

O<sub>2</sub>

loser



prove them wrong and  
win the drive of your life



Anglia Telecom  
c e n t r e s  
plc

# Phwoaaaarrari!

The telecomms industry never slows down. It's not for the faint-hearted. It's for people like you; fast, smart, hungry for success.

People like you who have the bottle to win this seven hour adrenalin rush. With the launch of O<sub>2</sub> you're faced with a new challenge.

If you're the champ you like to think you are, Anglia Telecom, in association with O<sub>2</sub>, will take you to the top notch Prestwold Hall in Loughbrough where you can show us what you're made of in the Ferrari 328 and Ferrari F360 Modena. You are in the running for this fantastic prize. You will fight to show the others who's boss – if you can cut it.

Breakfast and a massive slap-up lunch will all be provided in Prestwold Hall, and refreshments served throughout the day in a fabulous hospitality suite.



The event takes place in September and you know you're going to be there. You're going to be treated like the VIP you are. Which category will you be the best in?

There are fifteen places spread over the following three categories:

- Shop window – O<sub>2</sub> brand presence. ( 1 place )  
Enter the race through your shop window. If your display promotes the launch of O<sub>2</sub> sufficiently you could be in the running.
- Average revenue per user. ( 4 places )  
You edge closer to the starting line with every call your O<sub>2</sub> customers make.
- Highest number of connections made. ( 10 places ) \*  
Get more customers connected to O2 and get on the grid.

\* One point per connection. Check your monthly updates for bonus points.

