



## **DIRECTV becomes sponsor of Matías Zagazeta, first Peruvian driver in FIA Formula 3**

*At the age of 20, Matías has a promising sporting career. The leading company in connectivity and digital entertainment continues to join efforts to promote local sports.*

**Lima, February 21, 2024** - In line with its commitment to promote national sport and cooperate with the development of Peruvian talent, **DIRECTV Latin America** has become the new official sponsor of Matías Zagazeta, the first Peruvian driver to participate in the international FIA Formula 3 racing circuit.

Through this sponsorship, **DIRECTV** seeks to give a boost to the Peruvian sport on wheels and motivate new generations to practice and enjoy this sport with great potential, which adds to the varied programming provided through its screens, including an exclusive channel dedicated especially to the wheels and bolts, **DSPORTS Motor**.

"**I am grateful to DIRECTV for their support and confidence in my talent.** These initiatives not only show their commitment to local sportsmen, but also encourage other companies to support other talents who seek to consolidate their careers," said **Matías Zagazeta**, who now lives in Barcelona.

The Peruvian driver will make his debut in the Formula 3 circuit on February 29th in Bahrain as part of the Swiss Jenzer Motorsports team.

Matías started his career at the age of 8 years old in the Peruvian Karting circuit, being several times champion. In 2017, he competed for the first time in Europe and three years later he joined the Carlin team to debut in Formula 4.

The driver, who declares himself an admirer of Spaniard Fernando Alonso, marked a milestone in his career and in the local sport at the Macau GP, as the first Peruvian driver to be invited to participate in this race.

"We are thrilled to be able to contribute to the development of Matías' career, who has already made history in Peruvian sports. This is a sign of our firm commitment to local sports. And we are sure that the visibility of Matías' talent will inspire and bring new followers to high-speed sport," commented **Carolina Gottelli**, Marketing Manager of DIRECTV Peru.

### **About DIRECTV Latin America**

*DIRECTV Latin America is the leading company in connectivity, entertainment and news content in the region. DIRECTV subscribers enjoy 100% digital quality and sound, industry-leading customer service, technological superiority, the most distinctive HD content including original and exclusive series, complete coverage of the most important events, leagues and sports packages, and the opportunity to enjoy programming on different screens wherever and whenever the user prefers. For more information, visit [www.directvla.com](http://www.directvla.com)*