

FORMULA 1 GRAN PREMIO DE MÉXICO™

September 14, 2017.

In our National Independence's month, FORMULA 1® dresses as Mexico

- *Our national pride, Checo Perez, and other drivers such as Daniel Ricciardo and Nico Hülkenberg, show their love for Mexico by wearing a jacket designed by Anuar Layon*
- *The return of the motor racing top category to our country with the FORMULA 1 GRAN PREMIO DE MÉXICO™ along with the Mexican audience have conquered F1®'s heart.*

Nowadays, Mexico is everywhere. There is no place, stage or format in the world where Mexican talent don't steal the picture. And of course Formula 1® is not an exception.

Besides the presence of Checo Perez, who is a national pride and currently occupies the seventh position in the world championship, the return of the motor racing top category to our country with the FORMULA 1 GRAN PREMIO DE MÉXICO™, has stolen speed lovers' sights and has conquered hearts of drivers, engineers, teams, FIA directors and international press members.

For that purpose, Mexican fashion and F1® gathered to cross boundaries and to adopt the *Mexican invasion*, with some of the international drivers showing their support to our country by joining "Mexico is the shit" fashion and wearing the jacket designed by Anuar Layon , which has turned around the world.

Checo Perez, Daniel Ricciardo and Nico Hülkenberg, among other best world drivers, have shown their affection for our country by making clear that, indeed, "Mexico is the shit". As well as some singers, models and hundreds of personalities, now it is Formula 1®'s turn to be part of that viral fashion emerged from the usage of such *slang* to talk about how big our country is.

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“The more I know about the world, the more proud of being Mexican I am”, said Checo about his roots. “The return of F1® to our country is a proof that we Mexican people can do anything every time we join together. Es una gran oportunidad para mostrar al mundo lo que es México y lo que somos capaces de lograr”.

But not only Perez has proved his affection for Mexico, some other drivers have also been amazed by the F1®ESTA, such is the case of the Australian Daniel Ricciardo, who shared his enthusiasm for his experienced lived in the country: “The FORMULA 1 GRAN PREMIO DE MÉXICO™ is a combination between a massive sport event and a great concert at the same time. I love Mexican food and of course, a little tequila. I just love Mexican’s passion”.

“Mexican fans are really passionate, enthusiasts and a little crazy but in a good sense”, he also talked about the excitement experienced at the Autodromo Hermanos Rodriguez Nico Hülkenberg, head of F1 team, Renault. “They look happy and supportive all the time. They are louder and more honest since they show their emotions and passion which is exciting to see”.

Mexico is in vogue now, more than ever, and everybody will talk about it at the end of October, when FORMULA 1 GRAN PREMIO DE MÉXICO 2017™ take place, for its first two editions 2015 and 2016 have been awarded by FIA and FOM, as the “Best Event of the Year” in all F1®

As well as Anuar Layon and FORMULA 1 GRAN PREMIO DE MÉXICO™, all Mexicans keep on proving that we are much more than just stereotypes, that there is a modern, hard-working and enterprising Mexico that can do things well, venue of the best event in Formula 1®’s calendar, capable of setting trend and influencing world-wide fashion.

You have to experience all the F1®ESTA excitement and adrenalin, getting your tickets on the Ticketmaster System on the web page www.ticketmaster.com.mx,

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authorized Ticketmaster Centers, calling 5325 9000 or at the ticket window number 7 of Palacio de los Deportes.

WWW.MEXICOGP.MX

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About FORMULA 1 GRAN PREMIO DE MÉXICO™:

The highest category in motor racing has returned to Mexico, after 23 years of absence, pioneer of the greatest sport events in our country. With a term from 2015 to 2019 the renewed Autodromo Hermanos Rodriguez is the perfect stage for the return of the F1ESTA to our country, with a highest world-class level track. On its first two editions (2015 and 2016), over 375 thousand people attending the race, turned into the second with the biggest number of spectators around the world (after Great Britain). Until now, FORMULA 1 GRAN PREMIO DE MÉXICO™ has generated over 22 thousand jobs, economic revenue of 1,119 MDD (24,841 million of pesos). One more year, Mexico will create a world-class position during racing that will take place from October 27th, to October 29th, after having been awarded as the Best Event of the Year by the maximum authorities in world

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professional motor racing FIA and FOM, during its first two editions. For further information about FORMULA 1 GRAN PREMIO DE MÉXICO™ go: <http://www.mexicogp.mx/>

About Formula 1®:

Formula 1® is the most prestigious motor racing competition in the world that has taken the position of the most popular annual sport competition in the planet: In 2016 the championship was witnessed by 400 million of viewers only from over 200 places. With a long history of glory and racing written since 1950, Formula 1® has been bastion for great drivers, as well as for iconic teams that had led motor racing to being part of collective memory in millions of fans all around the world. In 2016 FIA Formula One World Championship™ took place from March to November, including 21 races in 21 countries of the five continents. Formula One World Championship Limited is part of Formula 1® and owns the exclusive commercial rights to FIA Formula One World Championship™.

Formula 1® has being raced in Mexico for 17 times, being editions 2015 and 2016 recognized as "The best Grand Prix of the world". For further information about Formula 1® go to: www.formula1.com

About CIE:

Corporación Interamericana de Entretenimiento, S.A. de C. V. www.cie.com.mx

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.

We offer 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.