

Mexico City, May 4th, 2017.

## **PORSCHE MOBIL 1 SUPERCUP will be FORMULA 1 GRAN PREMIO DE MÉXICO™ 2017's supporting race.**

- The serial with 25 years of history, will take place at the Autódromo Hermanos Rodríguez for the first time on its season 2017.
- The Mexican track will be the last race of the championship in the American continent.

Mexico City, May 4th 2017.- After two successful editions of FORMULA 1 GRAN PREMIO DE MÉXICO™, and only six months before its return to our country, the big FIESTA, has confirmed the participation of Porsche Mobil 1 Supercup as supporting race for the maximum event of motor racing in Mexico.



This category with 25 years of history, owns an excellent world-wide reputation, thanks to its highest competitive level, where different ambitious teams comprised by young talent and experimented specialists participate, using this serial as a platform and scenario for them to show their talent.

With over 60 years of history in motor racing, Porsche began a new adventure in 1992 when organizing the first Porsche Mobil 1 Supercup championship. One year later it joined The International Automobile Federation (FIA) as an entertainment prior to Formula 1 Grand Prix World Championships at the best circuits of the world and Europe.

This year, Porsche Mobil 1 Supercup will include 8 rounds, racing on different circuits in Monaco, Australia, England, Hungary, Belgium, and Italy and for the first time in Mexico. The first race will take place in Barcelona, during Grand Prix Spain, to be carried out next weekend from May 12<sup>th</sup>, to May 14<sup>th</sup>.

After having toured the rest of the circuits, the championship will end in our country, where drivers will live Mexican audience' passion for the first time, after driving around the Autódromo Hermanos Rodríguez, which has been remarkable for participants drivers along this category.

In addition, next October 27, 28 and 29 FORMULA 1 GRAN PREMIO DE MÉXICO™ will add a new element of excitement and adrenalin for motor racing lovers, with one of the most competitive supporting race in the world.

Go download some pictures of the championship here:

<https://we.tl/MLjvGPMSmm>

For more info, visit [www.mexicogp.mx](http://www.mexicogp.mx)

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## 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](http://www.formula1.com)

For further information about **FORMULA 1 GRAN PREMIO DE MEXICO** go to: <http://www.mexicogp.mx/>

## About CIE

Corporación Interamericana de Entretenimiento, S.A.B de C. V. [www.cie.com.mx](http://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.

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.

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