

For decades Formula 1 racing has been a fixture of the international sports world, growing from a handful of mechanics experimenting in European garages to a global behemoth hosting races on six continents and raking in billions of dollars a year. Yet the heights of F1's present-day success and its hard-fought breakthrough in America were far from inevitable. The sport's meteoric rise has only been possible through the spirit of relentless change that has defined F1 since its inception.

In *The Formula*, *Wall Street Journal* reporters Joshua Robinson and Jonathan Clegg tell the epic story of how F1 saved itself from collapse and finally conquered the United States through guile, fearlessness, and above all, reinvention. With fast cars, big money, beautiful people, and glitzy locales as the backdrop, *The Formula* reveals how F1's modern boom was actually decades in the making, a product of the sport's near-constant transformation and experimentation. Bringing unique insight and access to F1's most storied teams and personalities—from Ferrari to Bernie Ecclestone to Christian Horner to Lewis Hamilton—*The Formula* paints a thrilling portrait of the drivers, corporations, cars, feuds, and audacious gambles that have shaped the sport for half a century.

The result is a high-octane history of how modern F1 racing came to be—the first book to unspool the outrageous successes and spectacular crashes that led F1 to this extraordinary yet precarious moment. More than just a sports story, *The Formula* is the tale of a disrupter that broke into the crowded American sports marketplace and claimed its place through cash, personality, and a new understanding of what a sport needs to be in the age of wall-to-wall entertainment.

Joshua Robinson (right) is the European sports correspondent for the *Wall Street Journal* and has written for the *New York Times*, the *Washington Post*, and *Sports Illustrated*.

Jonathan Clegg (left) is the sports editor for the *Wall Street Journal*. His work has also appeared in the *Daily Telegraph*, *The Independent*, and *FourFourTwo* magazine.

They are the coauthors of *The Club: How the English Premier League Became the Wildest, Richest, Most Disruptive Force in Sports and Messi vs. Ronaldo: One Rivalry, Two GOATS, and the Era That Remade the World's Game*.

Read by Garie Marshall

 Harper Audio

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The Playaway format is recommended for children ages 5 and up.



AUDIO

The Formula
How Rogues, Geniuses, and Speed Freaks
Reengineered F1 into the World's
Fastest-Growing Sport



Joshua Robinson
and Jonathan Clegg

Adult

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