

Mexico City, February 22, 2019

The FORMULA 1 GRAN PREMIO DE MÉXICO™ kicks-off its FIFTH LAP

- The official image for the 2019 F1®ESTA was unveiled; once again it is inspired by Mexican culture.

The FORMULA 1 GRAN PREMIO DE MÉXICO 2019™ official race poster was unveiled in Mexico City during an event to kick-off this year's activities. Once again, the event was inspired by the world-reknowned wealth of Mexican traditions and art.

Bearing in mind that music is a universal language that everyone shares regardless of one's native tongue, the star of the F1®ESTA's poster is a classic *mariachi*, one of the most emblematic icons of Mexican music around the world.

During the launch party, the image was presented through a video set to the Formula 1® anthem with an exclusive *mariachi* arrangement, followed by a live performance of **Mariachi Gama 1000** – Mexico's most renowned mariachi band.

Mario Achi was introduced at the event as well, he is a unique character that will help promote different aspects of the FORMULA 1 GRAN PREMIO DE MÉXICO™ during 2019. This mysterious guy will also share the enormous Mexican cultural wealth and touristic potential among F1®'s global community throughout the year.

The best F1®ESTA in the world will return to the Autódromo Hermanos Rodríguez on October 25, 26 and 27. More information about this year's race and tickets' sale will be shared soon.

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About FORMULA 1 GRAN PREMIO DE MÉXICO™:

The top category of motorsport has returned to Mexico, after twenty-three years of absence, a pioneer of major sporting events in our country. With hosting rights from 2015 to 2019, the renewed



FORMULA 1 GRAN PREMIO DE MÉXICO 2019

Autódromo Hermanos Rodríguez is the scene of the return of F1ESTA to the country, with a track of the highest world standard.

In its most recent four editions (2015, 2016, 2017 and 2018), over 1.3 million people have witnessed the race, which – according to analysis by Formula Money – has made the Mexican GP the second with more spectators worldwide (after Great Britain).

To date, the 2015, 2016 & 2017 editions of the FORMULA 1 GRAN PREMIO DE MÉXICO™ have generated over 30 thousand jobs in the region and have achieved an economic impact of \$2.2 billion USD (\$39.6 billion MXN).

Mexico will once again achieve global recognition through the race, which will take place from October 26 to 28 – after the fourth successive year of being voted “Best Promoter of the Year” in the category by FIA and FOM, the highest authorities of professional motorsports worldwide.

For more information on the FORMULA 1 GRAN PREMIO DE MÉXICO™ visit:
<http://www.mexicogp.mx/>

About Formula 1®

Formula 1® racing began in 1950 and is the world's most prestigious motor racing competition, as well as the world's most popular annual sporting series. In 2016 it was watched by 400 million unique television viewers from over 200 territories. The 2017 FIA Formula One World Championship™ runs from March to November and spans 20 races in 20 countries across five continents. Formula One World Championship Limited is part of Formula 1, and holds the exclusive commercial rights to the FIA Formula One World Championship™.

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