

Mexico City, May 25th, 2016.

Monaco and FORMULA 1®, a fancy duo.

Whether being a motor racing fan or not, speaking of Monaco leads us to think immediately about this sport, particularly in FORMULA 1®. However, it was not always like that.

The history of the present Principality of Monaco dates back to 1297 when François Grimaldi— an Italian buccaneer, who had stolen and looted the current Costa Azul—disguised himself at that time as a monk and slipped through the palace doors, allowing the entrance to his colleagues who underwent the Genovese authority, that was ruling the territory by then.

After this event, the inhabitants of the rock called Monaco— where the castle was built—, those from Monte Carlo — the upper village — and those from La Condamine — which is a small port located between those two points—, joined together to be a single sovereign and independent state.

Seven centuries and a few years later, emerged the Monaco we all know nowadays, thanks to the vision of Prince Rainier III who opened the door to the motor vehicles industry, supported by European blue bloods and “celebrities”— going from bankers to some vedettes—.

In a few years only and after the arrival of FORMULA 1® in the decade of the 50's, the principality became the venue of formidable sport fairs aboard the fastest cars. At the same time, front-page characters wandered the streets with an air of sophistication and grandeur, all headed by the American actress Grace Kelly, — henceforth known as Princess Grace after marrying Rainier in 1956.

Thanks to the projection that Monaco received from the queen category of motorsport, it has now being worldwide known as the undisputed capital of glamour, gambling, wealthy society, opulence and culture.

Despite its small size — simply a little over a square kilometer— there are located the dock, the hotels, the tobacco shop, the casino, the gastronomic centers and the gardens, which make it one of the most coveted destinations of the world.

Despite its beauty and magnet for viewers, it is not a proper track. It is a journey between the streets that were made for horse-drawn carriages, with elevations and downs, it even has a tunnel. Nelson Piquet, described it as an experience very similar to walk around a living room in a scooter.

However, this scenario encourages drivers to level up and turn into true artists, while their fans are stunned with everything that occurs in and outside the track. Monaco is the dreamed venue where the true immortals of the Great Circus show their skills.

This weekend the Grand Prix 64th edition will be held, and as every year, the entire category will come to do its part at the port and all the eyes around the world will turn to it.

Reviewing the evolution of one of the most emblematic Grand Prix in Formula 1® leads us to think that in a couple of years, Mexico could become in one of the new venue for this enviable life style. The luxury, the culture and the gastronomy are now available in the capital of the country, which is why the most demanding visitors of FORMULA 1 GRAN PREMIO DE MEXICO will be satisfied after visiting Aztec lands.

Why to watch the Monaco Grand Prix this weekend?

This year Monaco will receive FORMULA 1® immediately after an historic and controversial career. With only 18 years old, Max Verstappen, became in Spain the youngest Grand Prix winner in the history of this category.

During the Iberian fair, we also witnessed those leading the championship until then –Nico Rosberg and Lewis Hamilton– suffering a mishap between them and leaving the race. For Rosberg it meant losing a streak of seven continuous victories, while for Hamilton it meant to fall in the third position of the championship chart– just below Kimi Raikkonen who finished second in the podium.

To this we must add that Lewis Hamilton in 2014, lost the podium after a controversial strategy decision taken by part of his team, which made him finished in third place after leading the race with 64 laps on the top. As if that was not enough, the mistake meant the victory for his teammate, Nico Rosberg.

In addition, Monaco will be a great opportunity to see how the Mexicans Sergio “Checo” Perez and Esteban Gutierrez improve their performance on the track, after finishing in 7th and 11th position on the last race. In particular “Checo” will have the top reflectors of Mexico after leaving in 2013 and 2014, finishing in 7th in 2015.

Thus, we come now to the principality expecting to see a great race where things can get normal –with Mercedes AMG heading the grid–, or there can be surprises like those in Barcelona. However, in the case of Monaco, we can certainly expect a show full of adrenaline and unforgettable moments.

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