

# FORMULA 1 GRAN PREMIO DE MÉXICO 2015

Mexico City, June 11<sup>th</sup>, 2015.

## MORE TICKETS AVAILABLE FOR THE FORMULA 1 GRAN PREMIO DE MEXICO 2015®

- CIE establishes a partnership with NUSSLI, the most prestigious global bleacher builder, in order to offer more seats for the FORMULA 1 GRAN PREMIO DE MEXICO 2015®.
- New tickets will be on sale on June 18<sup>th</sup> and 19<sup>th</sup>, through Preventa Banamex and Superventa Santander.
- General sale, admitting all payment methods, will start on June 20<sup>th</sup>.

Following an unprecedented selling out of tickets in a matter of minutes for the FORMULA 1 GRAN PREMIO DE MEXICO 2015®, and in an effort to satisfy the demand for tickets of fans excited with the return of the Mexican Grand Prix, Corporación Mexicana de Entretenimiento (CIE) has established a partnership with NUSSLI, one of the most prestigious global bleacher builders, so as to maximize seat capacity at the Autodromo Hermanos Rodriguez.

NUSSLI's advisory and technology resulted in changes allowing an improvement in the circuit's capacity and an increase in the number of seats while preserving already purchased tickets. Changes to be made include:

- A new General Admission bleacher located at the main straight.
- Expansion of areas to include new seats at Foro Sol, on both the South and North zones.
- A new continuous bleacher at the stadium's section, correspondent to bleachers 9, 10 and 11.

*"We are deeply committed to both national and international fans willing to experience the return of FORMULA 1® to Mexico. That's why we looked for alternatives to increase the circuit's capacity, and NUSSLI provided a great solution", said Rodrigo Sanchez, Marketing Deputy Director of the FORMULA 1 GRAN PREMIO DE MEXICO 2015®. "Today we're offering a new opportunity to attend to one of the largest and most important events in Mexico in recent decades, for we want the largest possible number of people to share this unique experience", he added.*

The new ticket offering will open with an exclusive pre-sale through Preventa Banamex and Superventa Santander on June 18<sup>th</sup> and 19<sup>th</sup>. Cardholders of both banks will be able to purchase tickets at six no-interest monthly installments through the Ticketmaster network.

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General sale, admitting all payment methods, will start on June 20<sup>th</sup>.

## Tickets will be on sale at:

- [www.ticketmaster.com.mx](http://www.ticketmaster.com.mx)
- Ticketmaster Centers
- Ticketmaster telephone number: 5553259000
- Ticket booths at the Autodromo Hermanos Rodriguez

Ticket	Price (MXN) (3-day tickets)
Platinum bleacher seat	\$12,000.00 MXN
Golden bleacher seat	\$9,000.00 MXN
Foro Sol bleacher seat North	\$6,500.00 MXN
Foro Sol bleacher seat South	\$4,500.00 MXN
General admission bleacher seat	\$1,500.00 MXN

Besides the partnership with NUSSLI, CIE also established one with QuintEvents Mexico, the international authorized distributor of FORMULA ONE Paddock Club® and the most exclusive hospitality provider in FORMULA 1®. As a result, hospitality packages will be offered under the new Mexican Grand Prix VIP plan.

This plan offers an additional batch of tickets at the Main Grandstand and the stadium section comprising bleachers 8 and 9, with exclusive access to the race and especial events, including accommodation and unique experiences such as having breakfast and attending a Q&A session with the FORMULA 1® legend Emerson Fittipaldi.

Both of these new tickets offerings are limited, so fans are strongly encouraged to try not to miss this great opportunity.

*Discover and enjoy Mexico through the FORMULA 1 GRAN PREMIO DE MEXICO 2015®*

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

Facebook: Autodromo Hermanos Rodriguez

Instagram/Twitter: @autodromohr

#MexicoGP

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CIE

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## **About CIE**

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

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

We are the out-of-home entertainment leading company in Mexico, Colombia and Central America, as well as one of the most outstanding participants of the entertainment industry in both Latin America and worldwide.

Our unique model of vertical integration, exclusive access to an important network of show venues, a group of advertisers comprising the main advertising investors in our markets, and strategic partnerships and alliances established with experts of the global industry, allow us to offer various world-class entertainment choices, including concerts, theater productions, sports, family and cultural events, among others, covering our audiences' leisure and recreation needs.

We operate an amusement park and a water park in Bogota, Colombia. We also market, in Mexico City, one of the largest and most important exhibition and convention venues globally: Centro Banamex. Likewise, we are renowned as the most important producer and organizer of especial and corporate events in Mexico, besides operating one of the most professional and acknowledged contact centers in the Mexican market.

CIE is a public company whose shares and debt securities quote in the Mexican Stock Market.

## **About NUSSLI**

NUSSLI is a leading global provider of temporary structures for events, fairs and exhibits. Its long-lasting experience, deep knowledge and international networking ensure the focused and profitable implementation of any clients' especifications. NUSSLI's success results from its reliability and unwavering commitment to improvement. This company offers individual and customized solutions, from the initial concept to the final implementation. All of its projects are characterized by short working periods and unequalled quality.

NUSSLI's main products comprise modular stadiums and grandstands, fair stands and pavillions, including the whole infrastructure required for events. Its wide array of services and products, combined with its planning and in-house production capabilities, make of NUSSLI and unbeatable company in the industry of events worldwide.

NUSSLI is headquartered in Switzerland. Besides its international branches in Germany, Austria, Czech Republic, Spain, Italy and the United States, the company is represented by partners and sales offices and projects around the world.

## **About QuintEvents**

QuintEvents has been chosen by CIE to develop, promote and operate travel/experience packages for its prominent international race – FORMULA 1 GRAN PREMIO DE MEXICO 2015™. QuintEvents is proud to be the official global supplier of accommodations for the FORMULA 1 GRAN PREMIO DE MEXICO 2015™. QuintEvents develops high-level experience packages and exclusive bonuses directly from the source! Through our exclusive alliances with the greatest names in sports and entertainment, we offer travel and accommodation packages allowing our customers access to tickets, block seating, prime hotels, interaction with celebrities, exclusive access, and exclusive parties at the most prestigious events worldwide - an access that transforms an event into an "experience".

QuintEvents is proud to be the Official Global Provider of accommodations for the FORMULA 1 GRAN PREMIO DE MEXICO 2015™, the Official Provider of NFL On Location Event Experiences, events such as the Super Bowl, Pro Bowl, Draft, International Series, and Pro Football Hall of Fame Enshrinement Weekend, the Official Provider of Experience Packages at Churchill Downs® for the Kentucky Derby® and the Kentucky Oaks®, the Official NBA accommodation Provider for the All-Star Game and Draft, the Exclusive Official Provider of tickets, accommodation and traveling to the Circuit of the Americas™ for the FORMULA 1 UNITED STATES GRAND PRIX™, United SportsCar Racing Series, and the race series MotoGP™, the Formula One Paddock Club™, Authorized Distributor for the FIA FORMULA ONE WORLD CHAMPIONSHIP™, an authorized agent of the MotoGP VIP Village™ for 18 races around the world, the Exclusive Official Provider of tickets, accommodation and traveling for the Breeders' Cup®, the Exclusive Official Provider of tickets, accommodation and traveling for the UFC® VIP Event Experiences, the Official Provider of Experiences for the College Football Playoff Premium, the College Football National Championship Game, and the Official Provider of tickets, accommodation and traveling to Barrett-Jackson for the Scottsdale Collector Car Auction.