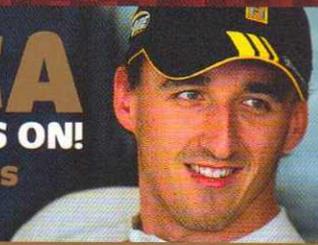


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F1 RACING

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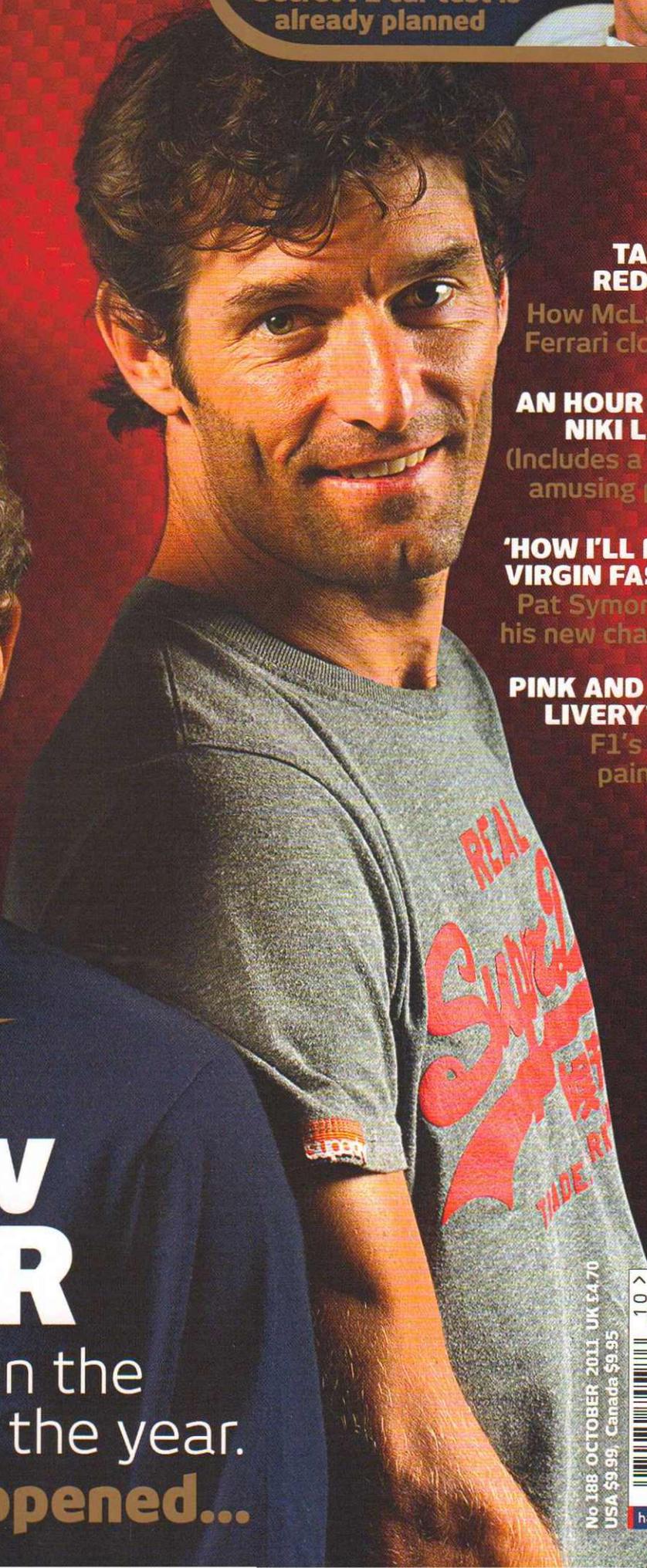
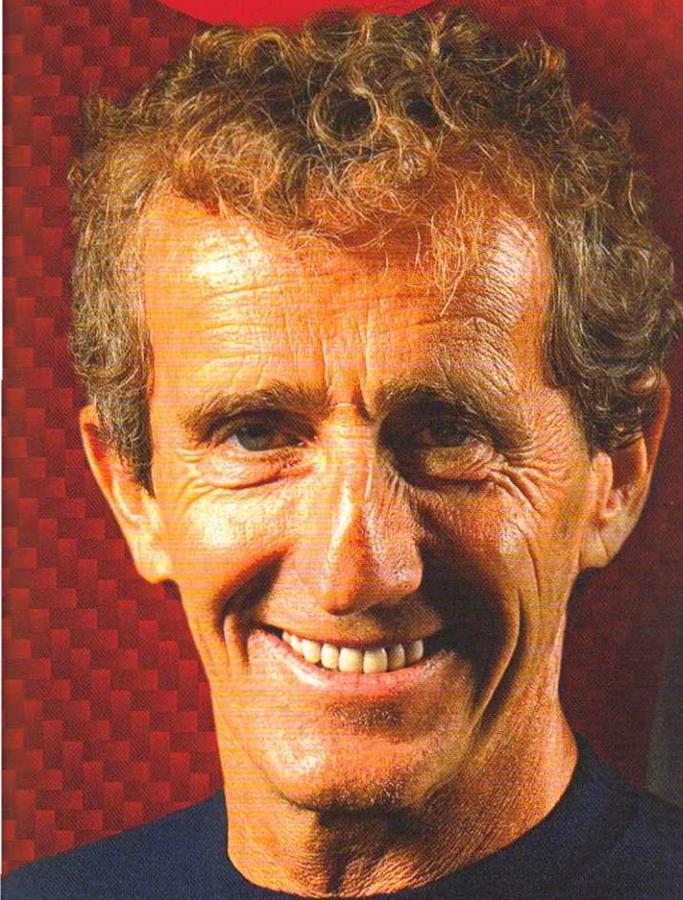
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WHATEVER HAPPENED TO... DEREK DALY

Uses his passion for motor racing to help motivate others



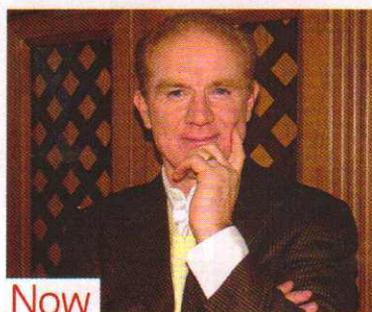
Then

Driving the Williams FW08 in 1982 at the Monaco Grand Prix – he finished sixth

One thing you could never accuse Dublin-born racer Derek Daly of is lacking passion for motorsport. In his formative years he took a job as a labourer in an Australian iron ore mine to fund his racing career.

Daly's ascent to F1 was swift – he moved from Formula Ford to F1 with Hesketh in just 13 months. After failing to qualify for any world championship races with the team, he moved to Ensign where he showed considerable promise. This brought him to the attention of Tyrrell for whom he recorded two fourth places in 1980. A move to March in 1981 brought him little success, so the next season he joined Theodore. He raced for them in three GPs before he was offered a seat at Williams, replacing Carlos Reutemann. Daly scored three fifth-place finishes but lost his seat at the end of the year.

“At the end of 1982 I knew I wanted to do something different,” he told *F1 Racing*. “F1 didn't feel right and I was looking for a change. I got a chance in Indycar and that opened up a new world. I went to Indianapolis and I've lived there ever since.



Now

Motivates, mentors and manages. He's a very busy chap these days, is Mr Daly

“Unfortunately, at the end of 1984 I had a huge crash and suffered significant injuries. That changed the direction of my life – within six months I had fallen into TV broadcasting. I worked for ten years with ESPN covering F1 and Indycar before working for Speed TV. I still did a few Indycar races and later raced successfully in sportscars before retiring from racing in 1992, aged 39.

“Since then, I've written a book and I also run a racing academy. But my main work these days is as a motivational speaker. Again, this is something I happened to fall into:

I gave a speech about my life and it went well. Then a speaking bureau asked if they could represent me and I'm now on the books of 16 different bureaus around the country. Companies will say, ‘We're looking for a speaker to talk about innovation.’ Motorsport thrives on innovation, so you can engage a company on that platform and explain to them that innovation is something they can use to become better and more efficient.

“I recently presented a leadership seminar to senior R&D staff at PepsiCo – they wanted to understand what separated the great motorsport teams from the rest. Motor racing, unlike any other sport I know, has a model that corporate America can look to and learn from. One of the devices I use is the SAFE model – Speed, Agility and Flawless Execution – that's the model of motor racing at the highest level.

“It's a thrill for me to use a sport that I'm so passionate about to affect the thinking of major corporations, and I still follow F1 passionately today. I go to most races because my son Conor races in GP3 and I've become his mentor, manager and coach.”



1978: makes his F1 debut

Qualifies 15th and climbs up to eighth at Brands Hatch before retiring due to a problem with a wheel



1980: F1 career high

Comes from 22nd on the grid to finish fourth in the Argentine GP, driving the Tyrrell 009



Now...

Among other ventures, the 58-year-old works with big companies as a motivational speaker