# Miami Grand Prix features bold one-off liveries celebrating local culture



The Miami Grand Prix will see two Formula 1 teams introduce distinctive one-off liveries designed to capture attention and celebrate local culture during the sprint weekend event.

The Racing Bulls team will field their drivers, Isack Hadjar and Liam Lawson, in a bold pink and white livery on their VCARB 02 cars. This design draws inspiration from the Red Bull Summer Edition White Peach flavour. Alongside this striking colour scheme, both drivers and their trackside teams will wear magenta race suits and team kit throughout the event, marking a continuation of the team's commitment to bold and creative visual statements. The Racing Bulls CEO, Peter Bayer, highlighted the significance of Miami for the team, noting, "it’s where we debuted our very first special livery as a team last year, which was a moment that set the tone for who we are: bold, creative and willing to push the boundaries." He added that subsequent liveries in Singapore and Las Vegas have been similarly met with enthusiasm, describing the current design as “a celebration of everything Miami represents.”

Complementing this, Red Bull Technology’s Chief Marketing Officer Olly Hughes remarked on the significance of the livery’s inspiration: “This is a first for Red Bull as the first ever can-inspired livery to launch a brand-new flavour in the US." He emphasised that the White Peach flavour aligns perfectly with the summer atmosphere Miami evokes, while praising the VCARB’s track record for eye-catching and award-winning designs. “There’s no doubt this is another one to add to the list,” Hughes stated.

Meanwhile, the Sauber team is entering the race weekend with its own one-off livery, described as an art car inspired by Miami’s vibrant art scene. Maintaining their base colours of black and neon green in accordance with title sponsor Stake, Sauber has reimagined the paint scheme for their C45 cars to visually embody the creative spirit they associate with the city. Stefano Battiston, Sauber’s Chief Commercial Officer, explained, “This livery is more than just a new look – it’s a celebration of Miami’s creative spirit and our commitment to energising the sport for our fans." He continued, stating the team’s goal was to stand out through both on-track performance and off-track boldness and creativity. Battiston concluded, "Our team is dedicated to creating memorable moments and engaging experiences, and this Miami special is a perfect example of that.”

Drivers Nico Hulkenberg and Gabriel Bortoleto will similarly adopt bespoke race suits reflective of the special livery for the weekend.

The Miami Grand Prix weekend, featuring Formula 1’s second sprint event of the 2024 season, will showcase these distinctive designs in what promises to be a colourful intersection of sport, branding, and local culture. Motorsport.com is providing live race centre coverage for those wishing to follow the event.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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