

The race to summer break

There were plenty of strategic pit stops in the run-up to the traditional Formula One summer break, as the Komatsu and Williams Racing partnership stepped up a gear at events around the world. From Canada to Belgium across the space of two busy months in June and July, the partnership produced yet more high-speed highlights.

Transatlantic tour

Fresh from scoring the first championship points of the season at Monaco, the Komatsu and Williams Racing partnership headed to Canada for round nine of the 2024 season. The Williams Racing Fan Zone, located in downtown Montreal, once again proved a popular attraction with the Komatsu dump truck simulator featuring prominently. 247 participants put their driving skills to the test during race week, immersing themselves in the Komatsu brand.



Komatsu's presence has been amplified at the Williams Racing Fan Zones

The fast pace of Formula One saw teams head back to Europe for an action-packed triple-header in Spain, Austria and Great Britain on consecutive weekends. In Spain, the Williams Racing Fan Zone in Barcelona received a record 35,000 visitors, while 30 Komatsu guests enjoyed the experience of a lifetime at the circuit, following the racing action on-site. 12 guests were invited to a special dinner in the team's bespoke motorhome – located in the exclusive paddock area – with team driver Alex Albon in attendance.

Spielberg directed the action in Austria as 14 Komatsu guests soaked up the atmosphere in the stunning Styrian hills. Guests were hosted in the F1 Experiences Corporate Suite, and were able to experience a Grid Walk, Paddock Tour and Garage Tour thanks to Williams Racing.

Scoring points at Silverstone

Silverstone marked the mid-point of the 2024 season and represented a homecoming for Williams Racing, whose Grove headquarters are located an hour from the circuit. There's nothing quite like a home crowd to generate extra support!

In the build-up to the Grand Prix, Williams Racing took over one of London's most famous locations, Piccadilly Circus, again with the Komatsu simulator proving popular. As the team's FW46 adorned the city's most famous lights, complete with Komatsu logos, anticipation was also building for the Komatsu UK Family Day.



Williams Racing's special edition Silverstone livery

Celebrating Komatsu's UK-based employees and their families, attendees had the opportunity to witness a special edition HB365 Hybrid Excavator painted in the distinctive Williams Racing blue livery. As well as enjoying the day, employees also raised £1985 for their chosen charity – Oasis Community Housing.

Back on track, Komatsu and Williams Racing celebrated a scintillating Grand Prix with two more championship points, as Alex Albon secured ninth place.

Vowles visits Vilvoorde

The final race ahead of the summer break, the Belgian Grand Prix, was held at the iconic Spa-Francorchamps circuit, nestled in the Ardennes Forest.

Before the race weekend, Williams Racing Team Principal James Vowles visited Komatsu's European HQ in Vilvoorde for a tour of the distribution centre as well as a Q&A with employees. To celebrate the partnership between Komatsu and Williams Racing, a special WA475-10 Wheel Loader in the Williams Racing livery was revealed in front of the facility; a physical representation of the partnership and how it is creating value together.

After a busy six races, which also took in Hungary, the team has been on the mandated summer break. Action resumes in the Netherlands in late August. Ten rounds remain of the 2024 season – and there's plenty more value that Komatsu and Williams Racing can create together.



James Vowles at Komatsu's KEISA headquarters