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PHILIP MORRIS INTERNATIONAL, SCUDERIA FERRARI AND DUCATI CORSE ON A QUEST FOR PROGRESS

How Mission Winnow powers three industry leaders.

Philip Morris International Inc. (PMI) and its two partners, Scuderia Ferrari and Ducati Corse, have rounded a new corner with the launch of "Mission Winnow." The new global initiative is a PMI-led campaign to raise awareness of its passion and determination to constantly improve and evolve, as well as highlight the power of science, technology and innovation to drive progress.

The initiative, which first took to the tracks with Scuderia Ferrari in October last year at the Formula 1 Japanese Grand Prix at Suzuka, reaches across the globe and is widely seen as a strong indicator of the responsibility that industry leaders are taking on with the intention of bettering their footprint. Chief Executive Officer of PMI André Calantzopoulos said: "Through Mission Winnow, we want to let the world know how we have changed, to share our pride in the transformation that the people of PMI have achieved as well as our dedication to rigorous science.."

The word "Winnow," pronounced ("WIN + oh."), originally referring to the separation of chaff from grain, has come to be used more broadly to describe the separating out of the unnecessary, the extraction of the good and distinguishing what is true from what is inaccurate or misleading. For PMI, this is critically important in a world of information overload.

Mission Winnow provides an insider's view of three companies that operate in different fields but have a great deal in common. For PMI, Scuderia Ferrari and Ducati Corse, success hinges on the passion of their people for the highest standards of performance in pursuit of overarching ambitions. Mission Winnow is not about what, it is about how and why, and therefore will never advertise or promote any PMI brands or products. Mission Winnow highlights the passion and commitment of individuals and organizations to set a path for constant progress.

Both Scuderia Ferrari and Ducati Corse represent the perfect complement for PMI given their respective team's passion and pursuit of improvement and their unwavering stance of moving forward despite the hardships and challenges in the world of Formula 1 and MotoGP.

Driving to the future, PMI has chosen a path that is in all aspects very complex, and faces many challenges. Like Scuderia Ferrari and Ducati Corse, the company has set a course forward, and there is no turning back: PMI must constantly and rapidly progress, examining and analyzing the way ahead by learning every day and adjusting to improve at the next corner.

PMI and Scuderia Ferrari have collaborated successfully for 46 years. It is a partnership that has stood the test of time, dating back to 1973, and we have maintained an ongoing dialogue around shared values and mutual respect throughout our partnership history. Scuderia Ferrari is the ideal partner for Mission Winnow because of the team's passion for innovation and drive to constantly improve in the quest for victory.

The partnership with Ducati Corse, one of the most inspiring and resilient teams in MotoGP, first began in 2002 and was last year extended for another three years until the end of 2021. As of the start of this year's MotoGP season, the team will be officially known as Mission Winnow Ducati. The Ducati Corse racing team embodies Mission Winnow with its drive to develop, innovate and create new designs and new technology for better motorbikes.

MotoGP and Formula 1 each attract a global audience of approximately 400 million viewers.

www.missionwinnow.com
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HOME MAGAZINE

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