

DIFFERENT WORLDS, SAME PASSION

Keep pursuing by the same passion
for performance and excellence.

HE IS FAST & TALENTED!

He dreams big!

He never gives up!

He is the real deal - "Luka"

He is the winner of
R-ace GP teams shoot out!

His passion is racing

He drives like a boss

He is a Formula 4 driver
- LUKA SAMMALISTO.





WINNER OF THE F4 SHOOT OUT

LUKA SAMMALISTO SEIZED A GOLDEN OPPORTUNITY TO ELEVATE HIS KARTING CAREER TO THE NEXT LEVEL BY BEING SELECTED TO R-ACE GP TEAM'S FORMULA 4 SHOOTOUT CAMP IN FRANCE. THIS EXCLUSIVE 5-DAY EVENT GATHERED FIVE OTHER KARTING DRIVERS TO BATTLE FOR THE PLACE IN SINGLE-SEATERS.

THE WINNER WAS A FLYING FINN, LUKA.

The drivers' speed and skills were put to the test at the track and a cutting-edge simulator. Over the course of five intense days, their psychological traits, reaction speeds, physical abilities, and endurance were meticulously evaluated. And it's safe to say, Luka's results were impressive and he was chosen as R-ace GP teams' F4 driver for the 2024 season.

Along with a coveted driver contract, Luka also secured sponsorship from a prominent French company, covering 250 000 € of the season's budget.

In the upcoming season, **Luka will race for the French R-Ace GP team in the fiercely competitive F4 Italian Championship certified by FIA serie and F4 UAE -serie.**

LEARNING FROM THE BEST

how to maintain strong relationships

Mika Häkkinen the former ambassador of TAG Heuer and McLaren Formula 1 World Champion 1998, 1999, is the perfect mentor for Luka.

His invaluable insights on maintaining strong relationships with sponsors and treating them with utmost respect.

Mika's expertise speaks for itself.

Luka is confidently shaping his career towards becoming an independent success story. Drawing inspiration from one of the best, Luka is honing his skills to excel and represent his sponsors with distinction. Thanks to Mika, Luka knows what it takes to be successful in both motorsports and as an ambassador.

Being a formula driver is about more than just racing.



"Sometimes 90% of your job is PR and only 10 % racing. So, listen what your partners want to say and get to work. Your sponsors are counting on you to represent their brand, and that means fulfilling your responsibilities and embodying their values. It's not just about driving fast or achieving your own goals. It's about being humble and grateful, treating your partners like the bosses they are.

*READY TO HIT THE GAS WITH
A SIDE OF CHARM?"*

VICTORIES IN LIFE RESULT FROM THE CHOICES WE MAKE EVERY FRACTION OF SECOND.

As the Flying Finn Academy national team driver of Finland and formula 4 driver in R-ace GP team Luka is an exemplary role model for the younger ones.

Luka would make an ideal brand ambassador and partner for YOUR COMPANY AND BRANDS. He'd proudly represent your international company in the thrilling world of F4 motorsport.

This partnership between a global powerhouse brand and a rising star forms the foundation for an exciting new story. Together, we can create the next chapter in the world of motorsport. It's a win-win situation that promises success for both of us.

WILL YOU JOIN FORCES WITH ME
ON THIS THRILLING JOURNEY?



DISCOVER THE ADVANTAGES YOU'LL GAIN AS A PARTNER

- High-quality live streams of every race weekend on YouTube channel and VIAplay. approx. 100,000 viewers from around the world tune in to watch the broadcasts throughout the weekend.
- Lukasammalistoracing's social media platforms, media articles and race reports, articles in automotorsport publications and media.
- Newsletters and race previews for exclusive insights and updates
- These formula series are where future F1 drivers will emerge. Fans, managers, driver academy leaders, sponsors, sport influencers, and teams from various motor sports categories follow formula4 races closely
- Boost your brand's visibility at the competition venue through PR
- Explore partnership opportunities and collaborative projects with Luka, the ambassador of your company.
- Promote a positive image of your brand and increase recognition through this partnership.
- **Research has shown that formula and other motorsport drivers have high commercial value worldwide, despite in Finland companies primarily appreciating skiers, ice hockey players, and athletics. This makes it crucial for export companies to recognize and leverage this difference in athlete attractiveness.**
- JOIN LUKASAMMALISTORACING IN THEIR MISSION TO CULTIVATE POSITIVE BRAND IMAGES AND SHOWCASE THE POTENTIAL OF MOTORSPORTS ATHLETES.



RACE CALENDAR 2024

F4 UAE CHAMPIONSHIP

ROUND 1	YAS Marina Circuit	12.-14. Jan
ROUND 2	YAS Marina Circuit	19.-21. Jan
ROUND 3	Dubai Autodrome	2.-4. Feb
ROUND 4	YAS Marina Circuit	9.-11. Feb
ROUND 5	Dubai Autodrome	16.-18. Feb



YAS Marina Circuit



Dubai Autodromo



F4 ITALIAN CHAMPIONSHIP



ROUND 1	MISANO	3.-5. May
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ROUND 3	VALLELUNGA	14.-16. June
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ROUND 5	PAUL RICARD	19.-21. July
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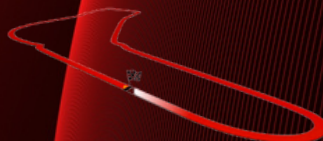
ROUND 2	IMOLA	31.5.-2. June
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ROUND 4	MUGELLO	5.-7. July
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ROUND 6	BARCELONA	27.-29. Sep
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ROUND 7	MONZA	25.-27. Oct
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#TEAMSAMMALISTO - IT TAKES A TEAM TO MAKE A DREAM COME TRUE.

Experience true camaraderie and connection with #TeamSammalisto.

Join us as we come together with enthusiasm to achieve goals, explore new ideas, and stay united. Let's grow together, and support our incredible driver, Luka, every step of the way.

It's all about the story! Luka creates his own narrative and adds thrilling sequels to it. Be a part of the journey of a talented young driver. Luka is driven by ambitious goals and a relentless commitment to always perform at his best. Luka remains true to himself, presenting his story authentically - without imitating others. He is not the new Kimi Räikkönen nor Valtteri Bottas. He is Luka Sammalisto,

*Luka doesn't embark on this journey alone. **He is surrounded by a highly skilled and accomplished support network.** Mika Häkkinen, a long-standing member of Sammalisto's team, has been providing Luka with invaluable assistance and guidance. The backing of parents, coaches, partners, and the formula team further strengthens his support system.*

"TOGETHER WE ACHIEVE GREATNESS! WELCOME ABOARD!"



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