

# F1 must embrace social media: Hamilton



Lewis Hamilton (L) and Finland's Valtteri Bottas pose with the new Mercedes W08 EQ Power+ Formula One car

## Silverstone

**Three-time world** champion Lewis Hamilton yesterday urged Formula One's new rulers Liberty Media to bring the sport up to date by opening it up to social media.

The Mercedes driver is a committed user of social media and came under fire last October after messing around on photo app Snapchat during a drivers' press conference prior to the Japanese Grand Prix.

He believes sports like football, the NBA and the NFL harness social media "a lot better" and says allowing drivers to use it more freely would help attract new fans to the sport.

"You're not allowed to do social media, at all," said Hamilton during the Mercedes season launch event.

"I mean, you can take a picture and post it, but that's it. Everyone

has a phone, everyone's on their phone a large portion of the day.

"Everyone wants live, exclusive footage. Something as small as me being in my room, saying, 'Hey guys, I'm getting ready for my session, this is my suit, blah blah blah.'

"Those are things people want to see and I think excluding that is a negative for the sport, so allowing that to happen is going to be great."

This year marks Hamilton's 10th anniversary as an F1 driver and he will embark upon the season with a new team-mate after Valtteri Bottas came in to replace Nico Rosberg.

Rosberg pipped Hamilton to last year's Drivers' Championship before abruptly retiring and with the British driver now 32, he admitted the day he walks away from the sport himself could arrive "soon".

"I don't think about (retiring) a huge amount, but of course I do think about it," Hamilton said.

"At the end of each season and particularly at the beginning of each season, when you're going through the tough training, how fit you are.

"I got in the car today and I was like, 'Ah, I can still drive!' So that's a good thing.

"I really don't know when is going to be the time. It could be soon, it could be far away. That's the exciting thing about life."

Hamilton was speaking after taking his new W08 car for a spin on a damp, blustery day at Silverstone, 80 miles (129 kilometres) northwest of London.

The new car has a black, silver and teal chassis and is lower, wider and heavier than last year's W07, reflecting new

design regulations intended to make F1 cars faster and more demanding to drive.

Hamilton described the new car as "the most detailed piece of machinery I have seen in F1" and said it was a "more powerful beast" than last year's car.

Former Williams driver Bottas said: "I've never driven a car with that much downforce."

Hamilton and Rosberg had a notoriously fractious relationship, but Bottas, 27, believes he and his new team-mate can forge a productive partnership.

"We haven't raced yet together and so far it's been good," said the Finn.

"I see no reason why we couldn't work professionally as a good pair, race hard but fair on the track and work as a team.

"We'll find out, but I have a good feeling about it." (AFP)

## Football Scores

### Europa League:

Osmanlispor	0	Olympiakos	3
Ajax Amsterdam	1	Legia Warsaw	0
APOEL	2	Athletic Bilbao	0
Zenit Saint Petersburg	3	Anderlecht	1
Roma	0	Villarreal	1
Besiktas	2	Hapoel Beer-Sheva	1
Fiorentina	2	Borussia Moenchengladbach	3
Sparta Prague	0	Rostov	1
Tottenham Hotspur	1	Gent	1
Shakhtar Donetsk	0	Celta Vigo	0
Copenhagen	0	Ludogorets	0
Genk	0	Astra Giurgiu	0
Lyon	4	AZ Alkmaar	1

### Scores at the time of closing

## Medvedev battles into Marseille QFs



Daniil Medvedev

## Marseille

**NextGenATP** star Daniil Medvedev reached his third ATP World Tour quarter-final of the season yesterday as he defeated Jan-Lennard Struff 6-3, 3-6, 7-6(3) at the Open 13 Marseille.

The 21-year-old Russian also battled through his first-round match against eighth seed Benoit Paire in a third-set tie-break and now has an 8-4 mark on the season. He edged Struff in one hour and 43 minutes, saving a break point in the ninth game of the deciding set before going on to claim the tie-break.

"It was a very tough match," said Medvedev. "My opponent played really good tennis and served amazing. I'm proud that I took the only break chance that I had to win the set and that I could get through a few tough moments on my serve. In the tie-break, I was just more consistent than him. It was another tough win for me and I'm really happy to be in the quarter-finals."

Medvedev has made a strong start in his bid to qualify for the inaugural Next Gen ATP Finals.

After reaching his first ATP World Tour final at the Aircel Chennai Open, as well as a last eight showing at the Open Sud de France in Montpellier (l. to Tsonga), he is currently second in the Emirates ATP Race To Milan, with Alexander Zverev at No. 1.

For a place in the semi-finals, Medvedev will face fourth seed Lucas Pouille.

Qualifier Norbert Gombos set a quarter-final clash with defending champion Nick Kyrgios after edging Nicolas Mahut 7-5, 3-6, 7-6(5) in two hours and 36 minutes. The Slovakian, ranked No. 128 in the Emirates ATP Rankings, is through to his first ATP World Tour quarter-final. He squandered a match point when serving for the match at 5-4 in the third set, but regrouped to capitalise on his third match point chance in the tie-break. ([atpworldtour.com](http://atpworldtour.com))

## Results

### 2nd rd

Daniil Medvedev (RUS) bt Jan-Lennard Struff (GER) 6-3, 3-6, 7-6 (7/3)  
Norbert Gombos (SVK) bt Nicolas Mahut (FRA) 7-5, 3-6, 7-6 (7/5)

## Emery's PSG face Marseille fight

### Paris

**Paris Saint-Germain** must win their Ligue 1 grudge match at resurgent Marseille with the club's Qatari owners demanding nothing less than the successful defence of their title.

Such are the demands at PSG that should they lose to their bitter southern rivals on Sunday and drop six points behind leaders Monaco it would be considered a crisis.

The four-time reigning champions also face pressure from Nice who host Montpellier in Friday's early match and could overtake PSG and pull level with leaders Monaco before their trips to Marseille and Guingamp respectively.

PSG and Nice both have 56



PSG players warm up

points from 26 games -- three points behind leaders Monaco.

A pale PSG drew 0-0 at home with lowly Toulouse last Sunday and bouncing back at Marseille,

where new signings Patrice Evra and Dimitri Payet have now settled, will be a real test of their pedigree.

Away fans are barred for

security reasons and a 65,000 famously raucous sell out crowd will be paying for their first league win over PSG since November 2009.

Key PSG defender Serge Aurier said Sunday's slip was down to tiredness after thumping Barcelona 4-0 in the Champions League the Tuesday before.

"It's not easy to repeat that immediately afterwards. We will stay positive. Now we will start preparing for Sunday's match and keep picking up points," the Ivorian promised.

His defensive partner Marquinhos was equally assured for the Marseille match.

"Starting with Sunday's game, we will come back stronger," the Brazilian said. (AFP)