

FORMULA 1 GRAN PREMIO DE MÉXICO 2015

Mexico City, July 30, 2015

Everything is ready for the Scuderia Ferrari Street Demo by Telcel - Infinitum, next August 2

A few days before the Scuderia Ferrari Street Demo by Telcel – Infinitum takes place, everything is ready for Mexico's fans to enjoy anew all the excitement of FORMULA 1®. Mexican drivers Esteban Gutierrez and Ricardo Perez de Lara will participate in this event, driving the historic F60 and 458 Challenge EVO, respectively, in a journey that promises to be unforgettable.

For this great experience that Scuderia Ferrari is preparing towards the anticipated return of FORMULA 1 GRAN PREMIO DE MÉXICO 2015®, a stretch of Paseo de la Reforma Avenue — from the Fuente de la Diana Cazadora to the Glorieta de la Palma — will be closed so that Esteban Gutierrez and Ricardo Perez do a test drive, as well as some tricks on board of emblematic racing cars.

Ricardo Perez de Lara began his career in the late 90's and has won three Super Copa Telcel titles, as well as other titles on board of FORMULA 2 and FORMULA 3 single-seater cars, championships that are endorsed by the FIA (Federation Internationale De L'Automobile). Perez de Lara is currently the World Champion of the Ferrari Challenge 458 category with the Telcel-Benotto-Rissi Team.

Esteban Gutierrez will drive the F60, a racing car that will make the audience vibrate while driving by Reforma Avenue, next August 2. The single-seater car features a carbon-fiber and honeycomb chassis, a Ferrari Type 056 V8 (90°) engine, BBS 13" wheels, and weighs 1,333.8 lb (605 kg).

'I am very excited to be able to put my abilities to the test and give an unforgettable demonstration to all Mexican fans on a major and beautiful avenue such as Reforma in Mexico City,' said Esteban Gutierrez. 'I'm sure that the F60 will roar and thrill everyone who listen to it cruise by next August 2,' he added.

Ricardo Perez de Lara will be driving the 458 Challenge EVO, which has a Ferrari V8 (90°) engine and weighs 2,815.4 lb (1277 kg).

'I'm sure it's going to be wonderful, because I will be able to show my skills to my people, and doing it in such an emblematic avenue makes me feel extremely motivated,' said Ricardo Perez de Lara. 'I believe that the Mexican audience is different from audiences in other parts of the world, because these supporters show their excitement and energy every second. I don't think there are any other fans like the Mexican ones,' he concluded.

During the demonstration there will be a Show Club by Ferrari including classic and modern cars, such as the 308 GTS, the 355 Berlinetta, the 458 Italia, the 458 Speciale, the 458 Spider, the 550 Barchetta, and the California T, among many others.

FORMULA 1 GRAN PREMIO DE MÉXICO 2015

Show your support to these two great Mexican drivers by dressing in red, and joining us in this test drive with all of your family. Save the date, next Sunday, August 2, as of 10:00 a.m. Take part in this unique experience towards the return of FORMULA 1 GRAN PREMIO DE MEXICO 2015®. Welcome to the Scuderia Ferrari Street Demo by Telcel - Infinitum!

Share all your experiences in social networks with the hashtag #SFStreetDemoMX

For your convenience, we inform you that the corner of the Ángel de la Independencia will be closed during the event. Therefore, we recommend you using public transportation. The closest metro station to the Fuente de la Diana Cazadora is Sevilla, or Metrobus Hamburgo or Reforma to get to the corner of the Glorieta de la Palma. Plan in advance your route to get to the event and don't forget your sunscreen.

The Street Demo Ferrari Mexico 2015 is sponsored by the Government of Mexico City with support from the Instituto del Deporte, Telcel, Claro, Infinitum, and Kaspersky Lab.

Street Demo Ferrari Mexico 2015
Sunday, August 2, 2015
Paseo de la Reforma Avenue, Mexico City
#SFStreetDemoMX

Contact:

Francisco Velazquez
fvelazquezc@cie.com.mx
(52 55) 52019089
CIE