

# FORMULA 1 GRAN PREMIO DE MÉXICO 2015

Mexico City, October 28, 2015

## Mexico is now ready for a successful Grand Prix.

Mexico is a country with an impressive cultural heritage, gastronomy, traditions and folklore, which make of it a unique place on the earth; Mexicans in turn, are globally acknowledge for their hospitality, warmth and passion for all they do.

After 23 years, now is back to our country one of the most important sporting events in the world, comparable only with the World Cup and the Olympics: Formula 1 World Championship. An event that's worthy to be celebrated, that is why Mexico is ready to receive all the fans of the maximum category.

Mexico City, venue of this important event, is a Cosmopolitan city which has been gradually positioned itself as a tourist high-class destination which together with the renewed Autodromo Hermanos Rodríguez, has been prepared to receive the FORMULA 1 GRAN PREMIO DE MEXICO 2015® and thus exceed all visitors expectations. During October 30, 31 and November 1<sup>st</sup>, the city will be festooned and will provide an ample line of gastronomic, cultural and artistic activities without precedent.

The comeback of the motor racing maximum category to our country is without a doubt an opportunity to raise the name of Mexico, not only to bring the world to Mexico, but also to bring Mexico to the world.

The mood and passion shown by Mexican fans while experiencing sporting events will surely make of this Grand Prix, an event full of emotion, symbolism and unforgettable experiences.

Here some reasons why the FORMULA 1 GRAN PREMIO DE MEXICO 2015® is going to be a complete success:

- None of this century drivers competing in the serial, have crossed the renewed circuit of the Autodromo Hermanos Rodríguez, which is why is going to be exciting to watch them proving their skills on a completely new track.
- With the 24 big screens distributed all over the Autodromo, fans will witness races development wherever they are.
- The Nigel Mansell turn, the crosses the center of the Foro Sol, will be one of the most thrilling parts, for it represents a whole challenge to drivers given its difficulty.
- The main straight is 1,302 meters, where cars may reach speeds of up to 328 km/h, becoming this way in the second fastest track of all serial only exceeded by Monza. It is right at this part where the different teams' cars power will be tested.

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- The participation of Checo Pérez in his home country will be exciting, especially for all the Mexican fans, who will surely create a unique and unforgettable vibe; lets support him on social networks *#TodosconCheco*
- Fans who visit us from other countries to be part of the FORMULA 1 GRAN PREMIO DE MEXICO 2015®, will also become fans of the cultural and gastronomic heritage offered by our country, and will want to return year after year to live the experience that Mexico offers.

The FORMULA 1 GRAN PREMIO DE MEXICO 2015® will undoubtedly make history with an unforgettable race.

*Visit and Enjoy Mexico with the FORMULA 1 GRAN PREMIO DE MEXICO 2015®.*

[www.ahr.mx](http://www.ahr.mx)

Facebook: Autódromo Hnos Rodríguez

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#MexicoGP

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## About CIE

Corporacion Interamericana de Entretenimiento, S.A.B de C. V.

[www.cie.com.mx](http://www.cie.com.mx)

We are the market leader in outdoors entertainment in Mexico, Colombia and Central America and one of the most outstanding participants in Latin America and worldwide entertainment industry.

Through a unique vertical integration model, and the only Access to an important network of entertainment centers, a base of advertisers formed by the main advertising investors in our market, as well as the alliances and strategic partnerships that we have established with experienced participants in global industry; we offer different world-class entertainment options, which include concerts, theater productions, sports, family and cultural events, among others to satisfy leisure and recreation needs for our audiences.

We operate an amusement and an aquatic park in Bogota, Colombia. Also, we commercialize the Banamex Center in Mexico City, one of the biggest and most important exhibition and convention venues internationally. In addition we are recognized as the foremost producer and organizer of special and corporate events in Mexico, and for operating one of the most professional contact centers recognized in the Mexican Market.

CIE is a public Company whose shares and debt securities are listed in the Mexican Stock Exchange.