

Canon Europe Extends Partnership with McLaren Formula One

Submitted by: Nelson Bostock Unlimited

Tuesday, 7 May 2002

LONDON May 7, 2002— Canon Europe and McLaren have announced a multi-year extension to their current partnership, which will see Canon Europe continue as the Official Supplier of Imaging Solutions to the West McLaren Mercedes Formula One team.

Canon Europe has supplied the West McLaren Mercedes team with the fastest and most accurate imaging solutions for their trackside operations in the team's new Communications Centre, which made its debut at last month's San Marino Formula One Grand Prix in Italy.

Canon's market-leading professional camera equipment is being used to capture some of the best high-speed moments from the Formula One races, while the Canon suite of business solutions products enables the latest raceside announcements to be communicated to sports analysts and media worldwide.

Canon Europe's advanced products and solutions form an integral part of the West McLaren Mercedes team's communication process. Data and performance statistics from each race are printed using Canon's latest print, fax and copier technology and circulated to all engineers and drivers for post-race analysis and de-briefing sessions.

"Our partnership with the West McLaren Mercedes team has been, and continues to be, very successful," said Hajime Tsuruoka, President and CEO of Canon Europe. "Canon is a company committed to research and development and our partnership with West McLaren Mercedes provides us with a great platform for showcasing not only our existing imaging products and solutions, but also more importantly those of tomorrow."

Ron Dennis, Chairman and CEO of the TAG McLaren Group, said: "It's always satisfying when our partners want to extend their relationship with the company. Canon Europe is one of the world leaders in its market sector and we are looking forward to the continued use of its advanced technology. Canon has been an essential partner in providing leading-edge technological equipment to our new Communications Centre which allows the West McLaren Mercedes team to enhance internal and external communication at the track."

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About Canon Europe

Canon Europe is a subsidiary of Canon Inc. of Japan, a world-leading innovator and provider of imaging and information technology solutions for individuals and businesses. The main business focus for Canon Europe is in two clearly defined markets: Business Solutions (network peripherals: photocopy, printer, scanner and fax solutions) and Consumer Imaging (Input Solutions: photographic equipment including analogue and digital cameras and camcorders; and Output Solutions: Bubble Jet and other printers). Canon Europe also provides Industrial Products including broadcast lenses, semiconductor and medical equipment. Canon Europe employs more than 12,000 people across 19 countries.

Further information about Canon Europe is available at:

<http://www.news.canon-europa.com/default/homePage/default.asp>

McLaren International

McLaren International, the company behind the West McLaren Mercedes team, was formed in 1980 following the merger of Team McLaren and Project Four, Ron Dennis' racing company. As one of the most successful teams in the history of Formula One, McLaren has won more Grands Prix, a total of 134, than any other Constructor since it entered Formula One in 1966.

Further information about McLaren International is available at:

<http://www.mclaren.com>

Media enquiries, please contact:

Ann Sher
Corporate PR Manager, Canon Europe
t. +44 (0)208 588 8000
e. Ann.Sher@canon-europe.com

Sarah Griffiths / Terri Fellowes
Nelson Bostock Communications

t. +44 (0)207 229 4400

e. Sarah.Griffiths@nelsonbostock.com

