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MOTORING FOR LEADERS

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.....
MASTER CLASS



JEREMY CLARKSON AND THE FIAT 124 SPIDER
WHAT THE **NEXT 100 YEARS** HOLD FOR **BMW**

INTERNATIONAL DRIVE Porsche 718 Cayman in Germany | **LAUNCHED** VW Tiguan | Mercedes-Benz SLC | Renault Megane IV | **DRIVEN** VW Golf GTI Clubsport | Mercedes-Benz E 220 D | Mitsubishi Pajero

EDDIE JORDAN

THE IRISH FORMULA 1 GURU

The Irish have a long history of being in the forefront of World championship motorsport like F1, F2, F3, long-distance sports car racing and of, course, MotoGP and world superbikes. Eddie Jordan is a prominent figure in this world of motorsports, and **ROGER McCLEERY** recently caught up with him.

ONE OF THE MOST EXPERIENCED people in world motor racing since the 1970s is Dublin's Eddie Jordan. An all-Ireland karting champion he went on to race and win Formula Ford and Formula Atlantic Championships. As a result, Eddie sealed a long-term contract with Marlborough in Formula 3 and Formula 2 in their world championship team. Testing for McLaren Formula 1 was part of the deal. Eddie was also signed up for the Porsche 908 Team for the Pink Floyd Long Distance Equipe.

He raced against the best and went on to achieve great things against future world champions like Nigel Mansell, James Hunt, Alain Prost, and Nelson Piquet. But he reckoned in his Irish way he was getting on in years and it was better to be "the youngest Formula 1 team owner" than the "oldest competitor in racing".

Drivers that owe their careers to the start Eddie Jordan gave them, included people like Johnny Herbert and Alain Prost who both won the European Formula 3 championship. Jean Alesi took the F3000 title using a Honda Mugen engine.

The list of who's who continues with Ayrton Senna who won his first F3 race at Silverstone in 1982.

Thanks to Eddie, Damon Hill swapped from motorcycle racing to Formula 3. Michael and Ralf Schumacher had their first F1 chances as did Heinz Harold Frensen, Rubens Barrichello, Ivan Capelli, Thierry Boutsen, Robert Moreno, and Andrea De Caesaris amongst others.

In 1991, the Irish bank clerk born Edmund Patrick Jordan supported by his wife, Maria, took what money they had saved up and formed the Jordan F1 Team with premises opposite the main gate at Silverstone. He got his friend, Gary Anderson, from Coleraine in the North



- Previous page
- Eddie in one of his favourite spots – at the helm of his yacht
- Below
- Eddie Jordan and Lewis Hamilton on the podium at the 2014 Spanish Grand Prix



West of Ireland to join him in designing the first Formula 1 Jordan, called the 911. The 911 number was quickly dropped thanks to pressure from Porsche who didn't like people using their model numbers. Gary Anderson had left home at 16 to work for Bernie Ecclestone and his Brabham team. He was a great all-rounder in things mechanical and racing car design.

Jordan's first sponsor that got him going was the Pepsi Cola Company through 7-Up and Digicell. Drivers in the first year of Grand Prix racing were De Caesaris and Gachot with their first points coming in Canada when they finished in brilliant 4th and 5th positions.

Engines used by Jordan through the years before he sold his Formula 1 Team to Midland, Spyker and ultimately Force India were Ford, Peugeot (a little down in power in those days), Yamaha (too heavy and thirsty) Mugen Honda, one of the best. Then Hart engines from Brian Hart. This combination with a Jordan chassis started a successful marriage with Sasol Oil in South Africa who thoroughly enjoyed their involvement with a Formula 1 team. Sasol developed racing fuel and oil at their laboratory at Sasolburg for qualifying

and for racing at various altitudes. Sasol generated a lot of publicity worldwide from this sponsorship.

"In fact this sponsorship," says Eddie, "really put our team on the map".

Asked about his views on the current F1GP situation this lead analyst for Formula 1 coverage for the BBC, Eddie believes that Mercedes-AMG has had the jump on everybody for the last two years. McLaren is battling to get the Honda combo going, and Ferrari seems to be back being too political.

"Racing in my day was an even playing field for every team. We all had a chance to win as we do in 1994. To win you had to do everything required properly. Today the smaller ones who just fill up the field will never challenge the big motor manufacturers. Things need a serious shake-up."

Many people say that Eddie Jordan with all his experience and negotiating ability and financial nous should be the mogul to take over the running of F1 when Bernie Ecclestone retires.

In the meantime Eddie Jordan has done well. His racing days netted him \$475-million and a 32-metre super yacht in 2014, complete with a night club. 📺



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Eddie's laid back style is one of the most memorable aspects of the Formula One boss. This style is most obvious in his choice of eyewear. Lindberg eyewear tells the world you subscribe to a different way of thinking, and have a connoisseur's appreciation of exceptional design and high-quality materials. Every frame is a statement about aesthetics, technical innovation, and impeccable craftsmanship. www.lindberg.com