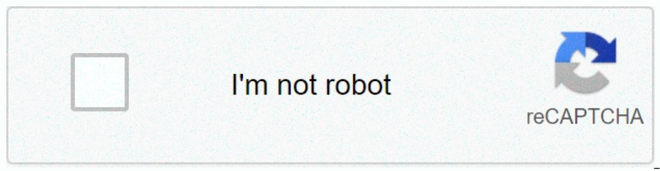

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Formula one livery 2020

Basically, Formula One cars are no different from chevy parked in your garage. They use internal combustion engines and gearboxes, suspensions, wheels and brakes. But that's where the resemblance ends. Formula One cars are not designed for occasional driving or cruising interstate. Everything about them is improved and tooled for one thing and one thing only – speed. Formula One cars can easily reach speeds of 200mph - but during the race, speeds are generally lower. During the Hungarian Grand Prix in 2006, the average speed of the winner was 101.769 mph and in 2006 at the Italian Grand Prix it was 152.749 mph. Let's look at the main systems of the Formula 1 car. Advertising The heart of a Formula 1 car is the chassis - the part of the car to which everything is screwed and fastened. Like most modern cars and aircraft, Formula One racing cars feature monocoque construction. Monocoque is a French word that means one shell that refers to the process of making a whole body out of a single piece of material. Once upon a time that material was aluminum, but today it's a powerful composite as it spun carbon fiber set in resin or carbon fiber layered over aluminum mesh. The result is a lightweight car that can withstand the huge downward forces produced when the vehicle moves through the air. Monocoque contains a cockpit, a powerful, padded cell that accommodates a single driver. Unlike road-ready cockpits, which can show a large dispersion, Formula 1 car cockpits must comply with very strict technical regulations. For example, they must meet minimum size requirements and have a flat floor. However, the seat is designed to fit the driver's precise measurements, so his movement is limited when the car is moving along the track. Engine Before 2006, Formula 1 cars were powered by massive three-liter V10 engines. Then the rules that specify the use of 2.4-litre V8 engines were changed. Although performances have fallen with the rule change, Formula 1 engines can still produce nearly 900 horsepower. To put that into perspective, consider that Volkswagen Jetta's 2.5-liter engine produces only 150 horsepower. Of course, the jetta engine is probably good for at least 100,000 miles or so. The Formula 1 engine must be rebuilt after about 500 miles. Why? Because generating all these power outputs requires the engine to run at a very high speed rate - almost 19,000 rpm. Driving the engine at such high rpm produces a huge amount of heat and places great emphasis on moving parts. The fuel that drives such an engine is not typical of the unleaded gasoline you pump in the Exxon neighborhood, but it's similar. Small amounts of non-hydrocarbon compounds are allowed, but most energy-promoting additives have been banned altogether. All in all, One team uses about 50 different fuel mixtures, tuned to different tracks or conditions, in a typical season. Each mixture must be submitted to the FIA, the sport's governing body, for approval of its composition and physical characteristics. Business managers use the asset return ratio to determine the profitability of all funds invested in their business. While the ROA is a measure of profitability, it differs from the return on equity ratio and has other implications for managers and investors. The ROA is the ultimate measure of how much after tax profit a company makes from every dollar invested in a business. It takes into account all assets in the enterprise: cash, buildings, stocks, vehicles, intellectual property, machinery, equipment and receivables. The ROA is of particular interest to shareholders because they want to know how much money they are making on their investments. The ROA is a broader gauge used by investors and managers to determine how effectively they use the company's assets for profit. For the calculation of the ROA, divide the annual net profit by the average total assets: ROA = Net profit/average total assets While the calculation of the ROA is a ratio, it is usually presented as a percentage. The amount of the company's assets may vary over the course of the year, so it is better to use the average total asset for calculation. To determine the average total assets of a company, add the company's assets at the beginning of the year to its assets at the end of the year and divide them by two. Management's objective is to achieve an ROA in excess of the company's borrowing and equity costs. If a company borrows money at an interest rate of 8 per cent and is able to reach the 15 per cent ROA, then it is ahead by 7 per cent. In this case, the management does a good job in employing the company's assets. A company's ROA has to be compared with other firms in the same industry in order to know whether its ROA is good or bad. When comparing ROAs across different sectors, it is important to consider the type of business and the amount of assets required. Transport companies, for example, have high investment in assets because they need a fleet of large trucks, so these companies will have low ROAs. Software companies that sell download programs will not have a high amount of fixed assets and their ROA will be much higher. Advertising agencies are another example of companies with low assets and high ROAs. A company with an abnormally high ROA could be a bad sign. This could signal that the company is letting the state of its equipment run down and not investing in new machinery and equipment. Although this strategy will increase the ROA in the short term, it will damage the long-term return on its assets as the productivity of its facilities decreases. In general, companies with roa less than 5 percent have a high amount of assets. Companies with roa above usually need a lower level of assets to finance their operations. The ROA is an important analytical tool for investors and business managers. Achieving an adequate ROA is a critical objective for the company and will be actively monitored in terms of trends and performance compared to other enterprises in the same sector. Some race cars look better in their colour schemes than others, but these are five nutrients that stand out above all in the rest. If racing feeds usually look like nothing but sponsors' logos plastered on a race car, that's because that's basically what they are. But there are certain color schemes that have not only been repeated on many race cars, but have gained cult status all on their own, no matter what car they decorate. These five have been promoted beyond the usual log sponsor. In fact, even without the logo yourself, you'd still probably recognize it - and remember what society came up with it in the first place. Probably the most iconic of all racing liveries is that of Gulf Oil. Like the STP livery you'd associate with Richard Petty's stock cars (which would probably merit a place of his own, if not for the similarity, and lack of space on this list), Gulf livery has taken perhaps two of the least exciting colors - baby blue and orange - and made them cooler than red or black. The colour scheme was popular on such cars as the Ford GT40, Porsche 917 and McLaren F1 GTR - all dominating at Le Mans on their day - but we saw this pop-up on everything from racing-spec Aston Martins to Morgan Three-Wheelers. Almost as well-acclaimed and even more elegant than the Gulf livery it's Martini Racing. Typically used over a white background, dark blue, light blue and red vermouth label stripes adorned with Porsche sportscars, Lancia rally cars and much, much more. The color scheme is similar to that of the BMW M division, but where the Bavarian automaker uses them in block lanes, martinis are much more dynamic, dipping and curving with the bodywork of some of the most breathtaking and ground-shattering racing cars ever to turn the wheel in anger. And because livery promotes the liqour brand and not tobacco, it's still in use today. Another post on our list goes to John Player Special, whose iconic golden stripes over black go show that even without a sponsor's logo, livery can still endure. Champions like Mario Andretti, Graham Hill, Emerson Fittipaldi, Jacky Ickx, Nigel Mansel and Ayrton Senna all claimed lady flags in JPS-live Lotus F1 cars, just as Kimi Raikkonen does today. Livery was so iconic that Lotus recently brought back a range of racing cars to compete in all kinds of racing series. In the post-tobacco-sponsorship era, the letters to the JPS are lacking in cars, but the undeniable coolness of the color scheme endures. Not as sexy as some of his competitions, blue and white with the gold and red stripes that make up the Livery Rothmans appeared on all kinds of championship-winning cars. It graced the Porsche 956 that dominated Le Mans in 1980, the 959 that won the Dakar, Williams F1 cars that Damon Hill and Jacques Villeneuve rode to their world championships - and the one in which Ayrton Senna died. Rothmans decided to promote its Winfield brand with Williams in the late 90s, then the company was bought by British American Tobacco, which had other priorities when it started its own team with Honda. As instantly recognisable as Rothmans and JPS is Marlboro livery. The color scheme was simplicity in itself: a white car with red diagonal stripes. McLaren famously ran Marlboro livery years in F1, and Penske did the same in Indy. Between the two of them, Marlboro likely won more wins and titles than any other sponsor. These days Marlboro continues sponsoring Ferrari and Ducati (despite laws against tobacco advertising that prevent them from actually displaying the company's name or logo) with bar-codes on red paint schemes, while Penske still runs colors even without Marlboro's participation. How do you take risks, have five people look at it and have consistent arrangements, what could it cost a business? asks Greg Avesian, Vice President of Enterprise IT Security at Textron Inc. It's not a rhetorical question: The $10 billion conglomerate, based in Providence, R.I., recently adopted a risk-based security model, and quantifying potential damage from various threats is one of the main challenges of discipline. In the IT arena, security spending has traditionally been tactical, even scatter-shot, arguing hard to pin down the vague idea that - to take the initiative from Emil Faber, founder of Faber College of Animal House fame - Security is good. The risk-based security model is an effort to change it. Organizations are starting to deal with risk coherently, says Chris Byrnes, an analyst at Gartner Inc. Rather than viewing infosec as an island, they're looking through a broader set of risks. A risk-based model can be a big win for a business because it manages spending where it is most needed, resulting in greater security. However, IT groups are struggling to cope with the challenges of a new concept. Logical procedure In a risk-based model, IT and security managers work with business units to identify the biggest threats to business and then set priorities for investing in valuable resources. In essence, this model is a cost-benefit analysis to ensure that the security budget is spent wisely. It is therefore clear that the risk-based security model is the logical result of tightening bonds between business priorities and technology expenditure. As well as portfolio management and other disciplines IT spending the most productive business initiatives, risk-based security prioritizes spending with potential damage from various threats. At Textron, we looked at [risk-based security] because, like everyone else, we have the final amount to spend to mitigate the risk, says Avesian. The new model, he adds, has helped us create a consistent framework in risk assessment, and this makes us think more strategically. The company has long emphasized the process and sees the risk-based model as a complement to its efforts to comply with the Sarbanes-Oxley Act and its commitment to the Six Sigma Quality Control Methodology and Information and Related Technology Control (Cobit), a set of best practices for IT management. Sarbanes-Oxley and Cobit each introduced robust controls, Avesian says, while Textron's Six Sigma history taught it to standardize processes wherever possible - which meant measuring progress in this normalization. Indeed, Textron resides in the Six Sigma Black Belt (a rare level of expertise), which is the company's risk-based process owner. Analysts and security managers say the growing importance of compliance has encouraged risk-based security. Many of the requirements of the Sarbanes-Oxley, Health Insurance Portability and Liability Act and other regulations not only help companies realize the safety risks they may have overlooked, but also dictate controls to plug the hole. Source: Exclusive Computerworld survey, March 2006 This happened in Canadian Pacific Railway Ltd., a multibillion-dollar business with about 8,500 SAP users. In its push to comply with Sarbanes-Oxley (which the company had to follow, because it does extensive business with U.S. business partners), The Railroad ran Compliance Calculator, a tool from Fremont, California-based Virsa Systems Inc. under Margaret Sokolov, SAP's safety and control lead in Calgary, Alberta-based Canadian Pacific Compliance Software showed that we had some segregation-of-duty issues that were problematic for both Sarbanes-Oxley compliance and information security. The security risks uncovered included an area where most businesses were underdevethed: company insiders. Like most large SAP users, Canadian Pacific has a cadre of superpowers and subject-matter experts who are pushing SAP's development forward. These end-users have been granted extraordinary access to data and code to improve interfaces and processes. When Virsa identified this approach as an obstacle to compliance with Sarbanes-Oxley, Falcon's team members realized that a serious data security threat was right under their noses (although Sokolov was quick to add that the company found no evidence that anything had happened). Prompted by Virsa, the railroad shut down the vulnerability with a series of checks. Now that the in an unusual way, an activity note is automatically sent to their managers. A full activity log is then sent for review and approval. This was a case where [compliance software] made us aware that we needed to direct additional spending on internal risk, says Sokolov. It's not just cheap to accept risk-based security; properly implemented, it also reduces costs in two ways in the long term. First, fewer dollars flow into security efforts in which risks are low. And second, additional money spent on reducing high-impact risks can save organizations huge sums by preventing lawsuits, protecting property information and, in the case of publicly traded companies, averting negative publicity that can pound stock prices. While risk-based security can remove a certain amount of control from it's hands, the IT group plays an important role. According to Forrester Research Inc. analyst Michael Rasmussen, understanding and evaluating various IT risks creates a mountain of data that needs to be translated into meaningful information. Forrester suggests that IT groups implement risk boards and risk indicators, such as intrusion detection systems, to perform this translation. According to Rasmussen, several vendors are beta-testing risk boards, while some organizations use SMTP applications to develop them internally. A fully functional instrument panel, he adds, will include monitoring systems and server status functions, as well as automatic notifications of exceptions. The presentation layer will be adapted depending on the end user - the business manager can only see the red light/green light indicator on his homepage, while IT staff would of course see much more detail. In the early stages of the transition to risk-based security, IT must also carry out an inventory of all technological assets and then assign a value to each of the most complex phases of the process. This is where ephemeral fears need to be turned into hard data. Questions include: What is the fiscal impact if the system goes down? a What is the fiscal impact if data integrity or confidentiality are compromised? The answers must address not only short-term transaction problems, but also effects on customer loyalty and stock value. Gartner of Byrnes says it's important that business process owners get involved in this phase. Says Avesian, I spent six months last year finding a single person in each [of textron's 20-plus units] to serve as a focal point for security assessments. He has created a 25-member IT risk management team that meets every month and is part of Textron's formal management process. IT must also play an important role in evaluating and writing controls. This is nothing new, but there is a reversal in risk-based security. In the past, when need for control, IT IT should be sent away to create, with little attention paid to the price tag. But any control - from an improved firewall to a policy of appropriate use - has associated costs. According to the risk-based model, these costs must be closely consistent with the potential fiscal impact of the risk. Pinning down numbers for IT, the challenges of a risk-based security model are as familiar as they are thorny. For starters, the CIO or security officer must establish an ongoing relationship with key business units to establish the facts and keep up with the changing risks. In addition, it is necessary to quantify what can withstand quantification; assigning a risk factor, and in particular estimates of losses to a new product or partnership, is not an almost exact science. One aspect of the risk-based model may be that some become accustomed to IT: As information security ceases to be a separate entity and is instead absorbed into a larger picture of risk, responsibility for help can be withdrawn from the technology group. We believe 30% of [Gartner's] client base has taken infosec from the CIO, says Byrnes. In fact, large audit firms are pushing hard for the most advanced forms of risk-based security, dubbed corporate risk management. Many businesses that have gone whole-pig to ERM (including virtually all financial services companies, according to Byrnes) have appointed chief risk officials who report to the CEO or even the board of directors. Tim Maletic, security officer of information services at Grand Rapids, Mich.-based Priority Health, is part of a team mulling a shift to risk-based security. However, he is still not convinced of the feasibility of assigning an exact cost number to different threats. In general, spending on your [security] dollars where you can get as much protection is just reasonable, he says. And that's what we do. As an example, he points to the health care company's recent implementation of Cupertino, California-based ArcSight Inc.'s Enterprise Security Manager application. The ESM package compiles and simplifies messages from firewalls, intrusion-detection systems, and antispyware and antispam software, and so is the next logical step, says Maletic. And although ArcSight actually helped him spend his security budget where it's most needed - especially when it comes to staffing - Maletic is skeptical about the big concept, which he claims to quantify all security risks. He's not the only skeptic. Risk-based security, although an appealing idea, seems to require a level of management and collaboration with business units, which is rare in day-to-day roller derby it operations. Ulfelder is a freelance writer in Southboro, Mass. Contact him at steve@ulfelder.com. Business of Security Stories in this report:

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