

THE LEGENDARY BETA MARCH F1 761 BACK ON THE IMOLA CIRCUIT, EXCLUSIVELY FOR THE VIDEO CAMERAS OF SKY SPORT

Imola, 03 April 2024 - Beta Utensili, European leader in the production of tools and work equipment for mechanics, industrial maintenance and self-repair specialists, **has brought the historic Beta March F1 761 from 1976 back to the Enzo and Dino Ferrari Circuit in Imola.**

Behind the wheel of the legendary F1 and wearing the original helmet of Vittorio Brambilla, Miguel Ángel Guerra relived the incredible exploits of the driver from Brianza with whom Beta made its début in Formula 2 and 3 in 1972 and then in Formula 1 in '74, with none other than the orange March.

Guido Meda - journalist, the face and voice of motorsport - accompanied by **Davide Valsecchi** - television presenter and former Formula 1 test pilot - wanted to pay tribute to the **heroism of pilots like Vittorio Brambilla in this feature television program that will soon be aired on Sky Sport.**



"Seeing the March F1, with which my father and uncle began Beta's adventure in the racing world, on the circuit, was truly a thrilling experience. To us, the Brambilla brothers were first and foremost credible endorsers, their competitive spirit and determined character were perfectly aligned with the entrepreneurial audacity that has always characterized our company", **Roberto Ciceri, President and CEO of Beta Group**, commented.



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Beta Group is the European leader in the production of tools for mechanics, industrial maintenance professionals and self-repair specialists.

Audacity, commitment and talent led Beta to become the Italian professional tool brand synonymous with quality in over 100 Countries. Founded in 1923 in Erba (CO), Beta distributes work tools through 11 branches and 250 importers thus meeting the requirements of specialists in every sector.

Today, with its headquarters in Sovico (MB), Beta Group generates 251 million euros in turnover and sees the daily involvement of more than 1,000 professionals across all five of its companies, Beta Utensili, 3D Beta, BM, Abra Beta and Helvi, present in Italy with 10 production plants.