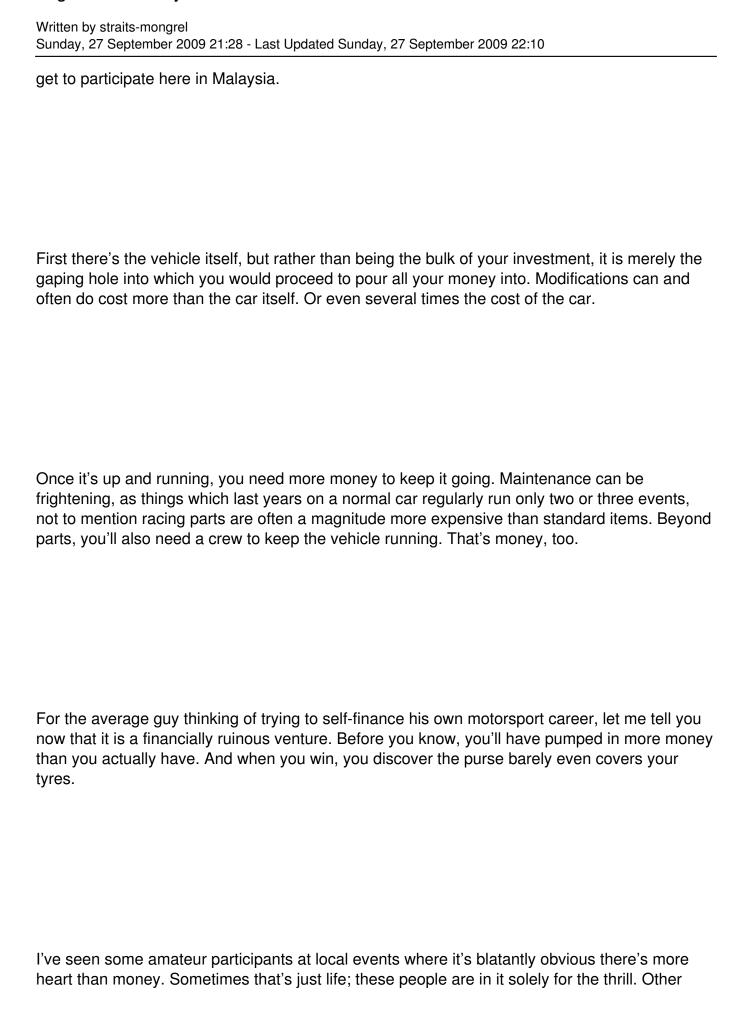


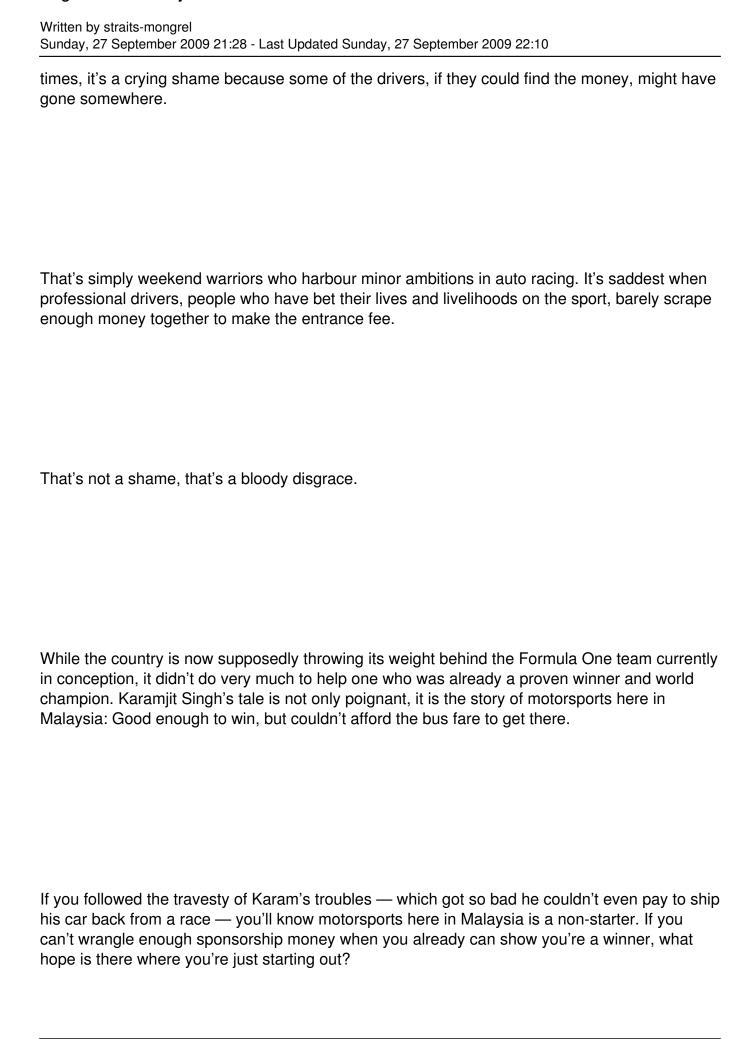
Show me the money

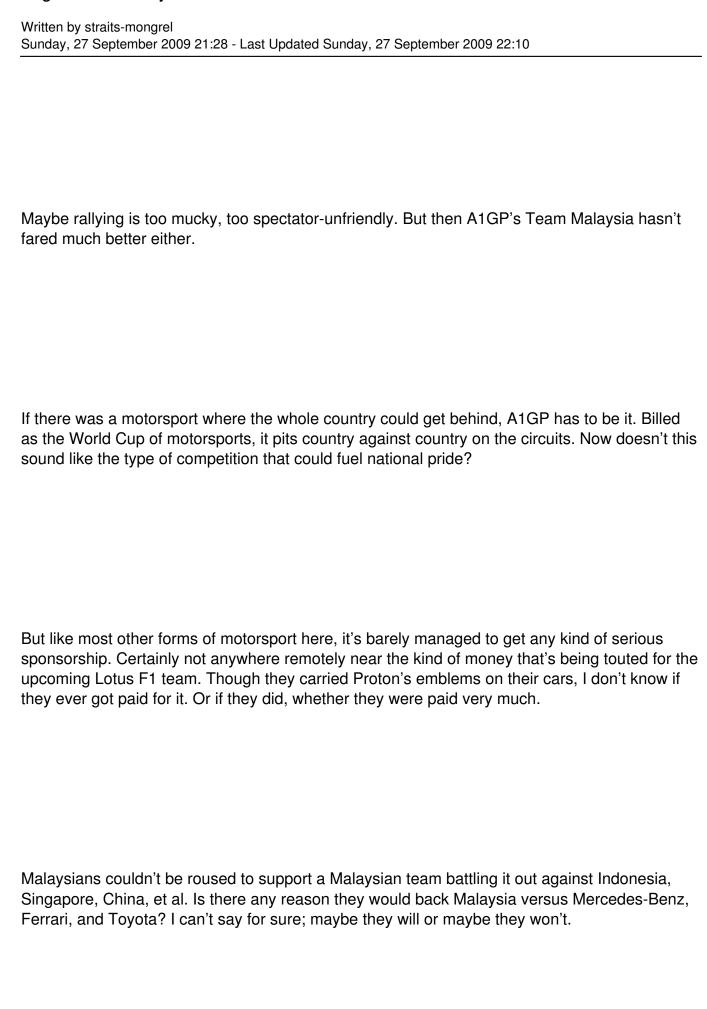
By Justin Ong

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Sept 27 — Motorsports costs money. All sports, to some degree, cost money but more to the point, motorsports costs a lot of money. So much money that only the rich or very talented ever







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But what's for certain is the reason why Karam and A1GP Team Malaysia have had such a hard time finding sponsorship dollars is because, by and large, Malaysians don't care for motorsports. Corporate sponsors know this and thus are reluctant to pump any kind of money into it.

Beyond just F1, Malaysia hosts numerous other racing events — both amateur and professional. While the disciplines are diverse, the one unifying characteristic that ties all these races together is the dearth of spectators. Few know about them, and fewer still attend.

It's just not in our culture. It can be, of course. Just not how it currently is. But until there is concerted effort to promote, cultivate and support the races and racers we already have, it's going to be hard to see why we should take the Lotus F1 team seriously as a Malaysian motorsport effort. And harder still to see where it can all go.

As a Malaysian-owned venture, sure. As a questionable advertising blitz, maybe. But as a team that's supposed to mean something to Malaysians all over the country? 1 Malaysia F1 — DNS.