



It's a Wrap! Meet "The Ride of Your Life" Sweepstakes Winners

Sixteen weeks. Sixteen questions. Sixteen weekly winners and two lucky Grand Prize winners. It was quite a ride over the last four months in 2023 with our first- ever Ride of Your Life Sweepstakes! As an official Team Partner of Scuderia Ferrari, the most winning team in F1 history, we celebrated the launch of The Ride of Your Life video series by giving our fans a chance to get in on the action. HARMAN Automotive LinkedIn followe

answered weekly questions about the new series, created with our partner, to win replica mini helmets.

A Grand Prize Worthy of Applause

Congratulations to Grand Prize winners Zarvan Shah-Asif and Dorothy Rivers who also walked away with a full-size replica helmet signed by Scuderia Ferrari Official Drivers Charles Leclerc or Carlos Sainz! These two passionate Tifosi were selected from a pool of respondents with the most correct answers throughout the sweepstakes period. We hope they treasure these priceless collector's items!

Grand Prize Winners



Zarvan Shah-Asif



Dorothy Rivers

The Sweepstakes gave followers the chance to learn more about HARMAN Automotive and our partner Scuderia Ferrari - and to see the many ways we share a passion for performance. Episodes like "Throttle Up" and "My Way" explore how HARMAN Automotive is developing the next generation of in-cabin experiences with our Ready Products that allow personalization and instant access to new features.



Consumer Experiences. Automotive Grade.

With our expertise in electronics and audio, we're infusing our legacy into new consumer experiences that are built for the automotive industry. It's through this innovative approach that we're delivering safer, more intuitive in-cabin experiences that make time behind the wheel more productive and more entertaining. It's not enough to meet consumer expectations; our goal is to exceed them.

Our parallel Ride of Your Life product video [series](#) showcases how our Ready Products elevate the everyday drive. HARMAN Automotive is developing innovative solutions that help you drive safer, including life- presence detection and alerts through AR-enhanced head-up and reflective displays. Our advanced technology allows consumers to personalize their ride and stay seamlessly connected.

Stay tuned here for more exciting announcements and innovation as we accelerate into an exciting new year!

