

LARGER THAN LIFE
A CELEBRATION OF GREATNESS



Ayrton Senna

Passionate
(1960 - 1994)

4th May, 2008

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INTRODUCTION

Ayrton Senna da Silva was a **Brazilian racing driver and triple Formula One world champion**. He streaked through the sport like a comet, an otherworldly superstar whose brilliance as a driver was matched by a dazzling intellect and coruscating charisma that illuminated Formula One racing as never before.

Intensely introspective and passionate in the extreme, Ayrton Senna endlessly sought to extend his limits, to go faster than himself, a quest that ultimately made him a martyr but did not diminish his mystique.

BIRTH AND EARLY YEARS

Ayrton Senna da Silva was **born on March 21, 1960, into a wealthy Brazilian family**. He never needed to race for money but his deep need for racing began with an infatuation for a miniature go-kart his father gave him when he was four years old.

As a boy, he awoke trembling with anticipation at the prospect of watching his Formula One heroes in action on television. At 13 he raced a kart for the first time and immediately won.

PROFESSIONAL CAREER

He made his **debut with Toleman in 1984**. At Monaco, his sensational second to Alain Prost's McLaren - in torrential rain - was confirmation of the phenomenal talent that would take the sport by storm.

He moved to Lotus in 1985 and won six races. Having reached the limits of Lotus he decided the fastest way forward would be with McLaren, where he went in 1988 and stayed for six seasons, winning 35 races and three world championships.

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In 1988, when McLaren-Honda won 15 of the 16 races, **Senna beat his teammate Alain Prost to take his first driving title.** Some of his greatest performances came in his final year with McLaren, following which he moved to Williams for the ill-fated 1994 season.

1990 once again had Ayrton becoming World Champion with 78 points in his Marlboro-McLaren-Honda. In 1991, Ayrton became the World Driving Champion for the third and last time of his career.

PERSONAL LIFE

Beyond his driving genius Senna was one of the sport's most compelling personalities. Though slight in stature he possessed a powerful physical presence, and when he spoke, his eloquence was spellbinding.

He loved children and **gave approximately \$400 million of his personal fortune to help provide a better future for the underprivileged in Brazil.**

DEATH

On May 1, 1994, in the San Marino Grand Prix, his race-leading Williams inexplicably speared off the Imola track and hit the concrete wall at Tamburello corner.

Millions saw it happen on television, the world mourned **his passing** and many members of the shocked Formula One community attended his state funeral in Sao Paulo.

Among the sad mourners was **Frank Williams, who said: "Ayrton was no ordinary person. He was actually a greater man out of the car than in it."**

Quotes

“I continuously go further and further learning about my own limitations, my body limitation, psychological limitations. It's a way of life for me.”

“I admire work, dedication and competence.”

“Winning is the most important. Everything is consequence of that.”

“You must take the compromise to win, or else nothing. That means: you race or you do not.”

Quiz

1. In which year did Ayrton Senna make his debut?
2. How many times did Senna win Formula One World Championship title?
3. Senna gave approximately \$___ million of his personal fortune to help provide a better future for the underprivileged in Brazil.

Send your answers with your name and department to one2one@clarislifesciences.com

First 3 correct answers will get Clarista coupon worth RS. 50.

Last Quiz Winners

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