



motorsport
IMAGES

The world's largest, most comprehensive
specialist visual media agency within
motorsport and automotive



Welcome:

James Allen, President of Motorsport Images

There are few things in this world that are truly unique, but the Motorsport Images collection can certainly make that claim. It is the only unbroken visual history of Formula One from the first race in 1950 to the most recent.

The library houses over 26 million racing and automotive images, some dating back to the end of the 19th century. The library is constantly updated with fresh content by a team of photographers, photo editors, digitisers and archivists with incredible knowledge of the images and of the sport's history.

We hope you find this brochure useful and please do get in touch. Our team is ready to deal with your enquiry. Whatever it may be, I'm sure we can help.



About Us:

What makes Motorsport Images



[LAT houses the most comprehensive history of racing and automotive imagery.](#)



[Giorgio Piola is F1's foremost technical artist. The collection starts from 1969 onwards.](#)



[Rainer Schlegelmilch, the "photographers' photographer" is a premium collection of F1 and sportscar imagery from 1961 onwards.](#)



[Sutton Images adds distinctive Formula One images from the early 1980s, including exclusive and unique access to Ayrton Senna.](#)



[Ercole Colombo's collection dating from the 1970s, goes behind the scenes of F1's most charismatic team, Ferrari.](#)



Timeline

The collections of Motorsport Images are unique in that they span the entire history of F1 and Grand Prix racing. From the very first Grand Prix in 1906, through the F1 World Championship since 1950, and right up to the present day.

1895

Earliest Image



1923

First Le Mans



Present

Day



1906

French Grand Prix

1950

First F1 Grand Prix

Commercial Offering:

What we can do for you

LICENSING

Exploit our comprehensive image libraries for editorial, documentary or commercial purposes.



LIVE ASSIGNMENT

Our photographers capture and deliver live imagery from the race tracks and paddocks.



VIDEO

Access our extensive racing and automotive video archive.



Editorial:

Photos delivered in minutes

Motorsport Images is globally known as a 'go to' photo resource for brands, publishers and organisations who want either an editorial subscription service, a one-off image or a bespoke project.

Using our own photo distribution platform and network of international selling agents, Motorsport Images supplies news and picture desks across the world, provides visual content to editorial platforms and works directly with clients such as:

BBC

The Miami Times

L'ÉQUIPE

The New York Times



Editorial:

Romain Grosjean crash (2020)

Our award winning photographers were in the right place at the right time to capture the spectacular accident, which the driver escaped unharmed.

The picture was then delivered within minutes to our global portfolio of clients and network of distribution agents to guarantee next day coverage.



Picked up by 11 world leading publications



3 million+ social media shares



Editorial: Publications



Commercial Licensing

Adding credibility to your campaign



Whatever the need, our team of experts are on hand to source the imagery you require.

Example concepts for your campaign:

Visual story – a pictorial journey through time, showcasing your brand at major championships around the world.

Celebrate success – capturing landmark moments; those unforgettable victory milestones and iconic achievements.

Behind the scenes – showcasing the personality of your organisation with unseen imagery on event day.

Commercial Licensing

Sky Sports F1: National Campaign



Sky leverages our most striking images, showcasing F1's drama and appeal in its promotions.

Our specialist in-house curation team provided SkySports F1 with a selection of images that matched this brief and several shots were eventually chosen by the Sky creative team to then talk to their audience and promote the start of the F1 season.

This was a UK campaign using billboard, print, digital and social media across a two week period.

Commercial Licensing

F1 Live: Exhibition display



The F1 Live exhibition in Madrid partnered with Motorsport Images by curating and licensing over a 100 classic images.

The long-awaited exhibition opened by F1 CEO Stefano Domenicali provides a unique and immersive experience for visitors that showcases Motorsport Images content on various display installations alongside F1 cars, driver memorabilia and interactive exhibits.

F1 turned to us because our extensive photo collection contains the only unbroken visual history of Formula One, from the first Grand Prix in 1950 to the most recent.

Commercial Licensing

NETFLIX - *Schumacher* (2021)

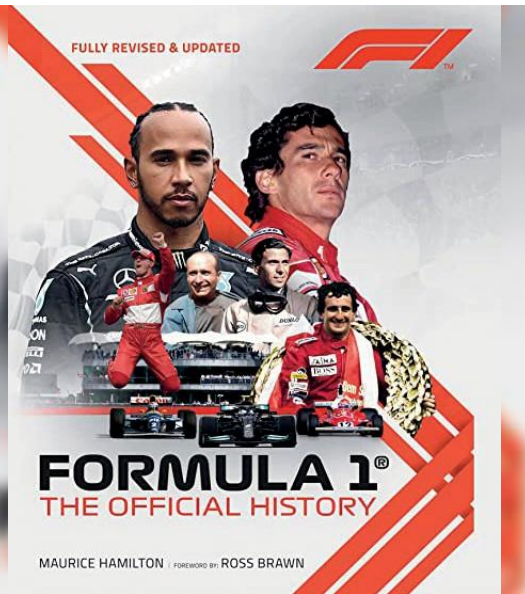


Motorsport Images responds to many high-profile briefs, including a recent collaboration with NETFLIX and a very special film on legend Michael Schumacher.

Motorsport Images and the production team behind the film worked so closely on the project that it required a visit to our photo archives to team up with our own in-house curation experts to source the relevant photo content. As a result of the research, rescanning and production process, NETFLIX agreed to license 46 image stills that would eventually feature strongly in the final cut of the iconic film to a worldwide audience.

Commercial Licensing

Formula 1: The Official History



Formula One turned to Motorsport Images when it wanted to produce the Official Formula One History book. Their chosen publisher, Welbeck Publishing (formerly Carlton Books), has a long-standing relationship with Motorsport Images and their picture researcher worked closely with our archive team to find iconic shots that represent the entire history of Formula One from 1950 to the present day.

The result is a fantastic book about the history of this iconic sport that will continue to be updated year after year, using exclusively Motorsport Images content.

Live Assignments

In-house photographers deliver images from the F1 tracks and paddocks in near real-time and from the world's most remote locations.

EXCLUSIVE ACCESS

To restricted areas to capture the moments that count.



SPEED OF DELIVERY

High quality content is pushed via email, FTP feed, API online and WhatsApp.



PRODUCT PLACEMENT

Showcasing your brand in a motorsport environment.

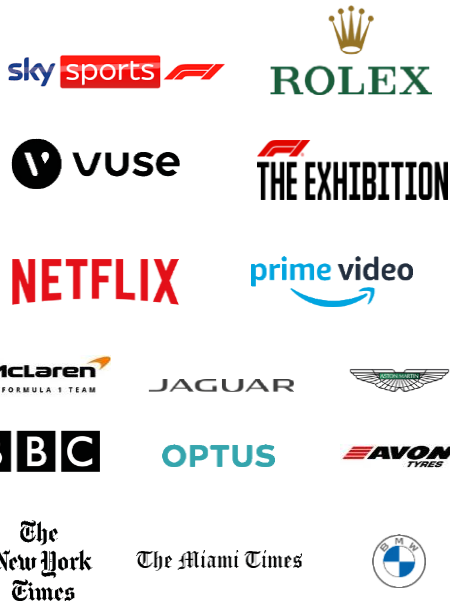


MAJOR INT. COVERAGE

F1, F2, F3, Formula E, Extreme E, IndyCar, NASCAR and W Series.



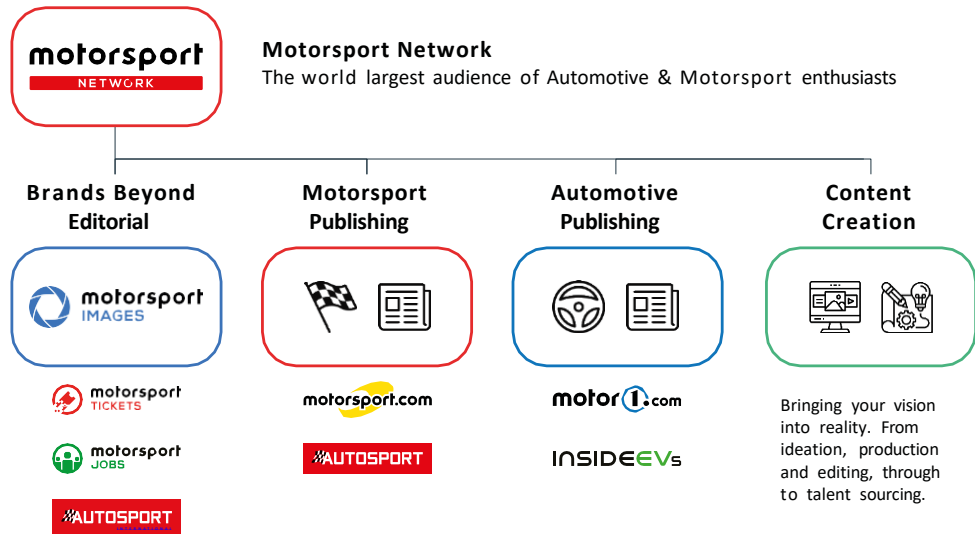
Licensing



Live Assignments



Motorsport Images is part of a much wider organisation



Contact:

We are ready to hear from you

Email us to discuss your image licensing and live photography requirements.

Info@motorsportimages.com

About Motorsport Images:

[Motorsportimages.com](https://www.motorsportimages.com)

About Motorsport Network:

[Motorsportnetwork.com/about-us](https://www.motorsportnetwork.com/about-us)



“In a world like Formula One which is so visual, images are so important - we are simply lucky to work with **Motorsport Images**”.

Fernando Alonso, Formula One World Champion

