

Mexico City, October 12, 2016.

Introducing FORMULA 1 GRAN PREMIO DE MEXICO 2016™'s Mexican Trophy designed by TANE

The trophy that the first three drivers crossing the finish line of the FORMULA 1 GRAN PREMIO DE MEXICO 2016™ was designed by the renowned silversmith house TANE for the second time.



Created by TANE, the trophy preserved the edited and abstract male figure of 2015. For the second edition and aiming to bring a greater Mexican identity a discreet strip with the colors of the Mexican flag, was added at the trophy's backside.

“For TANE it represents a great pride to bring the best we have— only the best coming out from that silversmith house— to join all of us in the celebration of Formula 1 comeback to Mexico”, said Sylvie Ligonie, TANE’s General Director.



Through the different materials used for its creation, the trophy emanates a particular part of Mexican culture, all of them subtracted from the center of the earth. On one hand, obsidian or “volcanic glass”– of vital importance in Mesoamerican cultures and rituals– was used to build the trophy’s baseline. In addition, the lines formed in silver represent the strength and speed of the main protagonist eagle in the national emblem.

“We are proud to exhibit a piece that represents everything of the maximum exponent in motor racing again for the Mexican fans. This trophy transmits all effort and passion needed to be crowned at the top of the already famous Mexican podium”, said Federico Gonzalez Compean, FORMULA 1 GRAN PREMIO DE MEXICO 2016™’s General Director.

After the first year when the award ceremony in Mexico was one of the most impressive and symbolic of all Formula 1’s championships, undoubtedly drivers will give their best on the track, all to lift one of these beautiful trophies in front of the most passionate audience of the highest category.

FORMULA 1 GRAN PREMIO DE MÉXICO 2016®

The FORMULA 1 GRAN PREMIO DE MEXICO 2016™ 's trophy will be exhibited from October 15 to October 27 in Mexico City at TANE's boutique within El Palacio de Hierro Polanco (Palacio de los Palacios). All fans will be able to appreciate its beauty and share it on the social network using Hash Tags #MexicoGP, #Tane and #ArteEnPlata.

Do not miss the FORMULA 1 GRAN PREMIO DE MEXICO 2016™!

Last available tickets are on sale at the Ticketmaster Network on the web page www.ticketmaster.com.mx, Ticketmaster authorized centers, calling 5325 9000 or at the ticket window no. 7 placed in Palacio de los Deportes.

For more information please go to www.mexicogp.mx.

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Contact:

Francisco Velázquez
fvelazquezc@cie.com.mx
(52 55) 52019089
CIE
Manuel Orvañanos
manuel@bandofinsiders.com
(52 55) 63866686
Band of Insiders

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CIE offers a variety of world-class entertainment options including concerts, theater productions, and sports and family and cultural events, among others, to meet our market segments' needs for recreation and entertainment through its unique vertical integration model that provides the only access available to an extensive network of entertainment



centers, advertisers including the principal advertising investors in our markets, and partnerships and strategic alliances with experienced global partners.

We operate an amusement and water park in Bogota, Colombia, and manage Centro Banamex in Mexico City, one of the largest convention and exhibition facilities across the globe. We are recognized as the foremost producer and organizer of special and corporate events in Mexico, and we operate one of the most professional contact centers in the Mexican market.

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