

FORMULA 1 GRAN PREMIO DE MÉXICO 2015

Mexico City, August 24th, 2015

THREE DRIVERS TEST THE AUTODROMO HERMANOS RODRIGUEZ TRACK IN MEXICO CITY.

Just before the return of the FORMULA 1 GRAN PREMIO DE MEXICO 2015® three drivers from different disciplines have tested the circuit.

What do Emerson Fittipaldi, Carlos Sainz and Gustavo Vildosola have in common? Not so much at first instance, besides the passion they share for the speed. But there is something else that brings them together though. All of them had the chance to drive around the redesigned racetrack of the Autodromo Hermanos Rodriguez, that will host the FORMULA 1 GRAN PREMIO DE MEXICO 2015® on October 30,31 and November 1.

Produced by Red Bull Media House, an special action clip that shows Carlos Sainz from Scudery Toro Rosso and the Mexican driver for Off Road, Gustavo “Tavo” Vildosola together on the still in rebuilding process racetrack. Both drivers visited the Autodromo Hermanos Rodriguez after the Infiniti Red Bull Racing F1 Show Run, that took place at the Capital’s Zocalo by the end of June. The clip is available in redbull.com.

On the other hand, followers of the FORMULA 1® may be able to watch on the official website of the Autodromo Hermanos Rodriguez, a clip of the Brazilian driver Emerson Fittipaldi, named official ambassador of the Autodromo Hermanos Rodriguez. Fittipaldi, considered a legend in the history of the Formula 1, visited the Autodromo Hermanos Rodriguez recently to know the new design of the racetrack, aboard a BMW. The clip shows Fittipaldi’s test-drive and also an exclusive interview, where he recalls his FORMULA 1® seasons, including races fought in Mexico. The complete clip is available at www.ahr.mx

Further information at:

redbull.com (Twitter: @redbullMEX, Instagram: @redbullmexico)
ahr.com.mx (Twitter/ Instagram: @autodromohr)

#MexicoGP
#F1RedBullCDMX

FORMULA 1 GRAN PREMIO DE MÉXICO 2015

Visit and enjoy Mexico with the FORMULA 1 GRAN PREMIO DE MEXICO 2015®.

www.ahr.com.mx

Facebook: Autodromo Hnos Rodriguez

Instagram/Twitter: @autodromohr

#MexicoGP

Contacts

Francisco Velazquez

fvelazquezc@cie.com.mx

(52 55) 52019089

CIE

Manuel Orvañanos

manuel@bandofinsiders.com

(52 55) 63866686

Band of Insiders

About Cie

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

www.cie.com.mx

We are the market leader in outdoors entertainment in Mexico, Colombia and Central America and one of the most outstanding participants in Latin America and worldwide entertainment industry.

Through a unique vertical integration model, and the only Access to an important network of entertainment centers, a base of advertisers formed by the main advertising investors in our market, as well as the alliances and strategic partnerships that we have established with experienced participants in global industry; we offer different world-class entertainment options, which include concerts, theater productions, sports, family and cultural events, among others to satisfy leisure and recreation needs for our audiences.

We operate an amusement and an aquatic park in Bogota, Colombia. Also, we commercialize the Banamex Center in Mexico City, one of the biggest and most important exhibition and convention venues internationally. In addition we are recognized as the foremost producer and organizer of special and corporate events in Mexico, and for operating one of the most professional contact centers recognized in the Mexican Market.

CIE is a public Company whose shares and debit securities are listed in the Mexican Stock Exchange.

