

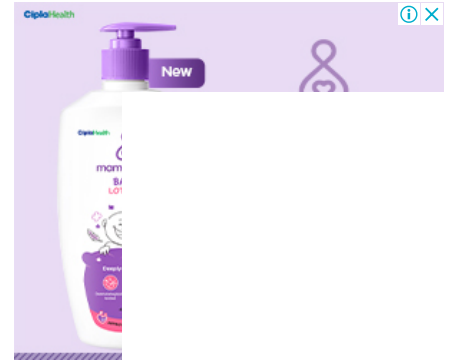
# In the fast lane: Force Motors MD Prasan Firodia swears by F1

By Maleeva Rebello, ET Bureau Last Updated: Apr 10, 2018, 01:30 PM IST

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### Synopsis

F1 champs Mika Hakkinen and David Coulthard top his list.



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A love of fast cars comes easy to the head of a motor company. But for Prasan Firodia, the MD of [Force Motors](#), just any car or race doesn't cut it — it's got to be Formula One.

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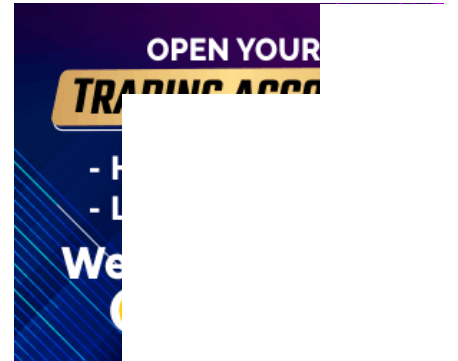
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Firodia zoomed into nostalgia as he spoke of his love for the sport while studying in the UK. "I have been to multiple F1 races and was a hardcore fan," he said.



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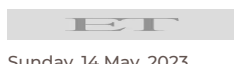
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But those days are now behind him.

"That was a different time, when [McLaren](#) was No 1. Whenever there was a race on air, be it at 3 in the morning, I would make it a point to catch it live. I am not so involved anymore," he said.

But that doesn't stop him from playing favourites, with F1 champs [Mika Hakkinen](#) and [David Coulthard](#) topping his list. "I used to love watching them. I have been to [Monaco](#) and [Abu Dhabi](#) and have also attended races in [India](#). For the Indian GP, my friends and I spent the entire day at the track," he said.



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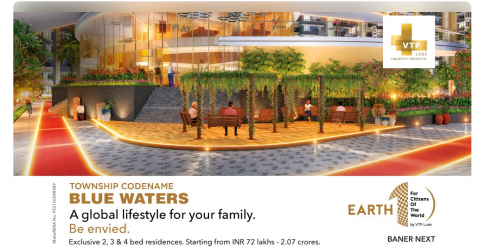
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