban on the design -- considered to be 'unfair'. The following year the Gulf-McLarens again swept all before them, with Peter Revson just beating Denny Hulme for the championship. But the shape of things to come was to be seen in Stewart's driving of the L & M-sponsored Lola, which, though not really competitive with the Gulf-McLarens, managed to be in the right place sometimes to benefit from a McLaren lapse. So, if you can't beat them, why not join them? And then beat them...?

Jackie Stewart has lived in Switzerland since 1968, in an elegant villa called Clayton House in the village of Begnins. This is just near enough to Geneva for business and refreshingly near the airport, thus cutting down on travelling time and frustration. Jackie's wife, Helen, a Scottish girl whom he married in 1962, has become part of the International jet-set, while managing to stay basically the same nice, shy girl she was at the start of it all. She is the mother of Paul, 7, and Mark, 5, who are both very Scottish and bi-lingual; they attend a French-speaking school. Jackie does not want to encourage them to become racing drivers, and they seem more interested in skiing at the moment anyway.

Jackie Stewart has done a great deal for the sport of motor racing, making it safer while continually raising the speeds, and giving it world-wide publicity. He is a sportsman first of all, fun to be with, dynamic, well-balanced and positive in his thinking. A worthy Champion.

ROMAN BRIO®



July 16, 1973

ROMAN BRIO NEWS

(DATELINE) -- Jackie Stewart has become what his followers have been saying he is: the world's greatest race driver. The record proves it.

When he wins his 26th career Grand Prix Championship race Stewart will surpass by one the record held by the late Jim Clark, making him the winningest Grand Prix driver of all time. He has won two more Grand Prix championships than Argentina's legendary Juan Manuel Fangio.

Stewart also has won two World Driving Championships and is the leader by a wide margin in career world driving championship points. His nearest competitor is England's Graham Hill who has 282 points.

Only one major international racing record remains for Stewart to challenge. That's the mark of seven Grand Prix wins in one season achieved by Clark. Twice, Stewart has won six GP races in a season, in 1969 and 1971, the years he won driving championships.

It is quite possible Stewart could surpass the seven wins mark this year. So far, he has won three times with nearly half of the Grand Prix schedule still ahead of him.

Stewart's career in racing has not always been one of victory garlands and loving cups, of audiences with royalty and international public acclaim.



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He started at the bottom -- even using the assumed name of A.N. Other, to prevent his mother from knowing of his motor sport involvement -- but he has been a winner since he pulled on his first driving helmet.

In his first season as a professional driver, in Formula 3 competition in 1963, Stewart won 14 of 23 races.

That success brought him to the attention of Ken Tyrrell, for whom he still drives. Tyrrell, then associated with the Matra racing program, signed Stewart for the 1964 season, and the young Scotsman responded by winning 12 Formula 3 races and the European Formula 3 championship. Overall, he came home first 28 times in 53 racing starts.

The following year he won his first Grand Prix race, at Monza, Italy, and wound up third in the World Driving Championship point standings.

An accident interrupted his 1966 season and 1967 was unspectacular, and it began to appear that Stewart was just another young driver who was living on luck -- and that his luck had gone bad.

But in 1968, Stewart stormed back to finish second to Hill in driver point standings. Then, he won his first world driving title in 1969.

After a lean year in 1970, Stewart made two decisions that ultimately lifted him to the top of the racing world.

Tyrrell left Matra and developed his own car, and Stewart went with Tyrrell to drive it. He also signed a long-term contract with The Goodyear Tire & Rubber Company, which gave him access to the world's largest team of race tire development specialists and helped to project him into the public limelight as an international sports celebrity.

Before the 1971 racing season, Stewart did extensive tire testing for Goodyear while working out the problems in his new Tyrrell-Ford racer.

The 1971 season started slowly. But by the midway point, Stewart, his car, and the Goodyear tires it rolled on were all in top form, and Stewart streaked easily to his second World Driving Championship. And en route to the title his fame as a racing celebrity increased almost as quickly as his driving points total.

Although illness caused him to miss a race and problems with a new car diminished his performance in 1972, Stewart still finished second in driver point standings, winning the final two events of the year, the Canadian and United States Grand Prix races.

While Stewart's primary interest in racing has always been the Grand Prix circuit, he's been successful in other phases of the sport, too.

He drove in the 1966 Indianapolis 500 mile race, earning "Rookie of the Year" honors, and he campaigned successfully on the Canadian-American Challenge Cup (Can-Am) circuit in 1970 and 1971, challenging the dominant Team McLaren cars.

Stewart's plans to drive for Team McLaren in Can-Am in 1972 were scrapped by the illness that interrupted his Grand Prix activities.

Stewart's skill behind the wheel is unquestioned. And those who know him well say at least a part of his skill comes from being a cautious driver and a smart driver.

Since a near tragic accident in 1966, in which Stewart found himself pinned in a wrecked race car, soaked with gasoline, he has become racing's most outspoken advocate of safety---in driving equipment, in cars and even in race track design.

He was one of the first drivers to wear long underwear soaked with a fire-retardant solution. He has talked loudly and often about the need for

break-away guardrails, catch fences, open infields and elimination of poles and trees lining the course.

He has even worked with a designer to develop what he considers the "perfect" race track. It hasn't been built because the cost is too high, but he has personally financed a model of the track as a demonstration unit.

On several occasions he has refused to drive on tracks which he considered unsafe. In most instances, his protests resulted in quick track renovations.

Stewart's campaign for track safety may have helped save his life early this year.

While practicing at Kyalami for the South African Grand Prix, he spun off the track at 160 miles per hour after his car's brakes failed. The car hit a break-away guardrail and went through a catch fence before stopping. The car was badly damaged but Stewart escaped injury. The next day he drove a teammate's car to victory in the race.

Stewart has a quick mind, an outgoing personality that allows him to be comfortable in any crowd and puts visitors at ease, and an outstanding ability to communicate effectively.

His racing reputation and expertise combined with his skill in communicating have made him independently wealthy.

He is a much sought after speaker and has become a highly respected racing analyst for American Broadcasting Company Television (ABC-TV) in the United States and Europe.

Although he owns a picturesque mansion in Switzerland, he is seldom there to enjoy it, being instead on the road almost constantly to meet commitments to racing sponsors and others who buy his services.

He has written a book, "Faster," about his racing activities which has been serialized for a magazine, and he is active in dozens of other business ventures.

Stewart's 25th Grand Prix victory, which pushed him to the pinnacle of racing, and his acknowledged financial security have strengthened rumors that he may retire at the end of this season, especially if he wins a third World Driving Championship.

Stewart has not commented on this speculation, but in answer to a writer's question as to whether he could live without racing Stewart replied, "I very much want to find out."

Beyond this, Stewart has only said that when retirement comes -- at the end of this year or at some time in the future -- he will not disappear from the racing scene.

"Motor racing has meant a lot to me and I wouldn't want to divorce it completely. I want to do some things to make it a bigger and better sport," he said.

Stewart is also working with a plan that would better educate the average street driver who, Stewart says, "is behind the wheel of the world's most lethal weapon and in most cases has very little knowledge of how to deal with that car in an emergency."

Stewart adds, "I like business, and motor racing has opened many business doors for me. I hope I can show people that I can stand on my own two feet as a business man, and not just because I'm a famous race driver."