

## **Abstract**

**Title:** The importance of the Scuderia Ferrari team for the F1 World Championship

**Objectives:** Main aim of this thesis is to analyse and identify the reasons for the Scuderia Ferrari's important position in the Formula 1 World Championship through the historical events of the team and to vindicate or disprove the general fact why Ferrari is an essential, hardly replaceable part of the F1 championship.

**Methods:** The following methods used in this thesis are: extensive research of available sources on Scuderia Ferrari, methods used to produce a historical work - direct method, deduction method, progressive method, comparative method, biographical method and collective biography method.

**Results:** Scuderia Ferrari is one of the pillars for the F1 World Championship. Ferrari has its DNA based on Grand Prix racing, unlike the other manufacturers operating in F1, and it also carries values referring to the beginning of the championship when it was formed. The team's culture, derived from its Italian origins, makes it different from other teams based in Germanic-speaking countries. It also confirmed that behind successful organisations there are strong personalities that have shaped the history, position and perception of Scuderia Ferrari. The team has also been instrumental in the politics of F1 throughout its development and was instrumental in the creation of the Concorde Agreement, a document that remains in force today in various modifications and forms the basis of modern F1.

**Keywords:** motorsport; history; racing team; brand development; racing team management