

bulletin special

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Heroes

Magic Moments in Sport





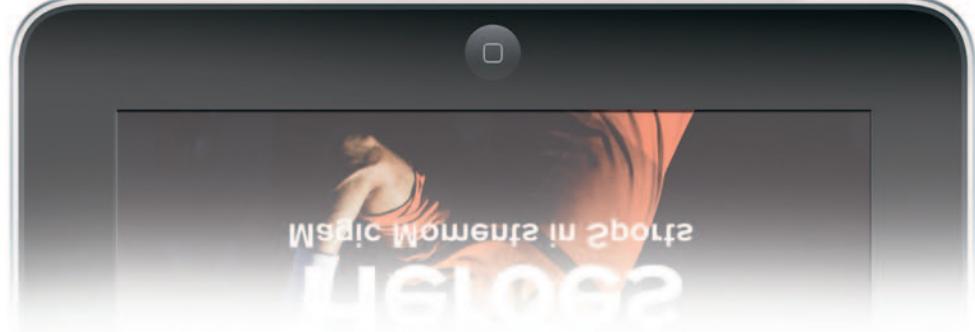
THE ROGER FEDERER WORLD TOUR 2012.

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Destination Sport

Our single greatest responsibility is to manage our business to ensure long-term success. But our duties as a financial service provider go far beyond banking. We strive to act responsibly both as an employer and a member of society. This is reflected not only in our commitment to the environment and the importance we assign to our dialogue with our stakeholders, but also through the way in which we approach sports.

We support employees in their ambition to excel in sports, be it as individuals, in groups, or as part of a club. We are proud of employees like the Swiss curler Luzia Ebnöther, who received an Olympic silver medal in 2002; British world-class discus thrower Abdul Buhari; and Swiss swimmer Chantal Cavin, who though blind, has achieved many milestones including setting world records in her chosen sport.

At a local level we support a wide variety of amateur sports. And to promote sports at the highest level of competition, we have built long-term partnerships in golf, equestrianism and football. Since 1993, Credit Suisse has been the main sponsor of the Swiss Football Association as well as partner to all junior and senior national teams, both for men's and women's football.

We have long been committed to promoting young athletes. Since we began our involvement in Swiss football, half of our sponsorship contribution has gone to fostering young talent. Time and again,

we have seen that encouraging these individuals has paid off. Most of those who received the Credit Suisse Best Newcomer sports awards in years past are counted today among the elite of sports. Sometimes, due to the young age of successful athletes, it is difficult even to distinguish between past achievement and current performance. Such is the case with young Swiss gymnast Giulia Steingruber, or the U21 national football team.

Sports also offer unique opportunities to connect people from all walks of life. Bob Beamon's record-breaking "long jump of the century" in 1968, or Roger Federer's first Wimbledon victory in 2003, or images of Muhammad Ali lighting the Olympic Flame in Atlanta 1996 touched audiences across continents. Sports can affect lives and inspire us to be better, try harder and dream of achieving what others say is impossible.

We trust you will find this special edition to be an entertaining read and a suitable companion to the upcoming competitions.

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starting on page 21

Magic Moments

A victory is the best that can happen, but defeat not necessarily the worst. Sports generally involve achievement, and always pure emotion. A portfolio of photos from a world where every moment counts.

Heroes

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Authors Featured in This Edition



Simon Kuper

In his exclusive essay, the sports columnist of the Financial Times and award-winning author explains national perceptions of sports heroes. He used to worship the former Dutch football player Johan Cruyff. At least until he interviewed him for the first time: "It was a debacle."

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David Foster Wallace

The eloquent American cult author played professional tennis before studying philosophy. In 2006 he observed Roger Federer in action, winning Wimbledon and afterwards wrote what is considered the definitive article praising the tennis legend. Wallace died in 2008.

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David Staretz

There is probably no automobile that the editor-in-chief of Austria's Autorevue and columnist has not written about. For the bulletin, he looks at the myth of the famous Silver Arrow. His own car for the past 25 years has been a Jaguar XJ6 Series II built in 1974.

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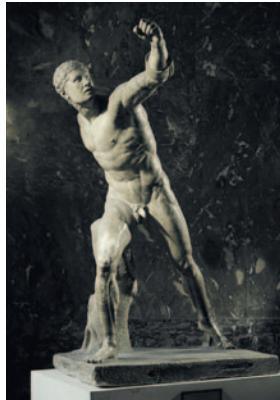
**“If you’re
afraid
of losing,
then you
dare not
win.”**

Björn Borg

Our Heroes

Messi, Jordan, Federer – some of the most famous people in the world today are athletes.
But every country treats sports heroes differently.

An essay by Simon Kuper



The “Borghese Gladiator” – a marble statue of a warrior defending himself.
Ancient Greece, about 100 B.C.

In 1949 an American professor named Joseph Campbell, who taught at Sarah Lawrence College in New York, published a book called “The Hero with a Thousand Faces.” Campbell knew something about heroes. As a child he had been taken to see Native American artifacts in a museum, and had grown obsessed with Native American myths. Later, as a college student, he had become a hero himself: a star athlete, who ran one of the fastest half-miles on earth. Eventually he took on the study of the world’s myths and heroes. In the 1949 book, Campbell wrote that all the main myths around the world share the same basic structure, which he called the monomyth: “A hero ventures forth from the world of common day into a region of supernatural wonder; fabulous forces are there encountered and a decisive victory is won; the hero comes back from this mysterious adventure with the power to bestow boons on his fellow man.” Campbell’s monomyth covered everyone from the Greek heroes to Moses, Jesus and Buddha. His book influenced George Lucas in the making of “Star Wars.” But the book also helps explain today’s worship of athletes, from Roger Federer to Diego Maradona. There is a caveat: Although the monomyth is universal, each country treats its sports heroes slightly differently.

Sports heroes in all countries share certain qualities. David Foster Wallace, the brilliant American author who died in 2008, wrote in his essay, “How Tracy Austin Broke My Heart”: “They’re beautiful: [Michael] Jordan hanging in midair like a Chagall bride, Sampras laying down a touch volley at an angle that defies

Euclid ... To be a top athlete, performing, is to be that exquisite hybrid of animal and angel that we average unbeautiful watchers have such a hard time seeing in ourselves.”

Most people around the world struggle to appreciate genius in physics or in painting, but they can appreciate it in Lionel Messi. Yet the example of Messi shows that while genius transcends borders, the mythical sports hero doesn’t quite. Messi would have been the perfect Swiss sporting hero; but Argentines find him unsatisfying.

Modest Heroes Versus Gods?

Swiss author Bruno Ziauddin once told me: “To be a Swiss sporting hero, you don’t have to be the best ever. Just as important is that you are *sympathisch, fröhlich, lustig, gemütlich*” (empathetic, cheerful, funny and congenial). For instance, says Ziauddin, in 2005, when Federer was perhaps the best tennis player in history, he wasn’t named *Schweizer Sportler des Jahres* (Swiss Sportsman of the Year). Instead the award went to Tom Lüthi, a teenage motorcyclist in the minor 125-cm³ class. Perhaps Lüthi wasn’t a universal genius, but he was a nice guy. And though Federer is a universal genius, Ziauddin notes, the Swiss often praise him as “modest.” Yet “modest” is one thing Federer is not. He’s polite, but he knows exactly how good he is. No matter: To turn him into the perfect Swiss hero, the Swiss needed to reduce him a little. The modest little genius Messi would have fitted this national sports culture perfectly – better than the proud Roman god Federer. Yet Messi

fits less well in his native land. Argentina is a more tormented country than Switzerland, and it prefers tormented heroes who promise to redeem the nation and suffer for its sins. The sports sociologist Eduardo Archetti explained to me in Buenos Aires in 2000 that many Argentines secretly hoped Maradona would die young. Dying young is what Argentine heroes do, said Archetti (who himself departed much too early). It happened to Carlos Gardel, Eva Perón and Che Guevara. The task of saving Argentina is simply too much to bear. Whereas foreigners saw Maradona's problem as a blemish, Argentines understood it; after all, he'd carried their tormented nation on his shoulders since his late teens. Argentina, in decline since before Maradona was born, demanded that he give of his flesh for his country. Maradona's story has a tragic, self-sacrificial dimension that in Switzerland would simply appear absurd. And Messi, who just isn't tragic, can't offer it today.

Each nation worships its athletes in its own way. Foster Wallace wrote of his native US: "Top athletes are compelling because they embody the comparison-based achievement we Americans revere – fastest, strongest – and because they do so in a totally unambiguous way." Questions of the best plumber or best managerial accountant are impossible even to define, whereas the best relief pitcher, free-throw shooter or female tennis player is, at any given time, a matter of public statistical record.

In England by contrast, stats don't matter. Nor do English athletes even have to win anything (which is lucky, as few of them do). Given their milieu of tabloid celebrity, nobody expects them to be modest either. Rather, they are required to follow a Campbellian path of rise, humbling and recovery. First, they burst onto the scene: the young, beautiful David Beckham scoring his first goal for Manchester United from his own half against Wimbledon; the 16-year-old, unbeautiful Wayne Rooney, scoring with a long-range drive against Arsenal that was still rising when it hit the net. Then comes the humbling.

Final Stage, National Treasure

Last comes the phase that Beckham is now reaching, and Rooney will one day: "National treasure." A British national treasure (other examples are the playwright Alan Bennett, the actress Helen Mirren, and the late Queen Mother) can do no wrong. Past humiliations are forgotten. They are above the fray. Today

some of the most famous people on earth are athletes. But almost all athletes are still nobodies – even if they are mostly paid to play sport. A few even get a fortnight of fame and advertisements. However, the best analogy is not with professional footballers or basketball players but with students. Most Olympic athletes, for example, spend years anonymously preparing for the games on some form of meager stipend. Only a very few of these athletes will win gold (or at least gold-plated) medals. And even some of these winners are swiftly forgotten ...

For her marvelously rich book "The Austerity Olympics: When the Games Came to London in 1948," Janie Hampton tracked down dozens of competitors from 1948, few of whom ever seem to have been asked to tell their stories before. The magic is that when one of these ordinary people wins (a clerk from Sydney, a housewife from Amsterdam), one of us becomes champion of the world. After their moment, unless they play basketball or tennis or soccer or are American or exceptionally pretty, the athletes become ordinary people again. If they are lucky, they might get a job coaching children or hobbyists, or doing public relations. Even

Jesse Owens ended up a "runner for hire" – "racing against people, horses, even motorcycles," writes John White in his excellent "Olympic Miscellany," a compendium of bizarre tales marred only by its tiny type. The Olympics turn ordinary people into stars and then back again.

They never forget the moment they peaked as human specimens, even if everybody else does. At 7 p.m. on July 7, 1924, Harold Abrahams won gold in the 100 meters and the New Zealander Arthur Porritt won bronze. After that, and until Abrahams died in 1978, he and Porritt dined together on every July 7 at 7 p.m.

Today it's Federer and Maradona who best fit Campbell's universal schema. Had Homer lived today, he would have been a sportswriter. ●

Simon Kuper (43) is currently a sports columnist for the Financial Times. He won the William Hill Sports Book of the Year Award in 1994 with his book "Football Against the Enemy" (Orion). In 2003 he published his book "Ajax, the Dutch, the War: Football in Europe During the Second World War." He co-authored the 2009 book "Soccernomics" with Stefan Szymanski.



The ticket to London 2012: The Swiss U21 team scores a decisive goal against the Czech Republic in the European Championship Semifinal.



A

TEAM'S NEW GENERATION

AFTER 84 YEARS,
SWITZERLAND
WILL AGAIN PLAY IN
AN OLYMPIC FOOTBALL
TOURNAMENT.
MUCH DEPENDS ON THE
SKILLS OF
YOUNG PLAYERS.

TECHNICAL
DIRECTOR OF
THE SWISS FOOTBALL
ASSOCIATION,
PETER KNÄBEL,
TAKES STOCK.

|
Interview by Michael Krobath
|

Mister Knäbel: Switzerland has a men's team in an Olympic football tournament for the first time in 84 years – it still seems hard to believe that we've made the grade in 2012. Have the Swiss at last produced the "team of the century"?

I wouldn't go so far as to say that. But if you consider how we qualified, one thing is clear: We've never had a better opportunity.

What makes you so optimistic?

In recent years, we've been fortunate in that a relatively large number of Super League clubs have been encouraging promising young players, making their transition to professional football that much easier. The U21 side also offers some crucial building blocks for success, including an outstanding goalkeeper and that extra touch of class in its attacking players. We have several players capable of winning a match.

What characterizes this generation?

For starters, it's their winning mentality. Many of the players already have had a chance to prove themselves in international U19 and U21 tournaments. Some have even won championships at a professional level: Xherdan Shaqiri, Granit Xhaka, Yann Sommer, Fabian Frei and Valentin Stocker with FC Basel, Philippe Koch, Admir Mehmedi, Oliver Buff and Ricardo Rodríguez with FC Zurich. This generation is extremely hungry for success. And not daunted by the prospect of a major challenge.

As a former head of the youth training program at FC Winterthur and FC Basel, you discovered several key players on the Olympic squad.

I wouldn't put it that way. Basically, a player "discovers" and "makes" himself. The coach supervises him on that path. People like me also are on hand to help them if problems arise.

What qualities do you look for when identifying new talent?

Pace and the necessary technical skill set, and then personality – I ask myself if I can imagine this player among those preparing for a

"We've never had a better opportunity. I'm optimistic. We are taking a strong squad to London."

professional match. It has nothing to do with physical aspects. It's attitude. Players should possess the total conviction – I would even go as far as to say arrogance – that they can mix it with the very best. A player also needs the support of a stable family. Without a positive personal environment, their talent can just go to waste.

Do you believe you always make the right decisions?

Of course not. Anyone claiming otherwise is talking nonsense. There's always a degree of uncertainty as to whether a player has it in him. And a number of players have surprised me on the positive side, for example, Gökhan

Inler. He has developed superbly, but when he was 17, I would not have backed him without reservations.

What's your idea of an extreme example of wasted talent?

Wasted is perhaps overstating things. But if there's one footballer in particular who springs to mind, it would be Jonas Elmer of FC Sion. Where would he be today if he had been allowed to continue playing as a striker, just as he did as a C-Junior with FC Stäfa? He possessed exceptional finishing qualities, but for no obvious reason was "re-tooled" as a defender.

How long does it take you to spot a talented player?

With experience, you can reach conclusions a bit more quickly. But in general, you need a huge amount of information before you can ascertain whether someone has what it takes. The famous "wow" effect Yann Sommer produced is something that I have seen only rarely.

What is special about him?

I came across him during my first few days as head of Basel's youth section. When I attended training of the U16s and was looking to make myself useful, the coach asked me to give the goalkeeper some practice. You can generally expect a 15-year-old to wait quietly for instructions from the new boss. But not Yann. He told me precisely what he wanted me to do: the exact number of crosses, how many high shots, how many hard flat shots. Sommer had an astonishingly precise idea of what he needed to become successful later in his career.

As a "pro-maker" you no doubt gave thanks when you saw the highly talented Shaqiri on the ball for the first time.

Well ... Shaqiri was 13 at the time, and displayed some very interesting qualities. As did Xhaka, by the way. What was striking about the pair was that they remained injury-free, despite the great intensity of their games, and that they both exuded leadership qualities on the field. Xhaka had another talent off the field though: As the squad treasurer, he never had any problems collecting contributions from his fellow players. Even so, with all that, both players still needed to develop some skills.

When does the decisive moment come? When, in this case, did you say: These two will achieve the breakthrough?

I suppose it is the day when I see that a junior is finding it too easy, even when he is moved up to the next age level. With Xhaka and Shaqiri, it was when they were 16. They joined the U18s to play a top-league team – and then simply toyed with their adult opponents.

What can you say about the phenomenon that is Shaqiri?

He has exceptional variety as a player, can play on both sides of the pitch, then moves beautifully between the two sidelines, which >



Peter Knäbel (45)

Technical Director of the Swiss Football Association since 2009.

He is responsible for the five units of grassroots football, top-level football, trainer development, women's football, and representative teams. He won a U16 European championship with Germany and played in the Bundesliga for Bochum, St. Pauli, 1860 Munich and Nuremberg.

Following that, the native of Westphalia, Germany, first transferred to FC St. Gallen with his wife, who is Swiss, then to FC Winterthur. After his playing career ended, he became head of the youth training program at FC Winterthur, before going on to achieve success in the same position at FC Basel. He has two children and lives in Riehen.

A dynamic photograph capturing two Swiss national team soccer players in mid-celebration. The player on the left, wearing a red jersey with the number 11, has his mouth wide open in a triumphant yell. His right arm is raised, and his hand is gripping the shoulder of the player next to him. The second player, wearing a red jersey with the number 23, is also in a celebratory pose, looking towards the first player. Both players are wearing red shorts with white stripes and the Swiss national team logo. The background is a blurred stadium filled with spectators.

"They are hungry for a victory."

Goal scorers Admir Mehmedi (left) and Gaetano Berardi.



Photos: Andreas Meier | Keystone, Peter Schneider, Martin Rüetschi, Samuel Truempp

Before and after the European Championship victory 2011 (top to bottom): sweating it out in the desert of Qatar; fans welcome the U21 players in Zurich; signing autographs at Credit Suisse headquarters.

gives him the opportunity to exploit gaps in opponents' zonal play. Due to his technique, he's rarely under pressure. He receives the ball perfectly, which gives him more time for the next pass. In addition, it was evident at an early stage that he would bring a wonderful marketing edge: His dynamic style brings spectators to their feet.

Mehmedi, who appears to be establishing himself at Dynamo Kiev, was another gifted youth player you took under your wing.

Be honest: Did you think he had such a career ahead of him?

Back in his Winterthur days, everyone knew Admir was good. But when he played at D-Junior level he had to battle weight problems, which is something that Murat Yakin also had to contend with many years ago, by the way. But today he has a very impressive physique. At the U21 European Championship, not only was he one of the best players, he was also one of the fittest. And I recall on one occasion when he wasn't used, he put in a special practice after the game.

Despite the excitement surrounding the current crop of young Swiss talent, where do you see a need to take action?

It's vital that we produce the footballers the market wants. Just to give an example, to combat the acute shortage of strikers we have recruited a number of attacking coaches in the last few years, and have made special efforts to develop offensive movement skills. But now it appears we lack central defenders. What the market wants are big, strong aggressive players weighing 85 kilograms or more.

How do you measure success in your youth work for the SFA?

For us, success is when the players make the leap from youth ranks to the senior national side. Two players per year is a bare minimum. Five would be outstanding. But anything in between should be considered good to very good.

At one stage, your job included getting U21 players released for the Olympics. How successful were you in doing this?

Unlike the European or World Championships, professional clubs are not obliged to release their players for the Olympic Games. So in this sense you are approaching clubs as a petitioner – you have to demonstrate an understanding for the clubs' interests, which at the same time are themselves contesting important games. However, one can stress the importance of the Olympic Games for the players' careers, and for the Swiss Football Association, particularly as we didn't qualify for this year's European Championship at the senior level. I had the impression that the clubs appreciated our personal approach. I'm optimistic. We are taking a strong squad to London.

Four teams from Europe, just two from South America – and many other nations: Compared to the European Championships, the Olympics appear to be a walk in the park.

That's a serious misconception. I'm expecting the Olympics to be very evenly matched. And the many unknown teams, the "exotics," make things more difficult, as it's hard to know what to expect.

Does Switzerland have a shot at a medal?

We approach the Olympics like we do the European Championships. The first objective is to get through the group stage. With Mexico, South Korea and Gabon in our group, that's hardly a slam dunk. Then we'll see. The key thing is that everyone identifies with the team on an emotional level. Everyone must realize that this opportunity will never come around again. It's now or never. <

Credit Suisse has been the main sponsor of the Swiss Football Association since 1993, and is also partner of all U and A national teams, including both women's and men's teams. Half of its contributions go specifically toward promoting young talent.

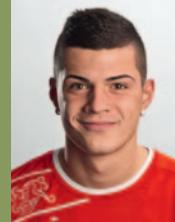
Up-and-Coming Stars

Success always depends on the whole team. But it still comes down to each individual to contribute to the end result. Here are six standouts whose characteristics and special abilities have the power to tip the balance in their team's favor.



Xherdan Shaqiri – The Glam Factor

Xherdan Shaqiri, for whom Bayern Munich reportedly paid around 10 million euros, is the creative star. He may be known as the Wild Dog or Ninja Turtle, but these monikers refer only to his activities on the pitch. He also set off a few fireworks at a cup celebration (and was fined for it) but otherwise is a model professional, who still dons his Basel uniform in the juniors' changing room, although he long since earned the right to use the VIP facility. His many nicknames generally refer to his physique. Just 1.69 meters tall, his calves are thicker (41.5 cm) and he also has larger thighs (60 cm in circumference) than Real Madrid's legendary power pack, Roberto Carlos. Shaqiri's spectacular style and candid remarks are bound to make him a spectator favorite and a player who brings an added glam factor whenever he's playing a match. (sib)



Granit Xhaka – The Boss

Leading midfielder Granit Xhaka's talent is not always obvious. He rarely pulls off a spectacular feat, contributing just a few assists and scores, and even fewer goals. But in Basel's four key Champions League matches this season against Manchester United and Bayern Munich, he provided one out of every 5.5 passes for his team. In the 1:0 victory over Bayern, only one Swiss was among the 10 players with the most passes – Xhaka. And his passing accuracy is above average for his team. He is the unrivaled boss of this generation. "I talk a lot in the games and am afraid of no one," he said when he transferred to the FCB pros. "I am glad that no one on the team has a problem when an 18-year-old speaks his mind." (sib)



Ricardo Rodríguez – The Modernist

What do the Swiss have that one in two national teams lack? Answer: a really good left back. Ricardo Rodríguez's skills include a refreshingly modern approach to the outside back's role, taking the offensive; he's fast, dribbles well, shoots powerfully. Just 20, he is a careful playmaker like someone 10 years his senior. He attracted scant attention until the national U17 team won the World Cup with Rodríguez as a regular player and the third-best goal scorer. He went on to replace long-serving Ludovic Magnin at FC Zurich, and this spring became the club's most expensive transfer ever: Wolfsburg reportedly paid over 8 million euros for Rodríguez, whose chaotic hair rivals that of his role model, FC Barcelona's Carles Puyol. Ignoring critics, Wolfsburg trainer Wolfgang-Felix Magath made Rodríguez one of his regular players. In his first Bundesliga match he had the most touches (83) and most shots on goal (4). (sib)



Admir Mehmedi – The Stalwart

The hero who made the dream come true was Admir Mehmedi. In the semifinal of the European Championships he scored the only goal that resulted in the 1:0 victory, giving Switzerland a place at the Olympics. But that's not the only reason he's a team stalwart. He may now be the most complete striker of his generation: physically powerful with plenty of pace, technically gifted, he's able to read the game like a midfield strategist. After an outstanding European Championship, Mehmedi transferred from FC Zurich, acquired to Dynamo Kiev for what was said to be about 5 million Swiss francs. While media insisted he'd bought a one-way ticket to obscurity, the 21-year-old has made a name for himself there. The son of an Albanian pizza-maker knows the meaning of hard work: "When my dad used to give me two francs as pocket money, I felt rich." (mk)



Silvan Widmer – The Rising Talent

"Silvan Who?" If you've never heard the name before, you're in good company. Until recently Silvan Widmer was not even on the radar of the Swiss Football Association. His original club FC Aarau actually dropped him. But in the summer of 2011 they gave him a final chance, and since then the 19-year-old has made a most unlikely ascent to the Olympic team. In just nine months, he has become a top performer at Aarau, captained the national U19s, and debuted with the U21s. This defiant right back with attacking qualities is extremely willing to learn and has an exemplary winner's mentality according to U19 coach Castella. Many clubs are likely to ask about the young Swiss defender. But it's too late. Once he graduates from school in 2013, Silvan Widmer will head off to Udinese to ply his trade in Italy's Serie A, the same route taken by Gökhan Inler, who was long underestimated, but is now the most expensive Swiss footballer of all time. (mk)



Pierluigi Tami – The Architect

Pierluigi Tami is happy outside the limelight, doing chores like picking up balls on the training pitch while his boss gets the praise. For four years he was coaching assistant to Köbi Kuhn and Ottmar Hitzfeld before taking over the U21s – immediately taking them to the final of the European Championships. The 50-year-old native of Ticino, Switzerland, is typical of the many successful coaches working for the Swiss Football Association. Modest, conscientious, analytical, he's a mild-mannered anti-showman. But underneath this quiet exterior is a tactical genius. U17 coach Dany Ryser praises his ability to ignite team spirit, while Technical Director Peter Knäbel appreciates his authentic and consistent qualities. If he can produce a success at the Olympics in London 2012, his future will likely be bright, and hold numerous opportunities, including perhaps as a successor to Hitzfeld as head coach of the national Swiss team. (mk)



nr.

**ROGER
FEDERER**
THE
PHENOMENON

THE BEST
ARTICLE ABOUT
PROBABLY
THE BEST
TENNIS PLAYER
OF ALL TIME

|
Text by David Foster Wallace,
written in 2006 for the New York Times

|

Almost anyone who loves tennis and follows the men's tour on television has, over the last few years, experienced what might be termed Federer Moments. These occur as you watch the legendary Swiss tennis player at work, when the jaw drops, the eyes protrude, and sounds are made that bring worried spouses in from another room. These Moments are more intense if you've played enough tennis to understand the impossibility of what you just saw.

In the finals of the 2005 US Open, Roger Federer serves to Andre Agassi in the fourth set. There is a powerful exchange of groundstrokes from the baseline. Federer and Agassi yank each other from side to side ... suddenly Agassi smashes a shot that wrong-foots Federer – a winning shot by any measure. Agassi hits a hard crosscourt backhand that pulls Federer out wide to his "ad" (advantage, or left) side. Federer gets to it. Agassi smacks it hard right back into the same ad corner ... Federer's still near the corner but ... the ball's heading to a point behind him now. Federer enters a kind of reverse thrust and skips backwards three or four steps, impossibly fast, to hit a forehand out of his backhand corner. Agassi lunges for it, but the ball's past him, while Federer is still dancing backward as it lands. There is a familiar second of shocked silence from the New York crowd before it erupts. John McEnroe, the commentator on television, says (mostly to himself, by the sound of it): "How do you hit a winner from that position?"

Suspending Natural Laws

It was impossible. It was like a scene from the film "The Matrix," in which the law of gravity no longer applies. I don't remember the sounds I made, but my wife says she hurried in and there was popcorn all over the couch, and I was down on one knee with my eyeballs appearing ready to burst from my head.

Anyway, that's a Federer Moment, and that was merely my experience of watching it on television. All the facts about him are known: his background, his hometown of Basel, Switzerland, his

parents, his close relationship with his former coach (killed in a car accident in 2002), his multiple tour victories and grand slams, the commitment of his wife, who travels with him around the world (a rarity on the men's tour), his mental toughness, his sportsmanship, his charitable largesse. The facts are all readily accessible and easily documented by a Google search.

"The beauty of high-level sports is of a certain type; it might be called kinetic beauty."

But in fact, to see Roger Federer play live is likely to deliver what might be described as a near-religious experience. Beauty is not the goal of competitive sports, but high-level sports are a prime venue for the expression of human beauty. The human beauty we're talking about here is beauty of a particular type; it might be called kinetic beauty, the beauty of movement. Its power and appeal are universal. It has nothing to do with sex or cultural norms, but instead covers human's reconciliation to having a body.

Seeing Is Believing

Of course, in men's sports no one ever talks about beauty or grace or bodies. Men may profess their "love" of sports, but that love must always be cast in war's symbolism: attack, counterattack, rank and status, statistical comparisons, technical analysis, tribal and/or nationalist fervor, uniforms, mass jubilation, banners, macho posturing, face painting, etc. Most of us feel more comfortable with the language of war than we do with the language of love.

A top athlete's beauty is next to impossible to describe directly. Federer's forehand is a great liquid whip. His single-handed backhand can be a slice executed with such snap that the ball turns shapes in the air and skids on the grass to maybe ankle height. His serve has world-class pace and a degree of placement and variety no one else comes close to. Federer's anticipation and court sense are otherworldly, and his footwork is the best in the game – as a child, he was also a soccer prodigy.

All this is true, and yet none of it really explains anything or evokes the experience of watching the beauty and genius of witnessing, firsthand, Federer's game. The aesthetic qualities must be



1984 Basel

The foundations of success: training that began at age three.



1998 Wimbledon

A love of grass that goes back to junior champion on the hallowed court.



2003 Wimbledon

Tears after the first of what will become six victories at Wimbledon.



2004 Australian Open

The first win in Melbourne and rise to the world's number one.



2005 World Athlete

The first of four titles as "World Athlete of the Year."



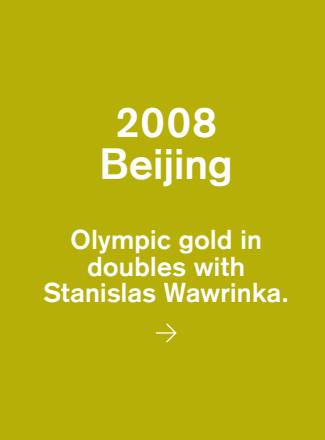
2008 US Open

Yes! Winning the fifth US Open title in a row.



Game, Set, Match

Highlights of a career



2008 Beijing

Olympic gold in doubles with Stanislas Wawrinka.



2008 Wimbledon

The bitterest hour: after an epic match, defeat at the hands of archrival Nadal.



2009 French Open

Victory in Paris, and with it, success in all four Grand Slam tournaments.



2009 Dubai

Marriage to Mirka and the birth of twins Charlene Riva and Myla Rose.



2012 Madrid

The 74th win on the ATP Tour and a return to ranking as world number two.



The Interview

bulletin: What makes the summer of 2012 so special?

Our generation is very fortunate to have an opportunity to compete for Olympic medals at Wimbledon just one month after the Grand Slam tournament. As far as I'm concerned, Wimbledon is still the supreme venue. I hope that I will win at least one of these titles.

What do the Olympic Games mean to you?

I feel very emotional about them. At my first Olympics, 12 years ago in Sydney, I got to know Mirka and came fourth, which nobody expected. Then I carried the flag twice, in Athens and Beijing, as well as winning gold in the doubles. What really makes me happy is that a strong generation of players is coming to London, including Djokovic, Nadal, Murray and myself. Everyone is bound to be talking about the tennis tournament.

Are you under more pressure because these are likely to be your last Games?

I wouldn't rule out playing again at Rio in 2016, when I'd be 34. And anyway, we're under pressure wherever we go. What makes the Olympic tournament dangerous is that we have to play "best of three" at the beginning, when 10 minutes of weak play can be enough to ruin your chances completely.

Your strong performances since autumn 2011 have given you a real chance of regaining the number one spot.

I know I can be number one this year if I carry on playing as well as I am now. But I would need to win another Grand Slam title. It would be incredible to be at the top of the world rankings again.

Interview: Daniel Huber and Marco Falbo



"As the winner, you're always right."

What motivates you?

You turned 30 last year and you've already achieved more than any of your opponents.

In every career, you have to come through certain cycles. Coping with defeats is not always so easy, especially after a final. When you look back, the whole thing seems like a lost week and a setback. So you have to keep on getting inspiration for new challenges and building up your motivation. Victories are the best medicine – they solve every problem and as the winner, you're always right, no matter what you do.

How afraid are you of a major injury, although you've been spared one so far?

Symptoms caused by wear and tear are the most obvious problem for us tennis players. It's important to identify and react to problems of this sort as soon as they start to appear. That said, we play in pain for a good 80 percent of the time. Something's always hurting, although pains often

vานish during warm-up or after massage. Nevertheless, it's very important to know your body well and to have a good early warning system. That's why breaks between competitions are also very important for me.

When the subject is the greatest sports personalities of all time, your name is often mentioned along with figures like Muhammad Ali and Michael Jordan.

That's really quite extraordinary. It was already an exceptional experience when I became more successful than Stefan Edberg and Boris Becker, two of my idols. I still find it hard to believe how far I've come in tennis, and that people actually compare me to such great figures in other sports. But this success has also helped me play my part in making tennis more popular.

What would you have become if you had never taken up tennis?

In 2009 Credit Suisse entered into a long-term partnership agreement with Roger Federer. The agreement calls for 1 million US dollars to be channeled into the Roger Federer Foundation. This has made it possible to launch a new initiative for young children in Malawi.

Maybe a professional footballer. I wasn't so bad as a junior. But then I had to choose just one sport. I could no longer do both.

Did you dream of becoming a rock star, like most youngsters?

Of course, even though I preferred to become a sports star. On the other hand, the lead singer in a rock band has a lot in common with a tennis player, especially in terms of inspiration and live contact with fans. That contact is also very direct in tennis, and the public reacts to a slip-up immediately – and mercilessly.

Is your intrinsic feel for the ball something that you were born with?

All ball sports have their own extreme dynamics. How does a ball bounce, how does it rebound of its own accord, and how does it roll on different surfaces? You learn all of these patterns through experience, and this involves coordination skills that you can develop from a very young age as you play. And at some point, you master these skills. That makes it really important to start learning at a very early stage.

Do you often catch yourself thinking what your life will be like after tennis?

These days, I'm giving more thought to what I would do without tennis. At the moment I have no idea. It would depend on how fit I am, how much I have to do with the Foundation, and how much I would like to travel. Plenty of things are possible – I've met so many people. But at the end of the day, I'm fully aware that I'm a tennis player, that's what I most want to be, and I focus fully on that. The rest can wait. <

➤ approached obliquely, talking around it, or – as the theologian Thomas Aquinas did with his own ineffable subject – defining it by what it is not. One thing it is not is televisible. At least not entirely. TV tennis has its advantages, with its slow-motion replays and close-ups. But TV viewers are not aware of how much is lost in broadcast. One aspect is the sheer physicality, and a sense of the speeds at which the ball travels, and how players are reacting. Tennis is three-dimensional. The dimension that is lost (or rather distorted) on the screen is the real court's length (23.77 meters between baselines) and the speed with which the ball traverses this length – which on the screen is obscured and in person is fearsome to behold. When you go in person to a professional tournament and sit 20 feet from the sideline, you see just how hard these pros are hitting the ball, how little time they have to get to it, and how quickly they are able to move and rotate and strike and recover. And none are faster, or more deceptively effortless about it, than Roger Federer.

Interestingly, what is less obscured in TV coverage is Federer's intelligence. Federer is able to see, or create, gaps and angles for a winning shots that no one else can envision, and television's perspective is perfect for capturing these Federer Moments. What's harder to appreciate on TV is that these spectacular-looking angles and winners are not coming from nowhere – they're often set up several shots ahead, and in fact depend as much on Federer's manipulation of opponents' positions as they do on the pace, or placement of the coup de grâce. And understanding how and why Federer is able to move other world-class athletes around this way requires, in turn, a better technical understanding of the modern power-baseline game than TV is able to provide.

Genius, Mutant, or Avatar

For almost two decades, the official line has been that professional tennis has been transformed from a game of quickness and finesse into one of athleticism and brute power. Today's pros are measurably bigger, stronger and better-conditioned, and high-tech composite rackets have increased their capacities for pace and spin. How has someone of Federer's consummate finesse come to dominate the men's tour? There are a number of explanations put forward to explain Federer's ascendancy. One involves metaphysics and probably comes closest to the real truth. The others are more technical and make for better journalism. The metaphysical explanation is that Roger Federer is one of those very rare athletes who appear to be exempt, at least in part, from certain physical laws. Good analogues here include Michael Jordan, who could not only jump inhumanly high but actually hang there a beat or two longer than gravity allows, and Muhammad Ali, who really could "float" across the canvas. There are probably a half-dozen other examples since

1960. And Federer is of this type – a type that one could call genius, or mutant, or avatar. Federer is never hurried or off-balance. His movements are lithe rather than athletic. Like Ali, Jordan and Maradona, he seems both less and more substantial than the men he faces. Particularly in the all-white that Wimbledon requires, he looks like a creature whose body is both flesh and light.

After a semifinal at Wimbledon between Federer and the Swede Jonas Björkman, where Federer didn't just beat Björkman, but destroyed him, Björkman said at the post-match news conference that

he was "pleased to have the best seat in the house" to watch his rival. Before the press conference, as the two friends are chatting and joking around, Björkman asks Federer how unnaturally big the ball was looking to him out there. Federer confirms that it was "like a bowling ball or basketball." Federer said it as a way to make Björkman feel better, but he was also revealing something about what tennis is like for him. If someone has preternaturally good reflexes and coordination and speed, it will seem not that you possess phenomenal reflexes and speed, but that the tennis ball is quite large and slow-moving, which in turn means that you always have plenty of time to hit it. In other words, a player like Federer will not experience anything like the astonishing quickness and skill that the audience will attribute to him.

Velocity's just one part of it. Tennis is often called a "game of inches," but from a player's perspective it is actually more a game of micrometers. Minuscule changes in the racket position around the moment of impact will have large effects on how and where the ball travels. Imagine that you, as a tennis player, are standing just behind the baseline. A ball is served to your forehand. You take your racket back for the forehand return. Keep visualizing this to the point where the incoming ball is just off your front hip, maybe 15 centimeters from the point of impact. Consider the variables: On the vertical plane, angling your racket face just a couple of degrees forward or backward will create topspin or slice, respectively. Keeping it perpendicular will produce a flat, spinless drive. Horizontally, adjusting the racket face ever so slightly to the left or right and hitting the ball maybe a millisecond early or late will result in a crosscourt versus down-the-line return. Further slight changes in the way you hit the ball will determine how high your return passes over the net, which, together with the speed at which you're swinging, will affect how deep or shallow in the opponent's court your return lands, and how high it bounces. There are also issues of how close you're allowing the ball to get to your body, what grip you're using, the extent to which your knees are bent and/or your weight is moving forward, and whether you're able simultaneously to watch the ball and see what your opponent's doing after he serves. Plus, there's the fact that you're not putting a static object into motion here but rather reversing the flight of the projectile >

"To a player like Federer, a tennis ball appears to be as big as a bowling ball or a basketball."

› coming toward you – in the case of pro tennis, at speeds that make conscious thought impossible. The first serve of Croatian Mario Ančić, for instance, often comes in at about 191 kilometers per hour. Since it's almost 24 meters from Ančić's baseline to yours, that means it takes 0.4 seconds for his serve to reach you. This is less than the time it takes to blink quickly, twice.

The upshot is that pro tennis involves intervals of time too brief for a player to take deliberate action. It falls in the domain of reflexes, of purely physical reactions that bypass conscious thought. And yet an effective return of serve depends on a large set of decisions and physical adjustments that are a whole lot more involved and intentional than blinking, jumping when startled, etc. Successfully returning a hard-served tennis ball requires what is sometimes called the "kinesthetic sense," meaning the ability to control the body and its artificial extensions through complex and very quick systems of tasks. This includes feel, touch, form, eye-hand coordination, kinesthesia, reflexes, and so on. For promising junior players, refining the kinesthetic sense is the main goal of daily coaching sessions. The training here is both muscular and neurological. Hitting thousands of strokes, day after day, develops the ability to do by "feel" what cannot be done by regular conscious thought. As this can only be achieved with a great deal of time and discipline, top pros typically start training very young. Federer at 16 gave up classroom studies and started serious international competition. He won Junior Wimbledon weeks later. But this requires more than just time and training – one explanation for Federer's dominance is that he's just a bit more kinesthetically talented than the other male pros. Only a little bit, of course – since everyone in the Top 100 is himself kinesthetically gifted.

This answer is plausible but incomplete. It would probably not have been incomplete in 1980. But it's fair to ask why this kind of talent still matters so much. Roger Federer has been able to dominate the largest, strongest, fittest, best-trained field of male pros that ever existed, with everyone using a kind of nuclear racket that is said to have made the finer calibrations of kinesthetic sense irrelevant, a bit like trying to whistle Mozart during a Metallica concert.

Reinventing Men's Tennis

The truth is that modern composite rackets are lighter and wider across the face than the old wooden rackets. With a composite racket, you don't have to meet the ball on the precise geometric center of the strings in order to generate good pace, nor must you be spot-on to generate topspin. These rackets enable much faster and harder groundstrokes than 20 years ago. In contrast to the old-fashioned serve-and-volley game or the exhausting baseline duels of yesteryear, the modern high-speed baseline game is not boring, but it is somewhat static and limited. By contrast, it is not, as

pundits have publicly feared for years, the evolutionary endpoint of tennis. The player who's shown this to be true is Roger Federer.

Wimbledon Men's Final, July 9, 2006, second set. Federer's opponent is the Spaniard Rafael Nadal, a kind of prototype of modern power tennis. Nadal leads 2-1 in the second set, and he's serving. Federer won the first set at love, but then flagged a bit, as he sometimes does, and is quickly down a break. Nadal is a really awkward opponent, because he's faster than the others, and can get to balls they can't. During the exchange of shots, Federer continually slices the ball to Nadal's two-handed backhand.

Eventually Nadal appears to be almost hypnotized by the repetition, and is no longer moving all the way back to the center of the baseline between shots. Federer then hits a very hard, deep topspin backhand to Nadal's forehand side, which Nadal reaches and responds with a crosscourt shot; Federer comes back with an even harder crosscourt backhand, baseline-deep, and Nadal returns the ball to Federer's backhand side and starts scrambling back to the middle, but Federer now hits a totally different crosscourt backhand, this one much shorter and sharper-angled, an angle no one would anticipate, and so heavy with topspin that it lands shallow and just inside the sideline, before taking off hard after the bounce. It's unreachable for Nadal. A spectacular winner – a Federer Moment.

But watching it live, you can see that it's also a winner that Federer started setting up four or even five shots earlier. Everything after the very first down-the-line slice was designed by the Swiss to lull Nadal, then disrupt his rhythm and balance, and finally open up that last, unimaginable angle. Federer is a first-rate, kick-ass power-baseliner. Yet that's not all he is. There's also his intelligence, his occult anticipation, his court sense, his ability to read and manipulate opponents, to mix spins and speeds, to misdirect and disguise, his tactical foresight, and his kinesthetic range instead of just rote pace. Federer's game exposes the limits and possibilities of men's tennis as it's now played. Which sounds very high-flown and nice, of course, but please understand that with Roger Federer it's not high-flown or abstract. He is proof that the speed and strength of today's pro game is merely its skeleton, not its flesh. Federer has reinvented men's tennis – he has re-embodied it both figuratively and literally. <

"A serve in pro tennis reaches the opponent faster than the time it takes to blink quickly, twice."

Sport

Moments for Eternity

The growing popularity and accessibility of sports in the past century, along with the rise of mass media, have bequeathed to our human recollections images that transcend language, nationality and petty human concerns. Unimaginable physical achievements, astonishing feats of mental fortitude, human tragedies – all pass before our eyes on the stage that is sports. On the following pages we present 30 images that have endured over the years, attaining a significance that goes well beyond a single athletic contest. They have moved people's hearts and minds, stirred their emotions, and have a power that lingers and even grows, lasting long after the Olympic medals ceremonies have concluded. These images capture our imaginations, entertain and inspire us, and above all are testimony to the enduring, transcendent magic of sports.

200 METROS MUJERES FINAL
RESULTADO



RD 22.8
RM 22.7

WORLD RECORD

1	207	KIRSZENSTEIN	POL	22.5	m
2	33	BOYLE	AUS	22.7	
3	38	LAMY	AUS	22.8	s
4	93	FERREL	EUR	22.9	
5	121	MONTANDON	FRA	23.0	
6	105	TYUS	EUR	23.0	
7	84	BAILEY	EUR	23.1	
8	14	STOCK	FRA	23.2	



1968

Bob Beamon

Before the Olympic Games in Mexico, Bob Beamon trained without a coach. He qualified for the final with only his third and last jump. At the Games, the American earned a place in history with his first jump of 8.90 meters, beating the previous world record by 55 cm, leading ninth-placed Lynn Davies of the UK to exclaim: "Now we all look like rookies — you've smashed the competition." But Beamon was never again able to come anywhere near his jump of the century. A few years later, the New York-born athlete ended his sporting career and became a social worker. It was not until 1991 that Mike Powell surpassed Beamon's world record.



Photo: Bettmann, Corbis



2002

Simon Ammann

Simon Ammann, shown performing a jump during training at the 2002 Olympic Games, has won four gold medals. He doesn't mind if the media have christened him the Swiss Harry Potter. Flying seems to be in his blood. He first gained notoriety and the hearts of millions by winning two gold medals in Salt Lake City (2002), leading to the hit song "Flieg, Simi, Flieg!" ("Fly, Simi, Fly!"). In Vancouver (2010) he added two more gold medals to his collection. Ammann's sport is shared by only about 200 other people in Switzerland. An engineering student, his hobbies include skydiving.

1973

Secretariat

Many regard the chestnut thoroughbred as the best racehorse of all time. In 1973, Secretariat won the Triple Crown: the Kentucky Derby, Preakness and Belmont Stakes, setting a record in the Belmont which he won by an astonishing 31 lengths. After Secretariat's death it was established that he truly had a "big heart." His tremendous staying power and kick were helped by the fact that he had a heart that turned out to be three times larger than a normal horse's, weighing an estimated 9.6 kilos.



Photos: Olivier Maltzahn, dpa Picture-Alliance, Keystone, Corbis | Bettmann, Corbis | Richard Mackson, Sports Illustrated, Getty Images

1989

Joe Montana

Considered the most popular quarterback ever, Joe Montana frequently led the San Francisco 49ers in their quest to snatch victory from what appeared to be the jaws of certain defeat. His passing arm was instrumental in his team's epic win over the Cincinnati Bengals in the 1989 Super Bowl, when the team regained fully 92 yards of the field to score a touchdown just as the clock was ending. For US football fans, Montana was and still is the one and only "Joe Cool."

1958

Pelé

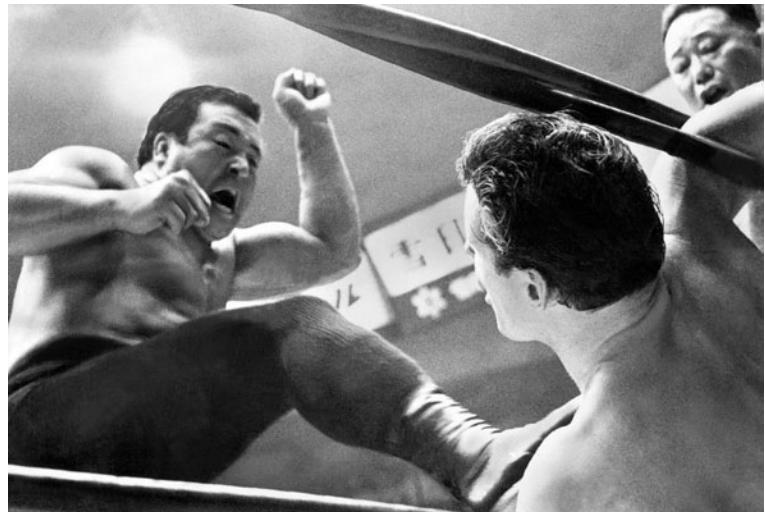
The 1958 World Cup in Sweden was the start of a career that led Brazilian legend Pelé to score an incredible 1,281 goals. Pelé arrived for the tournament in Sweden as a reserve, but scored six goals in four matches (including two in the final), and wept at the awards ceremony.



1963

Rikidōzan

Rikidōzan was just as important a symbol for postwar Japanese sports as the German soccer team was for Germany after it scored a "miraculous" victory in Berne in 1954. The former sumo became a national hero at home in a foreign sport, beating Americans in wrestling. He died in 1963.



1908

Pietri Dorando

In the first modern marathon at the London 1908 Olympics, Dorando Pietri, an Italian clothing salesman, held a big lead but near the end ran the wrong way and fell repeatedly. Helped over the final 2 meters by judges and doctors, though disqualified, he was honored as a hero. Few recall the name of the official winner, American Johnny Hayes.

1948

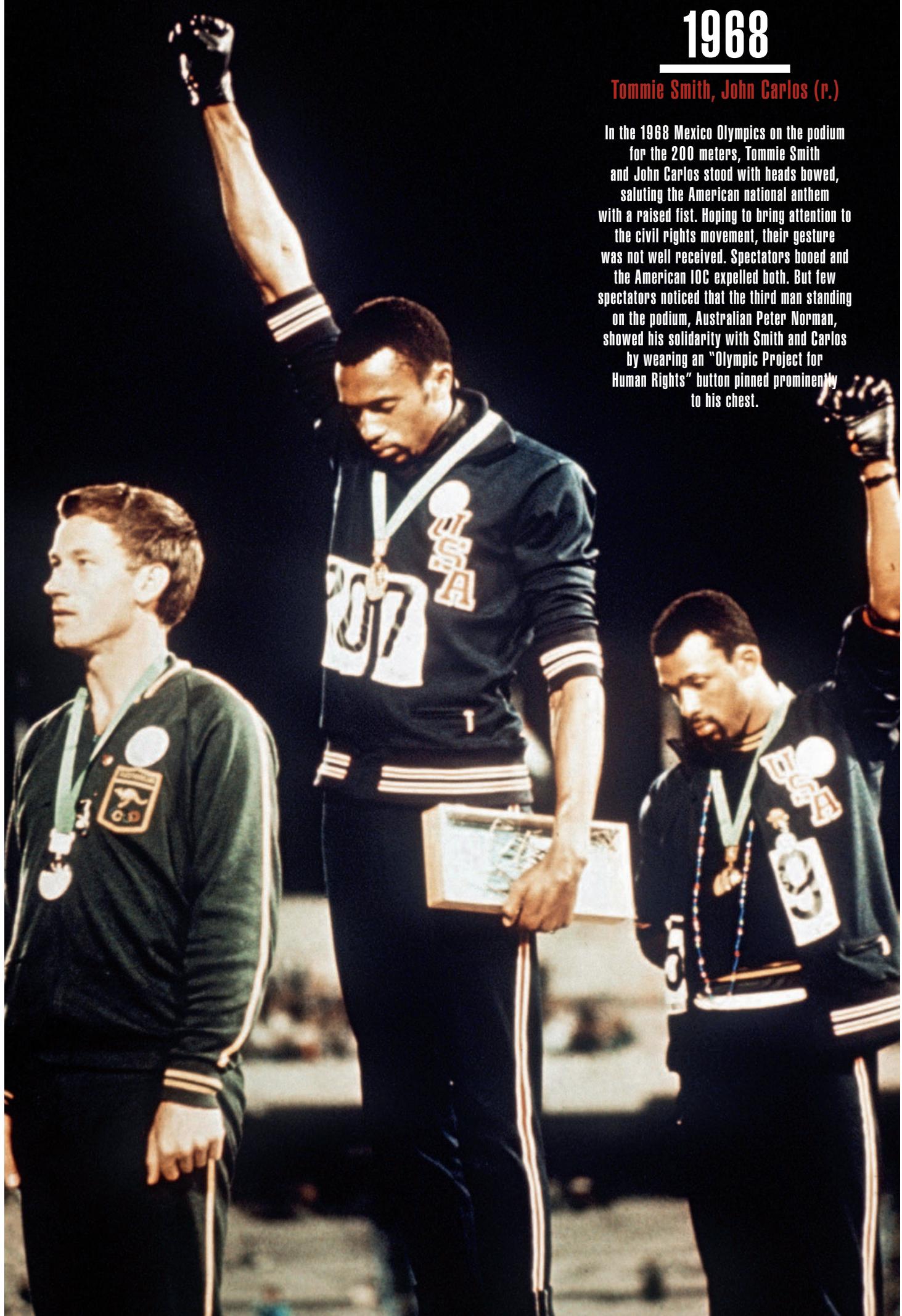
Fanny Blankers-Koen

With 21 world records in six different events, the Dutch athlete was among the most successful track and field competitors ever. She returned home from her first Olympics in 1936 with a sixth place and Jesse Owens' autograph. At the next Olympics in 1948, the "Flying Housewife" won four gold medals, defying those critics who said she should retire and devote herself to motherhood. Instead, her children went with her to the stadium, where they played beside the track.

1968

Tommie Smith, John Carlos (r.)

In the 1968 Mexico Olympics on the podium for the 200 meters, Tommie Smith and John Carlos stood with heads bowed, saluting the American national anthem with a raised fist. Hoping to bring attention to the civil rights movement, their gesture was not well received. Spectators booed and the American IOC expelled both. But few spectators noticed that the third man standing on the podium, Australian Peter Norman, showed his solidarity with Smith and Carlos by wearing an "Olympic Project for Human Rights" button pinned prominently to his chest.





1988

Greg Louganis

At the 1988 Seoul Olympics, Greg Louganis, perhaps the most elegant diver of all time, is poised on the 3-meter springboard to perform a reverse two-and-a-half-pike. Shocked spectators gasp as the American athlete's head slams the board. Dazed, he climbs out of the pool to get treatment for a gaping laceration. A medic without gloves (still not required at the time) tends to his wound. Afraid of disqualification, Louganis fails to inform the doctor about being HIV-positive. Despite his guilt, even while being treated, he focuses again on the competition. Minutes later he performs the dive that gives him his fourth Olympic gold medal.

1980

Björn Borg

With his technique and fitness he revolutionized tennis. Known as "Ice-Borg," the cool Swede never used his composure to better advantage than during the 1980 Wimbledon final match against John McEnroe. Borg was leading by two sets to one when the fourth went into a tiebreak many regard as the all-time classic, lasting 34 points and 22 minutes, which McEnroe finally won 18 to 16. Borg went on to play a brilliant fifth set. After 3 hours and 52 minutes, he dropped to his knees. At 24, he had just become the first player to win Wimbledon five times in a row.



1984

Nawal el Moutawakel

Moroccan athlete Nawal El Moutawakel was 22 when she ushered in a “minor revolution.” She won the 400-meter hurdles at the 1984 Olympics, becoming the first female Olympic champion from a Muslim country in Africa. Morocco’s King Hassan II subsequently ordered all girls born the day of her victory be named for her. Today she is a prominent member of the IOC (International Olympic Committee) and is considered to be one of the single most powerful women in Olympic sports.



Photos: dpa Picture-Alliance, Keystone | Marc Francotte, TempSport, Corbis | Mary Evans Picture Library, Interfoto

1987

Pirmin Zurbriggen

Leading World Cup rankings four times and winning races in all disciplines, it was a miraculous recovery that made this Swiss skier from the canton of Valais into a legend. Three weeks before the 1987 World Championships in Crans-Montana, Zurbriggen tore a meniscus. Considered a national crisis, the surgery for his knee, featuring a newly developed arthroscopy technique, was broadcast on Swiss TV. Two weeks later, already back on skis, the athlete and what became “The Nation’s Knee” went on to win two gold medals and a silver at the Crans-Montana World Championships.



1936

Jesse Owens

The 1936 Berlin Olympics were supposed to prove Nazi's theories of racial superiority. But the actual events were to turn out differently. In Berlin, US track star Jesse Owens, the grandson of slaves who had once worked on an Alabama plantation, won four gold medals. Hitler did not publicly shake his hand, nor did US President Roosevelt congratulate him. Owens then went home and ran for money in contests against racehorses, greyhounds and motorcycles. He later apologized for these activities: "People say that it was degrading ... but you can't eat four gold medals."



Photo: François Xavier Maritt, AFP Photo

A dynamic photograph of a swimmer performing the butterfly stroke. The swimmer's body is angled downwards towards the bottom right of the frame. Their arms are extended forward, and their head is above water, mouth open for a breath. A large splash of white and blue water erupts from their arms as they pull them back. The background consists of the textured, rippling surface of the swimming pool.

2011

Michael Phelps

Michael Phelps began to swim at seven when he was diagnosed with ADHS (attention deficit hyperactivity syndrome).

At 15 the American set his first world record, and won his first world championship at 16. He was 19 when he won six Olympic golds in Athens.

In the 2008 Olympics he took eight more golds, becoming the most successful Olympic athlete ever. He won the seventh by just a thousandth of a second, a result bitterly contested.

Timekeepers later admitted Milorad Cavic was the first to touch the pool wall, but he didn't strike it hard enough to be registered.

2001

Tiger Woods

When Eldrick Tont "Tiger" Woods won the 2001 US Masters in Augusta, his exceptional talent was established beyond a doubt. At a mere 25 years of age, he was the first golfer to win four major tournaments in succession. His strength — a combination of exceptionally long strokes and very accurate play — changed modern golf. As well as becoming the most successful golfer in history, California-born Woods is also the top-earning sportsman of all time. According to "Forbes Magazine," he is the first sportsman ever to earn more than 1 billion dollars.

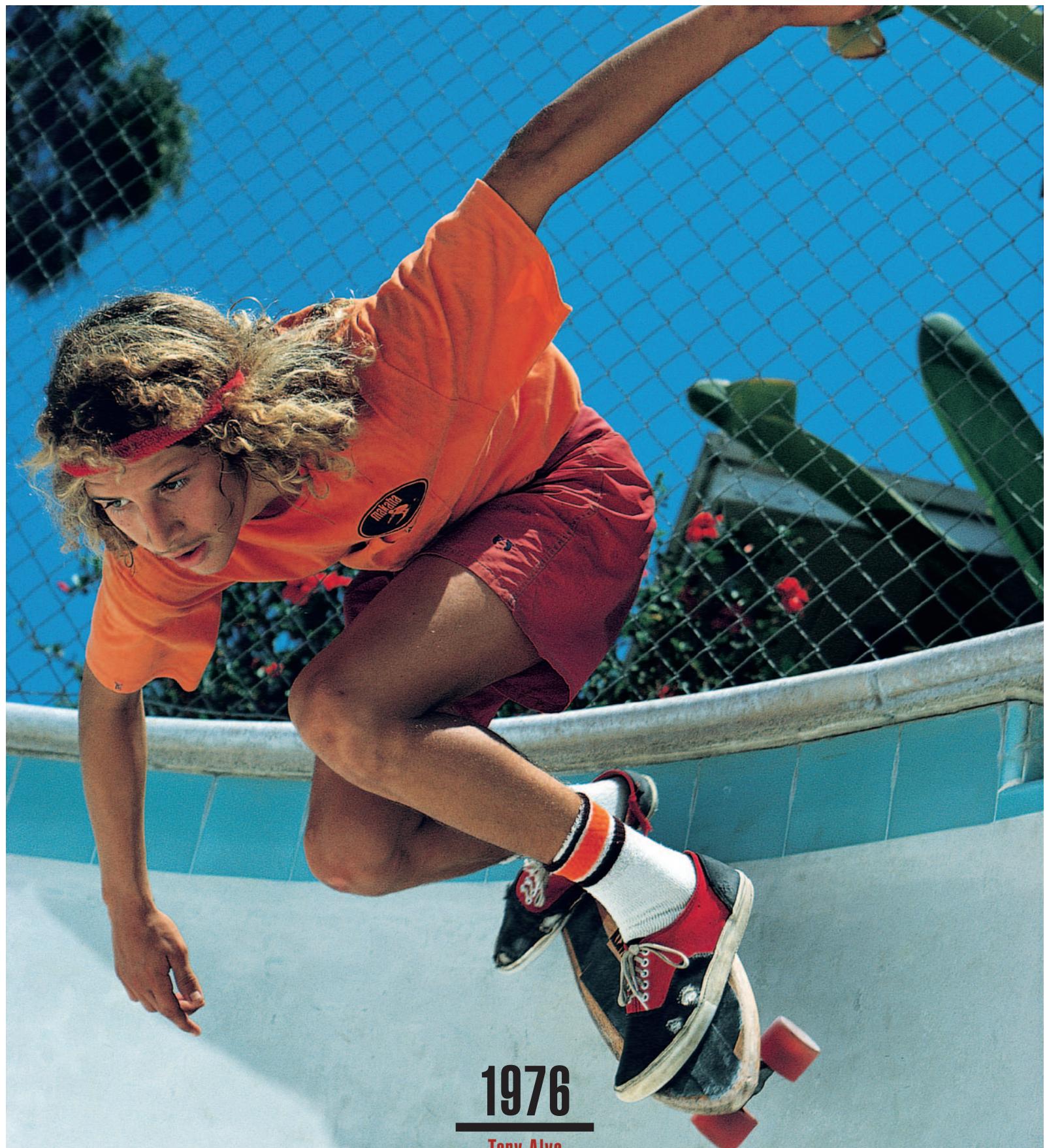


Photos: Fred Vuich, Sports Illustrated, Getty Images | Biotto | Warren Bolster

2008

Terje Haakonsen

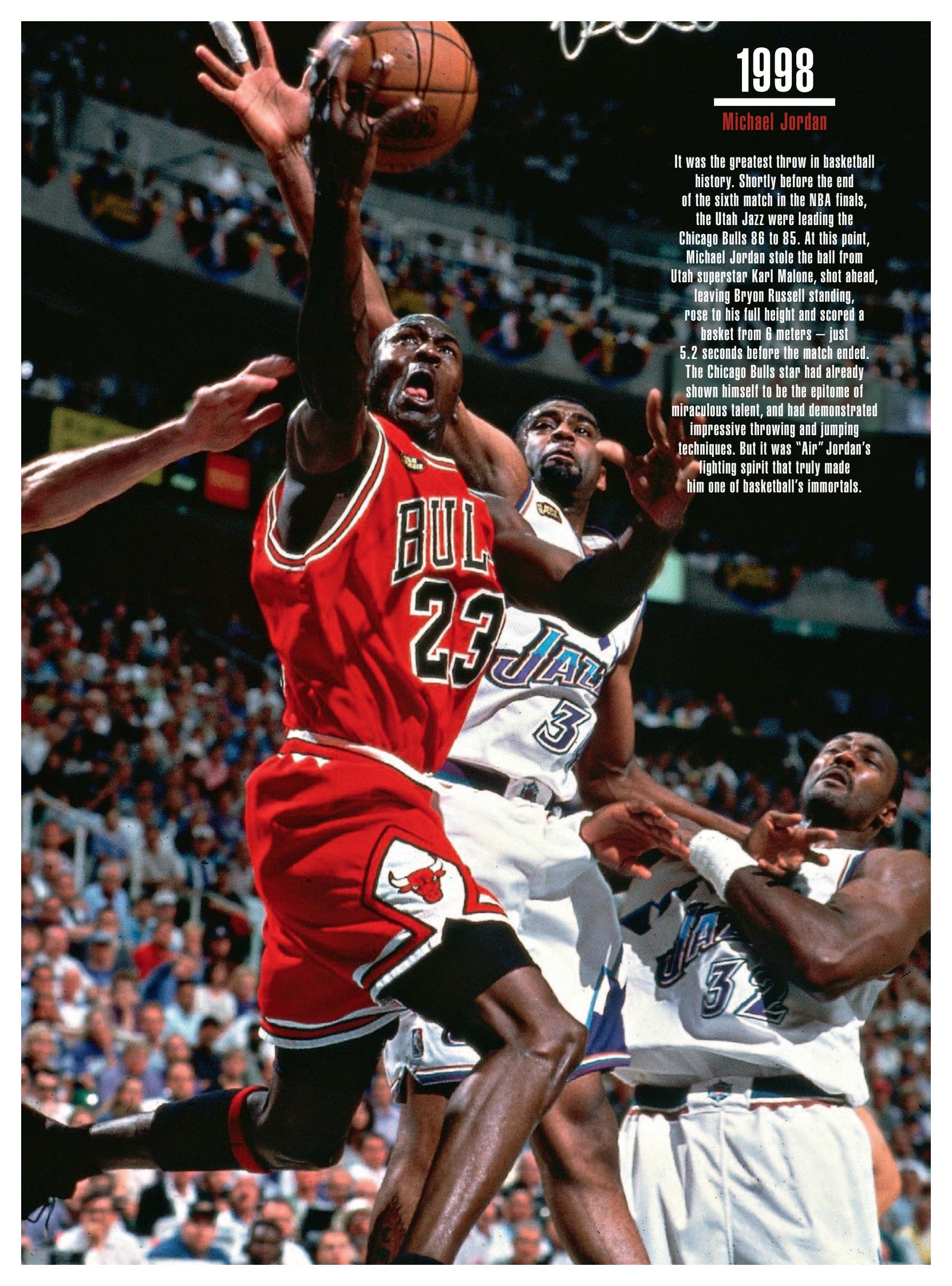
It is now 30 years since snowboarding conquered the world, with Terje Haakonsen the iconic figure of the scene. Since he boycotted the Olympics in 1998, Haakonsen (now 37) is worshipped as the guardian of the pure principles of snowboarding whereby hierarchies are scorned and freedom is the supreme ideal. He remains a force to be reckoned with. In the legendary Mount Baker slalom, he did not feel sufficiently challenged so he rode his board backwards. And won.



1976

Tony Alva

Tony "Mad Dog" Alva revolutionized skateboarding, creating not just new moves but an entire lifestyle. Marking a departure from "classic" skateboarding, where riders stood upright and carved neat figures, Alva crouched. Arms spread wide, his style was that of a surfer, which he mainly was at first together with the Zephyr team that originated in a surf shop in Santa Monica in the 1970s. Alva is credited with being the first skater to perform an aerial. He and the team are considered the originators of the "vert" style — vertical skateboarding featuring surfing moves and jumps in empty swimming pools. At 55, Alva is said to still enjoy sneaking into homeowners' empty pools and catching air. He also runs a successful skateboard company.

A dynamic photograph capturing a basketball shot in mid-air. Michael Jordan, wearing a red Chicago Bulls jersey with number 23, is the central figure. He is in a three-point stance, having just released the ball. His arms are extended, and his body is angled towards the basket. The basketball is positioned at the peak of the shot, slightly above his hands. In the background, two players from the Utah Jazz are visible: Karl Malone, wearing a white jersey with number 32, and Bryon Russell, wearing a white jersey with number 3. Both are leaping or jumping, reaching up towards the ball. The scene is set in a packed basketball arena with spectators in the stands.
1998

Michael Jordan

It was the greatest throw in basketball history. Shortly before the end of the sixth match in the NBA finals, the Utah Jazz were leading the Chicago Bulls 86 to 85. At this point, Michael Jordan stole the ball from Utah superstar Karl Malone, shot ahead, leaving Bryon Russell standing, rose to his full height and scored a basket from 6 meters — just 5.2 seconds before the match ended. The Chicago Bulls star had already shown himself to be the epitome of miraculous talent, and had demonstrated impressive throwing and jumping techniques. But it was "Air" Jordan's fighting spirit that truly made him one of basketball's immortals.

1984

Jayne Torvill, Christopher Dean

The free-skating performance by the ice-dancing couple Jayne Torvill and Christopher Dean to Ravel's "Boléro" at the Winter Olympics in Sarajevo got a perfect score of 6.0 for artistic impression by all nine judges — the highest possible, and the only time ever achieved. Three judges also gave them the highest possible marks for technical merit. This performance was one of the most popular events in British sporting history: 24 million people in Britain watched it on television.



Photos: John Bleaver, Sports Illustrated, Getty Images | Jean-Yves Ruszniewski, TempSport, Corbis | Andy Lyons, Getty Images

2009

Usain Bolt

It was impossible to grasp — almost a shock. The crowd in Berlin's Olympic Stadium witnessed a historic moment at 21:43 hours on August 16, 2009 when Usain Bolt crossed the finish line. The scoreboard showed 9.58 seconds, a fairy-tale world record that was thought to be almost impossible. The fastest man on the planet is a virtually inexplicable miracle. How far can he go? "I think 9.4 will be the limit. But you never know — anything's possible in my case," Bolt himself says.

1972

Bobby Fischer

The "World Championship Battle of the Century" in Iceland in 1972 got off to a bad start for the young chess genius.

Bobby Fischer made a rookie mistake, lost the first game and did not even appear for the second. He went on record saying he was irritated by so many cameras.

Henry Kissinger, at the time National Security Advisor to US President Richard

Nixon, implored him to continue to play. His opponent, reigning World Champion Boris Spassky, finally declared that he was prepared to have the third match staged in a small room with no spectators. That was Spassky's mistake.

Fischer started with gambits that he had never used before, going on to sweep an astounded Spassky from the board by $12\frac{1}{2}$ to $8\frac{1}{2}$. Fischer then came to be regarded as a hero during the Cold War era for breaking 24 years of Soviet domination in chess.







1990

Kelly Slater

It is very unusual for a single person to define a sporting discipline. Starting in the 1990s, Kelly Slater has won the world surfing championship no less than 11 times. In 1992, he was the youngest world champion ever and the first to score a clear 20 (the maximum number of points in the two final rounds). The athlete from Florida then launched into a show business career, dating top model Gisele Bundchen and appearing in US television series "Baywatch." In 2010, the US House of Representatives passed resolution "H.Res. 792," honoring him for his "outstanding and unparalleled achievements in the world of surfing, for his role as ambassador of sport and for setting an excellent example." Slater is now 40. His current position in world rankings: still number one.

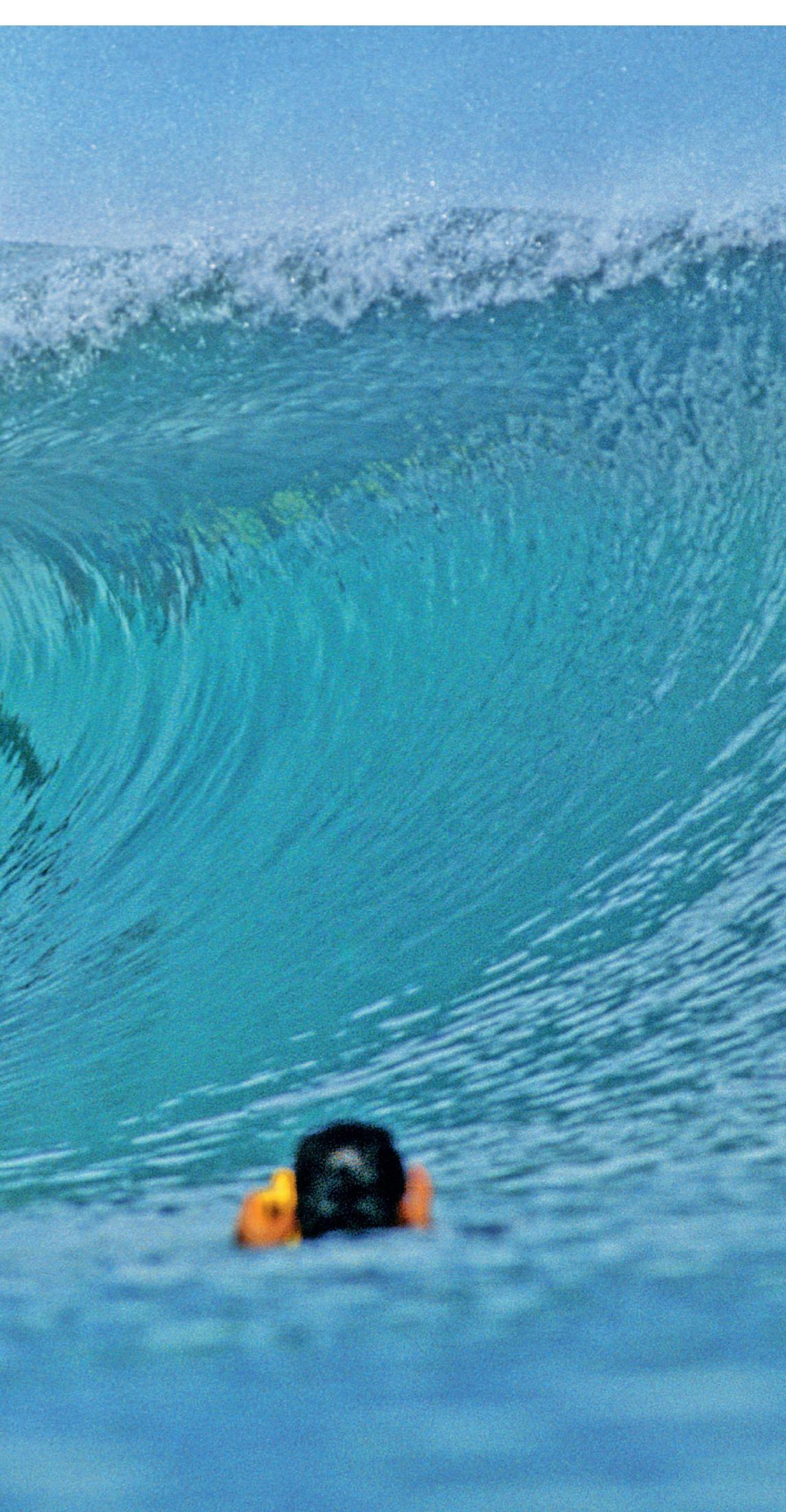


Photo: Jeff Divine

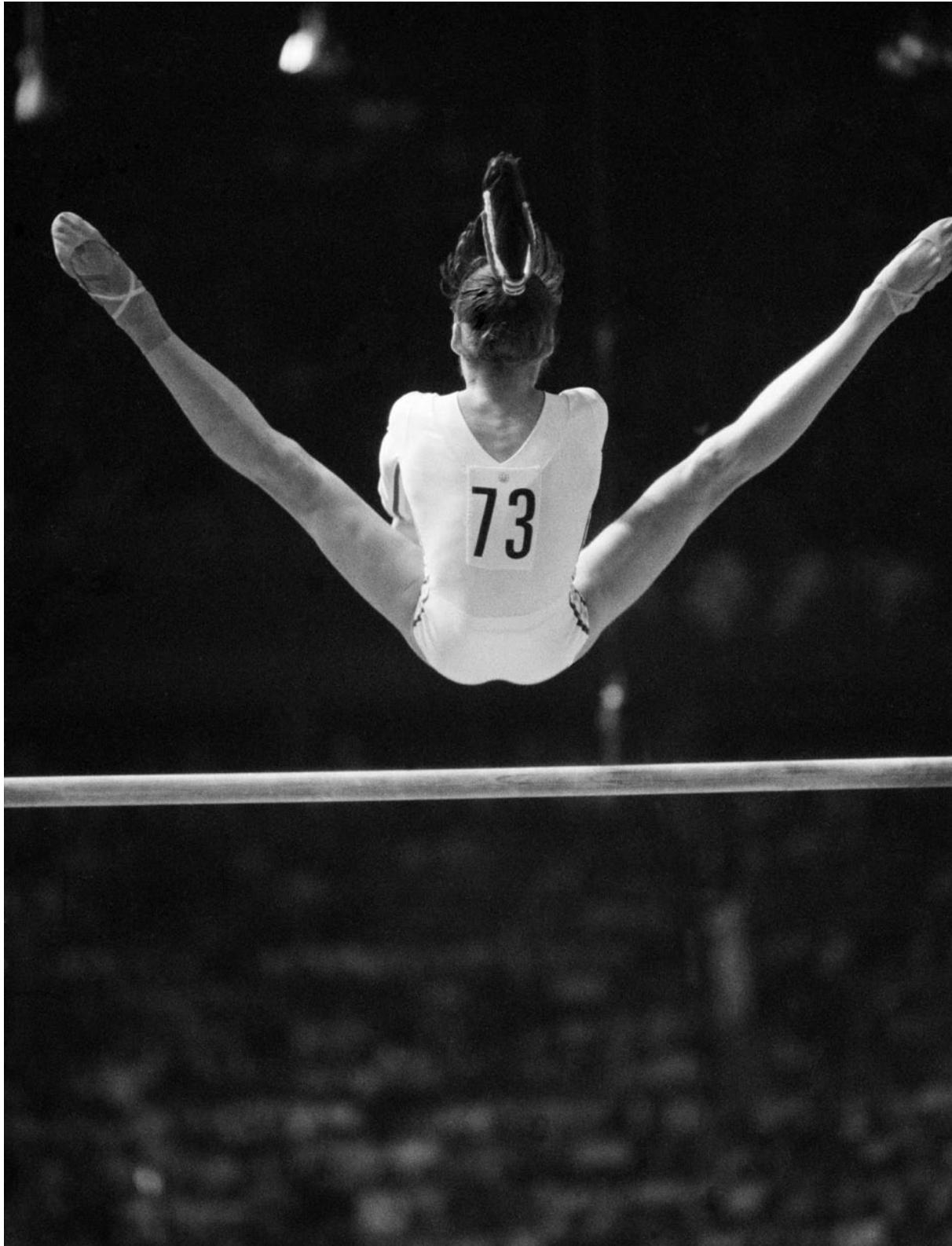


Photo: Raymond Depardon / Magnum Photos

1976

Nadia Comănci

The girl from Romania, just 1.5 meters tall and weighing only 39 kilos, drew attention for the first time by winning four gold medals at the 1975 European championships. In 1976, Nadia Comănci became immortal thanks to her achievements at the Summer Olympics in Montreal.

The judges awarded the 14-year-old a clear score of 10.0 for her performance on the uneven parallel bars. The mark was shown as 1.00 because the scoreboard could not display two-digit figures. Why should it? After all, the maximum score of 10.0 was regarded as unattainable, and had never been awarded before. She went on to score a "perfect ten" six more times in the Games, winning three gold medals as well as one silver and one bronze.



1986

Diego Armando Maradona

The score in the World Cup quarterfinal between Argentina and England was 1:0. Then came the 55th minute that went down in sporting history: Diego Maradona's 60-meter run to score the goal of the century. No one described it better than radio commentator Víctor Hugo Morales: "Ta, ta, goooooaaaal! Goooooaaaal! I want to cry! Dear God! Long live soccer! A miraculous goal from Diegooo ... Maradona ... Please excuse me, I have to cry ... Maradona in an unforgettable solo dash, the play of all plays ... cosmic kite: What planet did you come down from, to leave so many Englishmen standing? ... Diego! Diego! Diego Armando Maradona! Thank you, God, for football, for Maradona, for these tears, for this score of Argentina 2, England 0."



Photo: Neil Leifer, Sports Illustrated, Getty Images

1965

Muhammad Ali

When the "Sportsman of the Century" stepped into the ring in 1964 to contest the world championship, his name was still Cassius Clay. He was already nicknamed "The Louisville Lip" because he loved to boast, but the 22-year-old from Kentucky was such an outsider to challenge Sonny Liston that 43 out of the 46 journalists before the match tipped him to lose. Clay won, and shouted his world-famous catchphrase "I'm the greatest" at the reporters. On May 25, 1965, after Clay had taken the new name of Muhammad Ali, the rematch was staged in Lewiston, Maine. Liston was already down on the canvas in the first round, and he lost the match. Many spectators suspected a hoax. But slow motion replays showed the force of that knockout blow, which went down in history as the "phantom punch."

**“Float like
a butterfly,
sting like
a bee. His
hands can’t
hit what
his eyes
can’t see.”**

Muhammad Ali



Ready for takeoff, this gymnast could be a formidable contender in London.

A Miracle in Motion Combining Strength and Elegance

Giulia Steingruber was elected Newcomer of the Year at the Credit Suisse Sports Awards – a great honor for this young gymnast. But this is just one more milestone in her career, as she vaults to the very top of her sport.

Text by Andreas Schiendorfer

The year is 2005. The audience demonstrates warm enthusiasm for the young gymnast in the Fürstenlandsaal in Gossau, Switzerland. Sharing the title with two others in her age bracket, she has been chosen as Gossau's Young Sports Personality of the Year. It is then that 11-year-old Giulia Steingruber makes what might be considered a startling announcement. Asked by the event moderator about her aspirations, she names two daunting goals that she has in mind: Not only does she want to compete in the World Championships, but also has her eyes set on competing in the Olympics. In the meantime, the young gymnast already realized her first wish. The second is now about to come true.

After seven years and more than 5,000 hours of training, Giulia Steingruber is among the favorites for the vault, her best discipline, at the London Olympic Games. Her chances are intact. The earlier success of Swiss gymnast Ariella Käslin proves the Swiss can produce excellent female gymnasts. There are those who believe Steingruber has even more talent than Käslin. She is regarded by some as a "miracle in motion," with phenomenal jumping strength. In 2010, one of her young dreams came true when she took part in her first World

Championships. Getting to this level wasn't easy. Just prior to that competition, she tore three ligaments in her right foot. "I was aghast," her mother Fabiola recalls. But Giulia proved unstoppable. In 2011, she placed sixth

in the vault in European Championships in Berlin, and came in fifth in the World Championships in Tokyo. She was named Newcomer of the Year 2011 at the Credit Suisse Sports Awards this year.

The dream of excelling in her sport was by no means a foregone conclusion. Giulia was classified as a late starter, and she didn't exactly follow in her parents' footsteps, either. Both are more interested in soccer. "My

wife and I were keen soccer players," father Kurt recounts. "But we would never have dreamed of pushing Giulia in that direction. And to be honest, we would never have succeeded." Giulia began with apparatus gymnastics at the age of six and when she was seven, she switched to the artistic discipline because she wanted to emulate a neighbor's spectacular feats. Giulia was invited to join the junior squad when she was only nine. The pace of training was gradually increased, and it was not long before a critical decision had to be made. At 14 – far too soon, in her parents' own opinion – Giulia moved to distant Magglingen, where the Swiss >



“I give sport everything I’ve got.”

» national sports center is located. "As far as I was concerned, there was never any doubt about it. I invest all my willpower and ambition in sport. I give it everything I've got," Giulia says. "Sport gives me so much in return. When I fly through the air as I perform a double somersault, I experience an amazing feeling of weightlessness. And anyway – what's the point of Facebook ... ?" Anyone who wants to reach the very top in any sport, including gymnastics, must make sacrifices. Iron discipline is required, and hours and hours of practice inevitable. After 25 to 30 hours of training and 15 hours of school studies, there's not much time left over for leisure pursuits. But Steingruber says that she has managed to achieve the right balance. She has been helped in this by giving up school for the time being, and she now lives with a host family in Biel/Bienne together with her fellow gymnasts Sarina Gerber and Jessica Diacci.

Whenever she can, she spends the weekends at home in Gossau. "I've experienced an entirely normal childhood," she says. She is also a passionate skier and snowboarder. She likes to recall skiing vacations spent in the Obersaxen region with other families from Gossau, and swimming trips. She speaks also about her severely handicapped sister Désirée, who now lives in a home for the disabled and comes home every second weekend. "Of course, it would be great if we could talk with one another. But I've never felt that this situation is a burden," Giulia says.

Independent and Iron-Willed

Having a disabled sibling may have been a contributing factor to Giulia's success. Désirée cemented the family's bonds but at the same time, Giulia was encouraged to be more independent with the attention mainly focused on her sister. At an early age, she learned to make her own decisions. Her parents still attend almost all of her major competitions. At the same time, she insists that her efforts are not aimed at pleasing anyone but herself. "I'm glad when my parents are sitting in the audience. But it makes no difference to my performance, because gymnastics is something I do entirely for myself."

She tends to be restless on the night before a major competition, running through the key details in her mind – forward handspring, forward somersault bending, with one and a half turns into the second phase of the flight. And one of these nights, Giulia may dream of a full double turn instead one and a half turns. If she succeeds, the feat would no longer be called a "Chusovitina," named after Oksana Chusovitina, but another "Steingruber," in addition to a special type of descent from the balance beam that has already been named for her. There seems little doubt that her time will come. And that may already happen in London. <

Giulia Steingruber (18) is perhaps the greatest talent in the history of Swiss artistic gymnastics. She was elected Newcomer of the Year at the Credit Suisse Sports Awards in 2011.

Winners of the Credit Suisse Sports Awards 2011

Top athletes all possess unique talents. But it takes a special degree of drive and ambition, as well as an indomitable spirit to gain the special recognition conferred by these awards.



Sarah Meier
Sportswoman of the Year

She achieved a very emotional victory by taking first in European Championships. She won despite a foot injury, and, even better, her victory was before a Swiss crowd at the competitions held in Berne.



Didier Cuche
Sportsman of the Year

This ski legend dominated in speed disciplines, winning the World Cup Championship in both the downhill and Super-G. He also took silver in the World Championship downhill competition.



Giulia Steingruber
Newcomer of the Year

In 2011 she placed fifth in the World Championships in vault, and sixth in the European Championships. In London she represents one of the biggest hopes for a Swiss medal.



Marcel Hug
Paralympic Athlete of the Year

This 25-year-old wheelchair athlete was named in 2004 as Newcomer of the Year. He won a gold and four silver medals in the World Championships, and won the prestigious Berlin Marathon.



Arno Del Curto
Coach of the Year

Credited with bringing HC Davos to a fifth Championship title. He was named Coach of the Year for the second time after gaining this distinction in 2007, an honor shared with only Kobi Kuhn.



U21 Football
Team of the Year

The U21 national team reached the finals in the European Championships for the first time in the history of Swiss football. The team thus qualified for the Olympic Games in 2012.

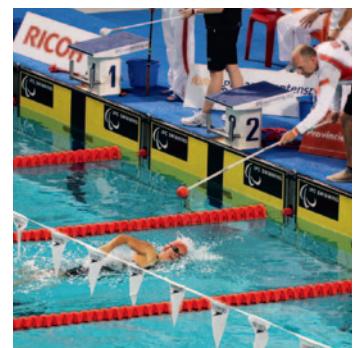


Goals That Go Beyond Medals

Chantal Cavin, one of the world's leading blind swimmers, is preparing for London 2012 – and yet that is not the end of accomplishments she would like to achieve.

Text by Claudia Hager

"I am very ambitious, as well as relentless in pursuit of my goals."



Stationed at both ends of the pool, the tapper's job is to let swimmers know when it's time to turn.

First the racing dive. The water envelops her, she feels its resistance. At the same time, Chantal Cavin begins steadily powering herself forward. Her arms stretch out in an asynchronous manner and water gets pushed behind. Now they're in the air, now in the water. Her leg propulsion is stable, keeping her on a straight line. Every now and again she seeks contact with the lane rope with her shoulder. The tension and nervousness that made her stomach churn before the competition have been eliminated through movement. All that remains is the will to win and the joy of being involved in sports.

New Movement Sequences

But in fact water doesn't mean that much to her. Speaking in an interview after practice in a café in Bern, Cavin's remarks are surprising, as she spends up to 30 hours a week in water. What's more, she spends five to six hours a week sweating it out in the gym with weights. Otherwise the 34-year-old Swiss would not have ranked among the best visually impaired swimmers in the world for many years running. She collects swimming awards like some people collect stamps, having broken several world records and acquired a number of world championship titles. Her secret? "Hard work and discipline," she says with a laugh. "I am very ambitious, as well as relentless in pursuit of my goals."

Even as a child, Chantal Cavin was constantly active. She was regularly practicing judo when she lost her sight in a sporting accident when she was 14 years old. Afterwards she longed for physical activity. Swimming as a sport was something she stumbled upon during rehabilitation when a teacher took her to an indoor pool. "But even if it had been an organized run, I would still probably have enjoyed it. The important thing for me was that I was able to do sports again."

Before long, she was craving more than just an occasional few laps of breaststroke. She wanted to join a club and learn to swim the front crawl properly. Still a teenager, nothing could dissuade her. Not only did Cavin gain membership in a Berne swim club, but she also found a coach who had the patience to teach her the crawl technique in a new way. The sequence of movements that traditionally are taught to sighted swimmers by demonstration and imitation instead had to be conveyed verbally, and by touch. "We were creative in our approach to movement visualization," is how the elite swimmer describes the learning technique. "The interesting thing about it was, our methods ultimately also helped to improve the technique of swimmers with no visual impairment."

Unique Training Group

Thanks to her perseverance and tenacity, her swimming style progressed to the point where she was allowed to train with the very best swimmers, those with normal vision. When she was 19, five years after her accident, she entered her first competition. Limits appear to be for others, not Cavin, to which she counters: "Oh, they exist all right. My own limit is that I have to practice every sport as a team sport." When she is racing, she is reliant on two teammates who are known as "tappers." These, stationed at each end of the pool, tap her head with a stick exactly at the moment she has to turn – which has to be precise to within hundredths of a second – using a forward somersault and pushing off from the end of the lane (see sidebar on page 29). Getting this timing just a little wrong could easily mean the difference between victory and defeat.

For the last few years, Cavin has been training with a small association that she cofounded. Its members – top athletes both with and without visual >



**"You have just under 60 seconds
to convert years of work into a medal."**

➤ impairment – all pursue the same goal, namely perfect preparation for the Paralympics and Olympic Games in 2012. "Our project is unique," she says. "We find it fascinating to pursue the same ambitious performance targets together. It means we are all at the same level – the coach pushes me just as much as he does my full-sighted team colleagues. That's very important to me."

The Final Showdown

In addition to her commitment to the top echelons of sport, Cavin spends about half of her working week as an employee at Credit Suisse. She will soon have been in the bank's employ for 10 years. Here, too, she declines special treatment. "Thanks to a sophisticated keyboard, which translates the text on the screen into Braille, I can write, read and navigate just as quickly as my colleagues. Clients have no idea of my disability," explains Cavin. "I can do exactly the same work as a full-sighted person – but at the outset I relied on people to give me the opportunity to prove it. So I am very grateful to my line manager and my colleagues, as indeed I am for their support of my sporting ambitions."

What's left to achieve? She has yet to fulfill her dream for a medal at the Paralympics, having just missed out on a podium position in Athens in 2004, as well as in Beijing in 2008. This dream could become reality in London this summer. Cavin secured a place on the roster to represent Switzerland last year. Now she must qualify definitively for the Paralympics by the end of June. Despite her ambitions and her dreams of Olympic glory, she remains realistic. "Anything is possible in London. All those who enter this competition – and there are a huge number of competitors in this discipline – have been training rigorously for years. And when it comes to the Olympic final, every participant will have just under 60 seconds to convert years of work into a medal."

A New Dream

No matter what happens in the coming months, Chantal Cavin has reached a decision: These Paralympics will be the last time she competes in the pool. Fifteen years of never-ending laps is quite enough, she says with a grin. "My next competitive event will be the triathlon." This is an even more complex challenge for which she will need additional support. "I've come to accept reality: I may not be as independent as others, but I practice support at the highest level, and enjoy both physical activity and the competitive aspect," says Cavin. "And I'm also fulfilling my childhood dream: I want to participate in Hawaii's legendary Ironman triathlon." <

Chantal Cavin (34) has achieved top results as a blind swimmer for many years. The native of Berne won a bronze medal at the World Championships in 2010 after becoming triple world champion in 2009, setting a new world record in the process. For the last decade, Cavin has also pursued a professional career as a bank employee in Credit Suisse's corporate client business.

Keeping All the Athletes in the Game

Ingenious devices and methods help disabled athletes compete.



Cheetah blades: Prosthetics allow South African amputee runner Oscar Pistorius to challenge the sport's able-bodied elite.

Ball with Bells

Visually impaired or blind ball sports use balls with bells inside to play team sports such as football and goalball (a team sport for blind athletes). To ensure all players are equally matched, they are blindfolded while competing on the field.

Carbon Blades

Carbon fiber prosthetics let amputee athletes run so well that they have sparked debates if they can compete with able-bodied athletes. Oscar Pistorius broke records and qualified for the Olympic 400 meters.

Mini Sleds

Sleds allow those who have lost use of their legs to play hockey. Players are equipped with two sticks with spikes on one end to control moves and a blade on the other to handle the puck. The game is played in three 15-minute periods.

Sit Skis

Special skis allow athletes without use of their legs to compete in downhill, cross-country and biathlons. Downhill skiers use a high-tech monoski. Paraplegic Canadian skier Josh Dueck has even become the first to perform a backflip on a sit ski.

Laser Rifles

For blind athletes, a gun that shoots a laser beam instead of bullets and has an integrated acoustic signal via headphones allows them to compete in biathlons. The acoustic signal determines how close their "shot" is to the center of the target.

Callers

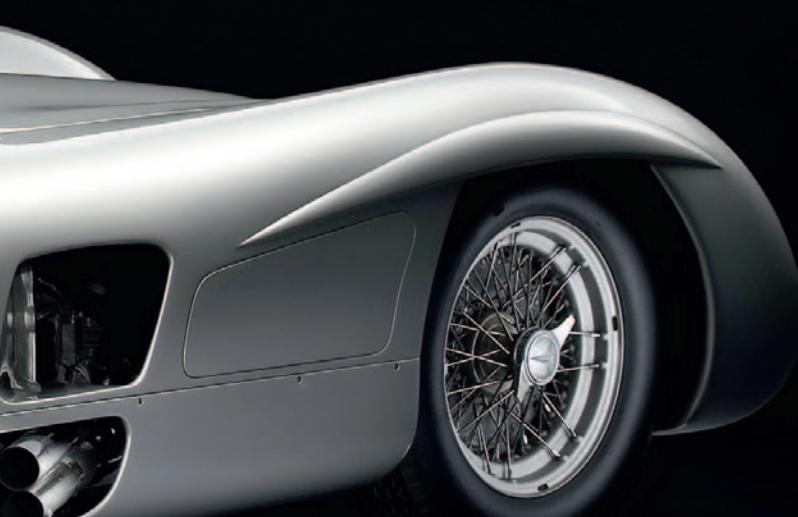
In technical disciplines like track and field, blind athletes rely on a person who calls out at the right moment. For example in the long jump, the caller yells at the right moment to let the athlete know exactly when to time the start of their jump.

Legendary Silver Race Car Still Shines Today

Sometimes winners come in silver rather than gold. The Silver Arrow once dominated motor racing. It has long been considered more than a mere car. Its mythic stature gives it an aura few, if any, cars ever attain, and it continues to exude fascination.

Text by David Staretz





The Silver Arrow is a fabulous concept in our collective memory. Although only a few individuals know exactly what they signify, mention of these two words usually brings knowing nods that betoken respect for the heyday of motor sport, and its great names such as Kling, Fangio, Moss and Caracciola – and of course we should not forget Neubauer, the portly team manager who was always standing by with his stopwatch! However, there is no precise definition of the period known as the Silver Arrow era – in fact, it could be said to continue down to the present day, given that the name is still extensively deployed for marketing purposes.

The Silver Arrow: It sounds almost like the title of a romantic novel, the stuff of which legends are made – and a legend has certainly grown up around this name, even though the story behind it is almost too good to be true. On the eve of the Eifel Race in 1934, the white-painted racing cars turned out to be one kilogram above the weight limit. According to some accounts, team manager Neubauer allegedly ordered the paint to be stripped from the W25s, which reduced their weight by the necessary amount and revealed their sparkling silver aluminum bodies.

At any rate, the rest of the story is incontrovertibly true: Manfred von Brauchitsch won the race in the cigar-shaped car that could achieve a speed of 280 kilometers/hour, ushering in a series of wins that have never been rivaled. Enthusiastic journalists, the true purveyors of legend, created the prosaic notion of the German Silver Arrows (which originally included the silver Auto Union bolides that were withdrawn from motor sport in 1939).

The Silver Arrow is more than a mere car. It is part car, and part myth. A hero of the sporting world. An honor that was accorded to no more than a handful of automobiles.

To understand this, first think back to the era that gave birth to it. Like every sport in those days, motor racing was subject to strong nationalistic influences; a victory by a citizen or product of a certain country meant a victory for the nation. For this reason, there was also strong political interest in sport – that went for German automobiles, too. This also meant that the state was ready to subsidize these interests. >



Enduring elegance: Hanns Geier at the Nürburgring circuit in 1935 (above) and Juan Manuel Fangio at the British Grand Prix in 1955.

➤ The technical advances achieved in this era were impressive, even by present-day standards. For instance, the supercharged type W125 achieved a mighty 637 horsepower (hp) – a level of performance that was only to be rivaled again in Formula 1 during the 1980s (also with supercharged engines). In 1937, maximum speeds of above 300 km/h were attained, and road speed records even broke through the 400 km/h barrier. The silver Mercedes-Benz T80 with its incredible 3,000 hp would probably have shattered every record in the book, had not war an end to such plans.

But going back to 1938, the Mercedes-Benz W154, developed with a glycol-cooled V-12 compressor in line with the new 3-liter engine regulations, marked the absolute culmination of development work at that time; it was also the most successful of all the Silver Arrows to date, scoring wins in numerous circuit and mountain races. Most notable of all were its World Championship victories in 1938 (driven by Rudolf Caracciola) and 1939 (Hermann Lang).

Dawn of a New Era

The Stuttgart-based automobile designers supplied further proof of their technical superiority with the W165 model, a downsized version of the W154 built especially for the Tripoli Grand Prix, which was reserved for the 1.5 liter voiturette class. (The entry requirements for this race in the then Italian colony were designed to favor Italian participants such as Alfa Romeo, and Maserati, and even English Racing Automobiles Ltd (ERA) of the UK.) It took less than eight months to create the first V-8 engine in the company's history. With two camshafts per cylinder bank and four valves per combustion chamber, this engine delivered up to 264 hp. Experts describe the W165 "Tripoli" as the most unconventional racing car ever built by Daimler-Benz. Nothing could stand in the way of its success: Lang and Caracciola pulled off a double victory on this prestigious circuit.

The second great era of the Silver Arrows dawned after the end of the war. Although it was not to last long, it included some magnificent triumphs. The W196 Streamliner (or, more specific, the Monoposto open-wheel version of this model that was used) won the French Grand Prix at Reims on its first appearance on July 4, 1954. Juan Manuel Fangio, the new member of the Mercedes team who would go on to become world champion, and who had driven for Maserati in the first part of the season, scored an impressive victory over Karl Kling (while Hans Herrmann drove the fastest round of the race with a leaking tank). "That day, we really only saw our competitors at the start and during lapping maneuvers," Fangio recalled later on. He went on to win three more races and the world championship; the series of successes continued in 1955 when Stirling Moss joined the team. Again, this sequence ended with the year's world championship.

1955 also saw the legendary victory in the Mille Miglia. Moss and Jenkinson covered the 1,600 kilometers at an average speed of 157.65 km/h – which must have been a far more daring exploit than it sounds nowadays. Car number 722 (named for the starting time of seven twenty-two) is now rated as the most valuable collector's item on the racing car market.

The type 300 SLR (called the Uhlenhaut Coupé, after its designer) also won the Targa Florio – another race that was otherwise firmly in the hands of the Italians. In addition, the sports car championship went to Mercedes that year. A Mercedes was in the lead when Pierre Levegh was catapulted into the public stands at Le Mans in his 300 SLR. This was the most disastrous accident in the history

of motor sport, claiming the lives of 84 spectators as well as that of the driver. Eight hours later, Mercedes withdrew all its cars from the race. After the season ended, Mercedes took its leave of motor sport, based on a decision that had already been taken early in the season: The simple fact was that Mercedes had now won everything that was worth winning.

Past, Present and Future

So what happened to the legendary race cars? A surprising number of them have survived, and in this respect Mercedes has been luckier than Audi. Stuttgart was in the American zone, which offered better conditions for preserving and returning cars stored in garages and warehouses. The four remaining W25s were superbly restored by Mercedes, and they are kept in museums or are occasionally put on show at special events. This will happen, for instance, next September at the legendary Goodwood Revival, where iconic Mercedes-Benz models such as the W25, W125, W154 and W165 are expected alongside Auto Union racers of types C and D. The car that von Brauchitsch drove to victory in the Eifel Race was presented by Mercedes-Benz to the Swiss Museum of Transport and Communications at Lucerne in the early 1960s. Five of the 11 W125s that were built (in 1937) still exist; one of them traveled via Poland and Japan to end up in the hands of its current owner: none other than Formula 1 supremo Bernie Ecclestone.

Given that Alfred Neubauer expected a short war, and because he tended to send vehicles to the east in view of the non-aggression pact, several cars surfaced after traveling circuitous routes through Romania, Czechoslovakia and Poland. It is almost impossible to estimate the value of these Silver Arrows, were they to be traded. Would-be bidders have to content themselves with model cars made by Märklin or Schuco.

1994 saw Mercedes return to motor sport; the involvement with McLaren began in 1997, leading also to a revival of the cult surrounding the Mercedes Silver Arrows. Driver Mika Häkkinen was able to successfully defend his 1998 world championship title in a McLaren Mercedes MP4/13 in the 1999 Japanese Grand Prix at Suzuka. In 2008, Lewis Hamilton drove the Vodafone McLaren Mercedes to become the youngest world champion in Formula 1 history. And since 2010, Mercedes has again been participating in the F1 world championship with its own works team. The Mercedes MPG W01 is therefore the first original Mercedes Silver Arrow since 1955. And at long last, for the first time in 57 years, Nico Rosberg drove a current Silver Arrow model to victory at Shanghai this April. The myth lives on. <

The Goodwood Revival held in England is a paradise for classic car fans: Seventy-five years after Silver Arrows made a first appearance in the UK, spectators will have a rare chance to see the legendary prewar race cars from Mercedes-Benz, along with the silver Auto Union vehicles, running at competition speeds. Credit Suisse is a partner of this world-famous oldtimer event.

Other Credit Suisse Partner Sport Events



Concours Hippique International de Genève (CHI) 2012

The Geneva International Horse Show is among the most important on the indoor circuit and every year in December it draws large numbers of spectators.

Geneva is host to World Cup events in jumping and driving. In 1996 and again in 2010, it hosted the show jumping World Cup Final. Since 2001, in the CHI-W in Geneva the top ten finalists meet and compete against each other.



White Turf St. Moritz 2013

The international horse races are held each year during the first three weeks of February against the impressive backdrop of the mountains of the Upper Engadine region. Spectators flock to the skijoring races where drivers on skis are pulled at breakneck speeds by thoroughbreds over the frozen lake of St. Moritz.



Crans-Montana Golf Tournament 2012

The PGA European Tour brings together top professionals at the end of August and early September to play on the course designed by Severiano Ballesteros. Hosted by the Golf Club Crans-sur-Sierre, the Omega European Masters is the only tournament on the PGA European Tour in Switzerland, and the oldest open on the European continent. It is also the highest in Europe in terms of altitude, being played at 1,450 meters above sea level.

**“Genius.
What does
mean?
I’m a
If I don’t,**

**It's a word.
it really
If I win
genius.
I'm not.”**

Bobby Fischer

The Amateur

Abdul Buhari works for Credit Suisse, and will take part in the 2012 Olympic Games in London, his home city. He intends to show the professionals what an amateur can do in the discus, the sport of ancient Greek heroes.

Text by Simon Brunner

He looks like a bodyguard: A neck broad as two iceboxes sits atop a veritable rock of a body, with a Kojak-style pate to complete the picture. But his carefully chosen words immediately dispel the intimidating image. He is as courteous as a hotel manager, and he laughs a lot, which is fortunate. You'd hate to get on his bad side. "The ancient Greeks threw the discus naked – but of course, it is unlikely I would do that." This is followed by a round of booming laughter.

At age 30, Abdul Buhari, an employee at Credit Suisse in London, is the very embodiment of the classic ideal of an Olympic athlete. An amateur who sacrifices himself both for his work and his sport, taking part in the Olympics would be the climax of a somewhat solitary sporting career. All the more so when the games are staged on the athlete's veritable doorstep.

Mr. Buhari, tell us about yourself.

I work as a Senior Analyst Relationship Manager in the Europe, Middle East and Africa (EMEA) Operations team at Credit Suisse. I support all three divisions. I am also a British discus thrower who has had an international career. My best throw was 65.44 meters, the fourth-best result in the history of English track and field athletics. I've been in the "business" since 2003. But discus throwing is not a job, it's a passion.

Why did you opt for this particular sport?

I love being able to create the momentum to make the discus fly. It is similar to throwing a Frisbee, but it

weighs two kilograms – as heavy as a bag of potatoes. And I throw it halfway across a soccer pitch. It's magnificent!

What is difficult about throwing the discus?

The diameter of the launch platform is only 2.5 meters and the throw takes less than five seconds. To achieve the best speed, you more or less have to run straight ahead on a circular area. Modern discus throwers are most definitely high-caliber performers – gone are the days when this sport was merely the preserve of athletes with fuller figures.

You've improved your technical performance enormously. How did you achieve that?

I throw about 100 throws a day and we analyze the technique systematically and make slight changes to attain better lengths.

And what did you change?

That's a strictly guarded secret!

Buhari was not always a successful discus thrower. At the outset, the pattern of his progress could best be described as one step forward and two steps back. As a teenager, he ran the 400 meters, but when he was injured (not for the last time), he took up the discus while he was studying to graduate from high school. However, Buhari was too slight for his new discipline. Within a short time, he had to bulk up from 80 to over 100 kilograms, and today he weighs in at 126 kilos.

Although he stands 1.98 meters tall, Buhari was plagued by another problem: "I was too bashful." >





Abdul Buhari in Canary Wharf, where he works as a banker.



"I was too bashful." Abdul Buhari, who weighs in at 126 kilos, had to struggle at the start of his athletic career with his own inner fears.

As soon as this giant stepped into the discus cage in front of a crowd of spectators, his self-confidence vanished. "At my first international competition, I stepped into the circle, took a look around – and dropped the discus on the ground."

Nevertheless, Buhari kept on making new attempts to face up to the situation he most feared: "I simply couldn't give up throwing the discus, so I had to learn how to cope with the public." Even today, his emotions sometimes get in the way, so he is perhaps the only Olympic athlete pleased about the restrictive ticketing policy of the London organizers.

The Right Way – Or Not At All

After a long period when Buhari's performance stagnated, he reached a turning point in 2008 – preceded by another setback. He missed qualifying for the Beijing Olympics by a mere 70 centimeters. In other words, the discus fell only 1 percent short of the mark. The reticent Englishman was shattered. Although he had only been working for Credit Suisse for one year, he summoned up all his courage and explained to his boss: "If I want to move ahead in my sport, I can't carry on working full time." His line manager, Kevin Stanton, was accommodating. Buhari has worked 40 percent since then. And how did the clients react? "Many of them have become my fans, and some of them even attend my competitions."

Buhari consulted the head of the trading floor at Credit Suisse, who taught him to build up his sporting career as if it were his own business.

Buhari then deliberately took this advice as the watchword for his investments in his career as an athlete: He changed his coach and last year, the Muslim even gave up the fasting period. "Ramadan coincided with the world championship, and I needed fuel in my tank," Buhari explains. He deploys his website and his Twitter account as marketing tools, and he knows his latest performance data inside out. "Free-weight bench press with barbells 60 kilos; bench press 210 kilos; classic barbell squat 240 kilos."

To achieve these figures, Buhari spends more on food and travel than on the mortgage for his house. He spends over 400 British pounds per month on meat alone. Every week he makes the three-hour journey to Loughborough, where the best possible training facilities are available to him. Buhari tells us that his wife, whom he married in 2010, lends stability to his life.

At 30, Buhari has reached what is considered the best age for a discus thrower. The discus throw is definitely an event for older competitors. Al Oerter threw his personal best at 43. Jürgen Schult was 40 when he made his last appearance at the Olympics and Lars Riedel ended his career at 41.

Jean-Pierre Egger, former holder of the Swiss discus record and long-standing trainer to Werner Günthör, Switzerland's best shot-putter of all time, says that the advanced age of the throwers is explained by the de-

Discus Throwers – The Heroes of Antiquity



The best discus thrower in the modern world is virtually unknown. The longest distance in 2011 was achieved by a certain Zoltán Kövágó of Hungary. But discus throwing hasn't always been an obscure sport. It played a starring role in ancient Greek mythology. For example, Perseus, the son of Zeus, threw a discus that went astray and killed his grandfather, Acrisios. Homer also pays homage to the sport.

Discus throwers made their first appearance at the Olympic Games in about 708 B.C. At that time, they still launched the discus from a raised platform. The discus thrower (or "discobolos") was the embodiment of athleticism, a person highly celebrated, unlike today's modest champions. Abdul Buhari explains: "We don't like the limelight, we step into the cage, throw, and then we go home. We're not very glamorous. This is good for our reputation but on the other hand, it's a bad thing because nobody knows us." And in fact some doubts might be raised whether ancient heroes were really unpaid amateurs. Winners' prizes in ancient Athens seem to have been extremely lavish.

Photos: Maurice Haas | PictureContact, akg

manding requirements of the discipline: "You need at least ten years to master the technique and to build up the necessary strength."

Winning Is Everything

Buhari is set to reach the peak of his career in the near future. He had his best year so far in 2011. He increased his personal best distance to 65.44 meters, remained injury-free, and – the achievement that pleases him most of all – his throwing was consistent. These successes are all whetting his appetite for more. This perfect athlete intends to gain even more ground at the London Olympics.

Is it all an illusion? Abdul Buhari recently spent a weekend training with Jürgen Schult, holder of the oldest world record in men's track and field (74.08 meters, thrown in 1986). The legendary German discus thrower was very enthusiastic about Buhari's technique, telling him, "there's no reason why you shouldn't win a medal in London." <

Abdul Buhari (30) works part time for Credit Suisse and will compete for Great Britain in the 2012 Olympic Games.

Life After the Olympics

Curler Luzia Ebnöther discusses how it feels to win a medal, and offers some thoughts on sports and life in general.

Interview: Michael Krobath



Photo: Maurice Haas

Luzia Ebnöther (40) is a former skip (captain) of the Swiss curling team, who ended her sporting career in 2008. From 1999 to 2004, she won in total two silver medals and three bronze at the European and World Championships. In addition, she won a silver medal at the Olympic Games in Salt Lake City in 2002. Luzia Ebnöther has pursued her professional career at Credit Suisse for the last twenty years. A flexible 60 percent workload allowed her to compete in sports and remain employed during her active curling career.

How often do you participate in sports these days?

Two or three times a week. After my curling career ended, I needed the challenge of a new sport, so I started to play tennis. I analyze my performance and set myself a new target after each match, just like I did when I participated in elite sports.

What was the greatest moment of your sporting career?

Winning the silver medal at the 2002 Olympics. The games are only held once every four years, and being able to summon up your best performance at that precise moment is the greatest achievement of all.

And what do people still ask you about today?

About my successes, and about the two centimeters that separated me from Olympic gold. I have to smile nowadays when I think how disappointed I was with silver back then. Last week, in fact, I came across a video of the Olympic final. And I thought: "Good heavens, it really was a very near miss."

Is it hard to adjust once a career like yours ends?

Yes. To make it more tolerable, I took on the job of national juniors coach without a break, so I was traveling to curling arenas just as often as in the past. It was two years before I was ready to take my final leave of the sport.

What can sports teach you about life?

That people can join forces to achieve a goal, even if not all your fellow players or workers are equally strong.

And what changes did you have to make?

I had to tone down my expectations. The performance concept is definitely more developed among competitors in elite sports than is the case for normal professionals or in everyday life.

Who does more work – bankers or sportspeople?

Everyone probably works as hard as they can in order to attain their goal, regardless of their profession.

Which item of sports equipment should everyone have at home?

Running shoes. Exercise is the key ingredient in the success of all athletes.

Would you advise a young person to stake everything on a sport?

Anyone with talent ought to risk it. Nowadays there are good sports schools that offer an excellent combination of education and training.

Your greatest sports hero?

Roger Federer. But not just because of his successes. I had the opportunity to speak with him once at a sponsorship event. He's a completely normal, nice person.

Are you still active in curling?

I go curling with friends a few times a year. But those occasions are no longer about winning – they are friendly get-togethers.

Do you dream about a comeback?

Of course, you sometimes sit in front of the television watching what the curlers can do, and you think: "I'd already mastered that years ago." But that's totally absurd. I'm no longer willing or able to put in the effort that is demanded of top performers. <

Growing Up in Malawi

A documentary series about the
Roger Federer Foundation
initiative, made possible through a
partnership with Credit Suisse.

Malawi, a country in southern Africa. How will the children here grow up in the next ten years? Thanks to the large-scale project of the Roger Federer Foundation, 54,000 children will be better prepared for school and thus for life.

The Credit Suisse documentary series "Growing Up in Malawi" will regularly visit three children, a caregiver, and a representative of the responsible aid organization in this southern African country over the course of ten years.



Dorothee
Age 3



Tito
Age 4



Joanna
Age 4



Hanex Kapingasa
Caregiver at a day
care center and father



Chalizamudzi Matola
ActionAid project
coordinator

Photos: Patricia Wagner | Bernard van Diependonck

Watch episodes of the documentary series

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