

Las Vegas, Nevada, December 1, 2016

The FORMULA 1 GRAN PREMIO DE MEXICO™ is now a success story in the international forum of motor racing.

- After its successful second edition, the FORMULA 1 GRAN PREMIO DE MEXICO™ stands out for being a model to pursue in international motor racing events
- The event's staff is participating in the exclusive Motorsports Marketing Forum in Las Vegas

After having reached success in 2016 again, the FORMULA 1 GRAN PREMIO DE MEXICO™ has definitely consolidated itself as a worldwide success story in motor racing industry. Which is why, organizers were invited to be part of the prestigious *Motorsports Marketing Forum* that took place in the city of Las Vegas.

Held at the Mandalay Bay Resort & Casino, the *Motorsports Marketing Forum* is an event that gathers distinguished celebrities and motor sport experts for the attendants to get updated in matters regarding to worldwide motor racing through exponents' knowledge and experience.

Rodrigo Sánchez, PR and Marketing Director of FORMULA 1 GRAN PREMIO DE MEXICO™, was part of the select group of chosen spokesman that would share their knowledge. The executive talked about the multiple strategies that have been implemented over the last two years in our country which made that races held in Aztec lands have been acclaimed all around the world.

During his presentation, Sánchez emphasized the attention paid on details, the activities beyond the track and the incomparable passion of the audience, as well as some elements that distinguishes the FORMULA 1 GRAN PREMIO DE MEXICO™ –which made it winner of “Formula 1’s event of the year” award for two consecutive years. However he highlighted that the return to Mexico, of the top category in motor racing is a country’s project.

“To all of us, Grand Prix is not just an event, it is a platform used to promote Mexico as a country in the eyes of the world. Through racing we aim to encourage tourism and project a positive image abroad. With the Formula 1 we pursue to highlight our cozy culture and ability. We aim to bring Mexico to the world, but at the same time bringing the world to Mexico”.

Other spokesmen who participated in the forum included celebrities from other Formula 1’s venues, executives from other categories, professional drivers, experts from technology developer companies.

After two days of intense activity and exchange of opinions about everything regarding worldwide motor racing, the *Motorsports Marketing Forum* completes activities today.

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FORMULA 1 GRAN PREMIO DE MÉXICO 2016™

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About CIE

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

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We are the market leader in outdoor entertainment in Mexico, Colombia and Central America and one of the major players in the entertainment industry in Latin America and across the globe.

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 main 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.

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