



## World-Class Partners and Performers:

### AMD for Ferrari

**“In FI, speed is essential, not only on the track but also in design and data analysis. Engineers have to be able to assess a large amount of information in a small amount of time, relying on excellent technology products such as AMD processors to make their task easier.”**

– Jean Todt, Scuderia Ferrari Director General

**“Trust, hard work, innovation, reliability and a constant desire to be the best are the key elements of success in FI, and this perfectly mirrors our philosophy at AMD.”**

– Hector Ruiz, AMD Chairman and CEO

### AMD is Sponsor and Technology Partner of Scuderia Ferrari

#### AMD – driving Scuderia Ferrari to victory

When every nanosecond counts, there's one thing the Scuderia Ferrari team wants to do: go faster. Victory depends on having precise information about the car, engine performance, what lies ahead, and the other drivers. Since 2002, AMD has provided Scuderia Ferrari with technology solutions to succeed in a highly competitive environment. By providing innovative solutions, AMD helps the team achieve optimal performance and ultimate success.

As Formula One racing evolves, teams must develop world-class IT departments and fit them inside of the racing pit. AMD joined forces with Ferrari in 2002, and since then has provided cutting-edge technology in this unique computing environment.

As Sponsor and Technology Partner of Scuderia Ferrari, AMD supplies the Prancing Horse with the processor-based solutions that give them the competitive edge in engine development, testing and training, and real-time race telemetry.

"Ferrari is as tough an enterprise customer as one can possibly have," says Hector Ruiz, AMD Chairman and CEO.

"They compete in an utterly unique and constantly changing environment – and the results they achieve are not only instantaneous, they are also reported for all the world to see, every race weekend."

## Computational Fluid Dynamics

Wind tunnels. Weather conditions. Aerodynamics. All of these affect racecar performance. Scuderia Ferrari uses AMD 64-bit technology to discover the aerodynamic characteristics and wind tunnel fundamentals of its racecars – and to develop winning responses.

## Car Engine

Ferrari engineers constantly refine their designs, relying on AMD Opteron™ processors to shorten development time and perform complex engine simulations. As technology evolves, so does AMD with innovations that keep Scuderia Ferrari out in front.

## Telemetry Analysis

During a race, a Formula One racecar engine generates an enormous amount of electronic data. Ferrari relies on AMD Opteron processors to collect the data and send it to the pits for immediate analysis – faster, better, and more thoroughly than ever before.

## Powering the Ferrari Data Center

In the Ferrari Data Center, AMD Opteron processors reduce the time of aerodynamic simulation, enabling the team to conduct more tests in the wind tunnel, and even add different creative solutions. AMD64 technology provides higher power calculations and optimization of software, so Ferrari can better simulate aerodynamics behavior to actual weather conditions.

## Giving Ferrari the Edge

In the fight for Formula One victory, Ferrari plans to expand the use of AMD products, including solutions based on AMD64 technology. Michael Schumacher, Ferrari driver, sums it up neatly: "What we love about AMD is that they, like Ferrari, have a passion for performance, an aggressive spirit of competitiveness and a determined commitment to be the best. AMD64 technology is a testament to those qualities, and it's AMD64 technology that helps to give Ferrari its competitive edge."

## Powering Motorsports

Wherever motorsports is heading, AMD is increasingly involved, strengthening its role as a true technology partner in this most unique computing environment. In addition to serving as Sponsor and Technology Partner of Scuderia Ferrari, AMD is proud to serve as the Official Technology Partner of the Fédération Internationale de l'Automobile (FIA) and most recently as Official Technology Partner of NASCAR.

**"AMD enables so much of what happens behind the scenes. It's a partnership we value, and it's a real collaboration."**

– Michael Schumacher, 7-time Formula One Champion, Scuderia Ferrari driver

**"AMD helps Ferrari by providing our team with powerful, cutting-edge technology that helped us stay ahead of the competition."**

– Felipe Massa, Scuderia Ferrari driver



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