

Cigarette sponsored 02's (cough, splatter, choke!)

By Richard (never smoked) Stern

Tobacco sponsorship of F1 motor racing began in 1968.

The Craven Mild sponsored BMW group-2 2002 was born out of Allan Grice's Craven Mild Racing which had run Holden Torana's and Holden Commodore's in the mid to late 1970s and into 1980. The 2002 had the twin-camshaft AC-Schnitzer engine developing over 250Bhp with a 5-speed dogleg close-ratio gearbox, limited slip differential, adjustable suspension all round, upgraded brakes and light-weight body panels, it must have been a riot to drive?

"Mild as can be yet they satisfy me"

CRAVEN MILD/BMW. The Craven Mild BMW, a lightweight version of the BMW 2002, is essentially a stock GROUP II sedan. It is powered by a Schnitzer four cylinder, 16-valve engine equipped with twin overhead camshafts and fuel injection system. It develops about 250 brake horsepower at engine speeds in excess of 8500 rpm. The car uses a standard BMW 2002 five-speed Gertrag gearbox and an 85% limited slip ZF differential.

Fully adjustable suspension comprises Macpherson strut front assembly with rear trailing arms and Bilstein gas-charged shock absorbers. The braking system uses standard BMW components with ten-inch ventilated discs at front. Specially designed 8½" wide magnesium alloy wheels and ultra-lightweight fibre glass body panels made in Germany complete the car.



V563 10/73

THE DOUBLE FILTER
MAKES THEM SPECIAL MILD.



In 1981 CMR became the factory operation for BMW Australia running a Group C version of the 3.5 litre, 6cyl, BMW 635 CSi. The car would have a new paint scheme as well with the red, white and gold of Craven Mild replaced by the black and gold of John Player & Sons. Over the next seven seasons the sinister looking black BMW's would become one of the most recognisable cars in Australian Touring Car Racing, with the 635 often used in adverts by both BMW Australia and sponsors JPS in the days before the government ban on Tobacco advertising in Australia. The 02 looks awesome in the JPS livery, bad sadly this was only a model and never a reality. I also loved the old JPS sponsored cars from my childhood and fondly remember the period Lotus's and F1 cars, you can still see most of the old livered F1 cars at Historic race events including the Historic Masters Series (Brands Hatch end of May)

Cigarette sponsorship was used in the 1970's onwards on these BMW race cars E21's, E3's, E9's and E24's.



Paul Older at Oran Park 1974

History;

Sponsorship of Formula One (F1) motor racing, which has been used as an indirect medium of tobacco advertising for several decades, was prohibited by the 2005 European Union Tobacco Advertising Directive. Most F1 tobacco sponsorship of motor racing in the EU has since ceased, except for the Scuderia Ferrari team, which continues to be funded by Philip Morris. In 2007, the Marlboro logo on Ferrari cars and other race regalia was replaced by an evolving 'barcode' design, which Ferrari later claimed was part of the livery of the car, and not a Marlboro advertisement.



Sponsorship;

Commercial sponsorship was banned in F1 until early-1968. Setting a precedent for future F1 sponsors, Lotus's Colin Chapman immediately dropped his British racing green livery in favour of Gold Leaf cigarette branding. F1 would never be the same again.

John Player Special (JPS), Lotus's famous black and gold livery was launched in 1972 and proved that branded cars could be beautiful. The colour scheme was dropped in 1987.

Marlboro joined the influx of tobacco brands into F1 in 1973, beginning its deal with McLaren the following year. It became Ferrari's main partner in 1996 and is the only tobacco brand still associated with the sport.

B&H, as tobacco advertising rules tightened, F1 teams were forced to come up with innovative replacement liveries. The most famous was Jordan's snake-design Bitten & Hisses swap for Benson & Hedges. By 2005, an EU ban



F1 cigarette sponsors included;

Gold Leaf (red and white) – Lotus
JPS (black and gold) – Lotus
Camel – Lotus, Benetton, Williams, Tyrrell
Marlboro – McLaren, Ferrari, BRM, Alfa Romeo
West – McLaren, Zakspeed
Benson & Hedges – Jordan
Rothmans – Williams
Winfield – Williams
Lucky Strike – Lotus, BAR, Honda
Gitanes – Ligier
Gauloises – Ligier
Mild Seven – Benetton, Renault, Tyrrell
Barclay – Arrows, Williams



Credit ASR Photography