

CBA 1: The Past in my Place

Eddie Jordan:
An Irish
Motorsport Legend

By Adam Keogh



Table of Contents

Slide Topic

- | | |
|------|--|
| 3 | Introduction |
| 4-5 | How Eddie Jordan's Early Life Influenced His Passion |
| 6-7 | How Jordan Grand Prix Brought Global Recognition To Ireland |
| 8 | Jordan Grand Prix - Most Successful Year |
| 9-10 | How Eddie Jordan Inspired Irish People To Become Involved In Motorsports |
| 11 | Eddie Jordan & Jordan Grand Prix - Timeline |
| 12 | Conclusion |
| 13 | Reflection |
| 14 | Bibliography |



Introduction

Eddie Jordan grew up just a short distance from where I live. He is one of Ireland's most iconic figures in motorsport known for his incredible achievements in Formula 1 (F1).

This project will investigate the following three questions:

1. How did Eddie Jordan's early life and upbringing in Dublin influence his passion for motorsport?
2. What impact did Jordan Grand Prix have on F1, and how did it help put Ireland on the map in motorsport?
3. How has Eddie Jordan inspired people in Ireland to become involved in motorsport?



1. How Eddie Jordan's Early Life Influenced His Passion

Eddie Jordan was born in 1948 in Ballybough, a working-class area in Dublin. When he was a child, Eddie had Perthes disease, which affected his hip and left him unable to walk for several months. He had to spend a lot of time recovering, which made him more determined to work hard and overcome challenges later in life.

When Eddie was older, his family moved to Bray, County Wicklow. At first, Eddie wanted to become a dentist, but a summer job at a bank in Dublin changed everything. While working there, some of his work friends were really interested in cars and racing. They brought Eddie to karting races, which were becoming popular at the time, and Eddie loved it. This was the moment that sparked his passion for motorsport.

"I had no idea what I wanted to do with my life until I discovered karting. That first race lit a fire in me that never went out."

- **Eddie Jordan**, *An Independent Man : The Autobiography*.



1. How Eddie Jordan's Early Life Influenced His Passion (Cont)

Eddie's first experience with racing wasn't as a team owner or businessman, it was as a driver. He started racing karts in the 1970s and then moved on to Formula Ford. Eddie wasn't the most successful driver, but he loved the sport. He learned a lot about the motorsport world, including how teams worked and what it took to succeed. These lessons helped him later when he started Jordan Grand Prix, his F1 team.

Eddie Jordan's early life in Dublin shows that even someone from a small area with no racing background can go on to achieve something incredible. His story proves that sometimes it only takes one moment, like his summer job, to start something great.



2. How Jordan Grand Prix Brought Global Recognition To Ireland

Eddie Jordan's biggest contribution to motorsport was when he started Jordan Grand Prix in 1990, the first and only Irish-owned F1 team. Despite having limited resources, Eddie's charm and good business decisions helped him get sponsorships and talented drivers.

"I didn't have Ferrari's budget or McLaren's resources, but I had the drive to build a team that could punch above its weight. That's what Jordan was all about."

- **Eddie Jordan**, *An Independent Man : The Autobiography*.

Jordan Grand Prix made an immediate impact, competing fiercely against well-established teams like Ferrari and McLaren. In 1991, the team gave Michael Schumacher his first-ever F1 drive, marking the beginning of Schumacher's legendary career as a seven-time World Champion.

"Sometimes you don't need years to spot greatness. Michael [Schumacher] got in the car, and within one lap, we knew he was something special."

- **Eddie Jordan**, *An Independent Man : The Autobiography*



2. How Jordan Grand Prix Brought Global Recognition To Ireland (Cont)

The team's most successful season came in 1999 when drivers Heinz-Harald Frentzen and Damon Hill secured multiple podiums, finishing third in the F1 Constructors' Championship.

The success of Jordan Grand Prix attracted international attention to Ireland, raising its profile. This created opportunities for the team to get global sponsors including DHL and 7UP which helped them compete with the bigger teams of Ferrari and McLaren.

Irish media celebrated Jordan's achievements, with increased coverage of Formula 1 races during the 1990s and early 2000s. The team's original green livery was a symbol of Irish pride, and its success showed the world that a small country like Ireland could compete at the highest level of motorsport.



RTE F1 Commentators
In 1995

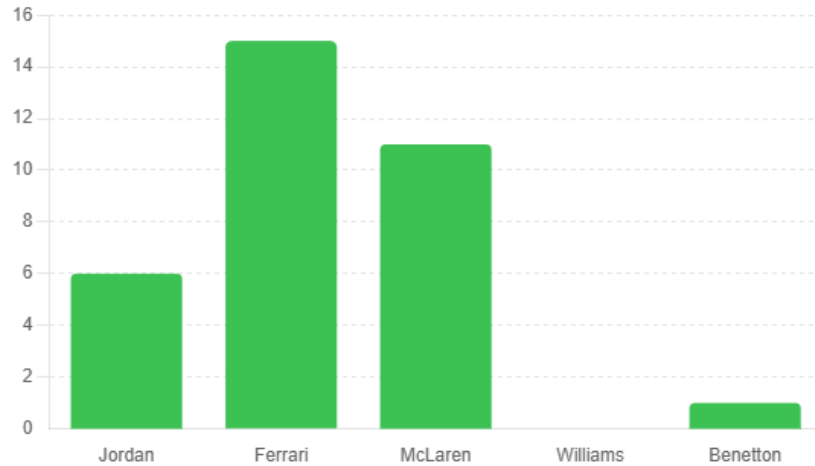
- David Kennedy
- Michael O'Carroll
- Peter Collins

Jordan Grand Prix – Most Successful Year

This chart compares Jordan's success in 1999 (their most successful year) to the bigger teams.

Total Podiums (1999): Jordan Vs Larger Teams

✓ Total Podiums by ✕ Teams



3. How Eddie Jordan Inspired Irish People To Become Involved In Motorsports

Proving It's Possible: As the founder of Jordan Grand Prix, Eddie showed that someone from Ireland, with no major racing background, could compete on the global stage of F1.

Raising Motorsport's Profile in Ireland: Eddie Jordan brought attention to motorsport at a time when F1 wasn't widely followed in Ireland. His achievements made more people take notice of racing and encouraged participation in local events.

One such event, the **Leinster Trophy**, where Eddie himself raced in his early years, gained greater visibility. It was contested by some of the greatest names in motor sport history. Three-time F1 World Champion Ayrton Senna won the Trophy in 1982 and double F1 World Champion Mika Häkkinen won in 1988 at Mondello Park, Ireland's International Racing Circuit in Co. Kildare. Jordan's influence further increased the event's importance and inspired future generations of Irish racers.

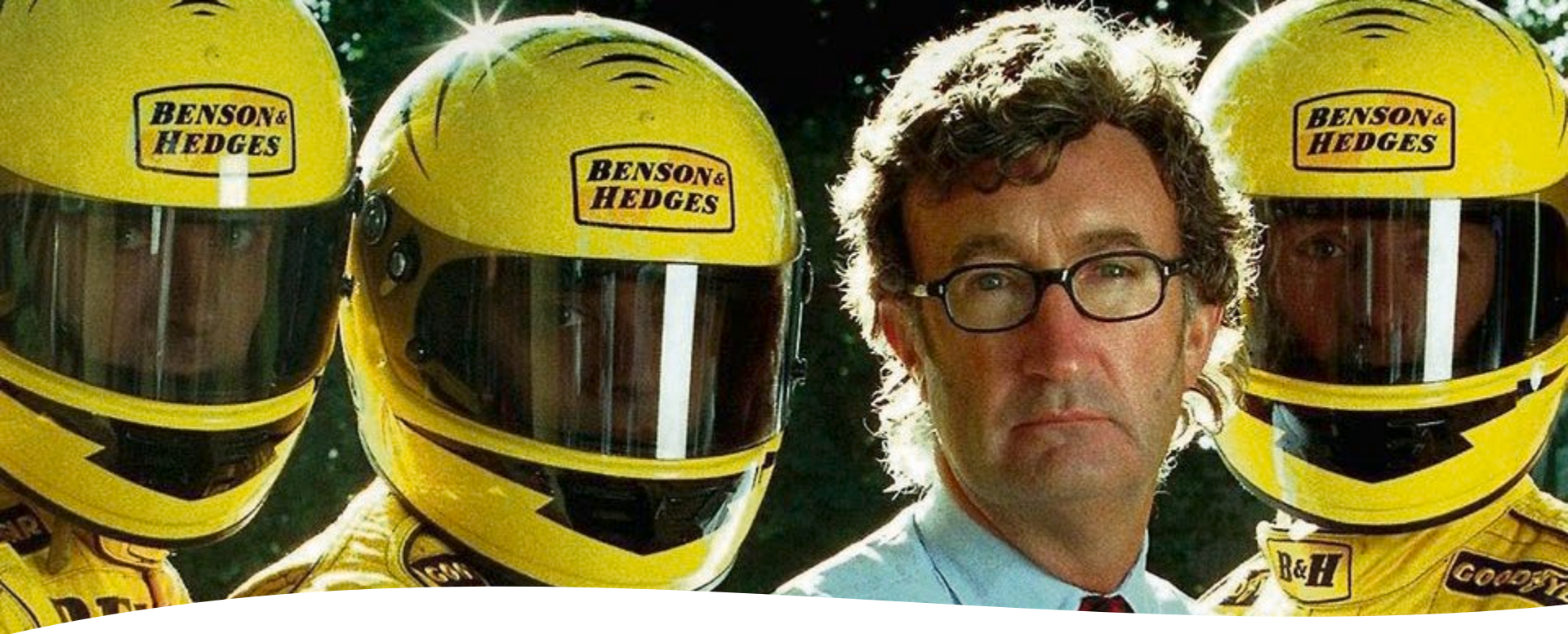


3. How Eddie Jordan Inspired Irish People To Become Involved In Motorsports (Cont)

Inspiring Future Generations: Today, young Irish drivers, like Alex Dunne (Formula 3 driver), credit Eddie Jordan's legacy as an example of how Irish talent can succeed internationally. His story has motivated future generations to pursue careers as drivers, engineers, or even team leaders.

Promoting Motorsport: Through his work as a SKY SPORTS Broadcaster and Podcaster (Formula For Success), Eddie Jordan continues to share his passion for motorsport. His enthusiasm for the sport has sparked interest and excitement among fans in Ireland, inspiring them to follow, support, and participate in motorsport.





Eddie Jordan & Jordan Grand Prix - Timeline

Year	Event
1948	Born in Ballybough, Dublin.
1960s	Discovered karting while working a summer job.
1970s	Started racing karts and later Formula Ford.
1990	Founded Jordan Grand Prix.
1991	Michael Schumacher made his F1 debut with Jordan Grand Prix.
1998	Jordan Grand Prix won its first F1 race.
1999	Finished 3rd in the Constructors' Championship.



Conclusion

Eddie Jordan's story is an inspiring example of how determination and passion can lead to incredible achievements.

- Eddie overcame challenges in his early life in Dublin, and a summer job in a bank introduced him to what would become a lifelong passion for motorsport.
- By founding Jordan Grand Prix, the first and only Irish-owned Formula 1 team, he put Ireland on the global motorsport map and gave future legends like Michael Schumacher their start.
- Eddie's success raised the profile of motorsport in Ireland and inspired young drivers, engineers, and fans to believe they could succeed too.

Eddie Jordan proves that great achievements can come from small beginnings, and his legacy continues to inspire people in Ireland and around the world.



What surprised me: I was surprised that Eddie Jordan didn't come from a racing background but still founded a successful F1 team.

Reflection

What inspired me: Eddie Jordan's story shows that with hard work and passion, anyone can succeed, even from a place like Dublin.

Why his story matters: Eddie Jordan's story inspired young people in Ireland to get involved in motorsport and believe in their dreams.

Bibliography

Books

Jordan, E, (2008). *An Independent Man : The Autobiography*. Orion Publishing Company, London

Artefacts

Jordan Grand Prix F1 Publication (1993), Jordan Grand Prix Limited, Silverstone UK.

News Articles

Boon, J, (2024). Inside Eddie Jordan's fast paced life. *The Irish Sun*, 12 Dec.

Gray, A (2024). Alex Dunne: The champion Irish underdog aiming for Formula 1. *BBC Sport*, 28 Feb.

Websites

F1-fansite, (2024). *1999 F1 Championship Standings*. Available at: <https://www.f1-fansite.com/f1-results/1999-f1-championship-standings> [Accessed 5 Dec, 2024]

Formula 1 Official Website, (2024). *8 amazing facts about Schumacher's legendary F1 debut*. Available at: <https://www.formula1.com/en/latest/article/8-amazing-facts-about-schumacher-s-legendary-f1-debut.59xYgeiatqMOYsac6kOAIq> [Accessed 8 Dec, 2024]

Motorsport.ie, (2024). *The Story of the Leinster Trophy*. Available at: <https://motorsport.ie/2020/05/24/the-story-of-the-leinster-trophy-trophy-with-brian-manning> [Accessed 12 Dec, 2024]

