

# FORMULA 1 GRAN PREMIO DE MÉXICO™

Mexico City, June 27, 2017

## ALL YOU NEED IS... F1®ESTA!

### The most exciting weekend of the year includes a new show: Paul McCartney

- *On the same weekend when FORMULA 1 GRAN PREMIO DE MÉXICO 2017™ excitement will be experienced, the famous former Beatle returns to our country to give a show in the Azteca Stadium.*
- *Mexico City will turn into the international capital of entertainment, by carrying out on the very same date both, the best motor racing event and the concert of a music living legend.*

The legendary Paul McCartney joins FORMULA 1 GRAN PREMIO DE MÉXICO 2017™ to celebrate Mexico and offering the audience a memorable weekend filled with excellent music and the best in motor racing, that thanks to the overall effort from the race organizers (CIE) and OCESA, a leader company in outdoor entertainment in Mexico.

The former *Beatle* will visit Mexico City, same that will turn into the international capital of entertainment, to present his world tour *One On One* on October 28, this year- on the same Saturday when FORMULA 1 GRAN PREMIO DE MÉXICO 2017™ will take place, right after the classification round.

After Grand Prix in 2015 and 2016, organizers have tirelessly worked to keep on reaching the highest world standards and giving a trending mark world class event- especially after having been recognized as the “Best Event of the Year” in Formula 1® for two times in a row.

That way and thanks to OCESA’s support, the concert will be an additional element to celebrate the third year of the F1®ESTA and ensure that FORMULA 1 GRAN PREMIO DE MÉXICO 2017™’s audience enjoy an experience in addition to emotions lived during racing.

Thanks to McCartney’s show, organizers will bring the world to Mexico and Mexico to the world. The concert will be also a great chance to show all what Mexico has to offer as a great touristic destination.

# FORMULA 1 GRAN PREMIO DE MÉXICO™

This epic F1®ESTA will be held at the Azteca Stadium which has an estimated capacity of 46,000 people and it is the emblematic “house” of Mexican National Soccer Team.

This amazing stage has not only been venue of two World Cup Championships and their corresponding finals –turning it into one of the world soccer cathedrals–, it has also been a place where NFL games and unforgettable concerts of five stars-world artist like U2 and Michael Jackson have been lived there.

McCartney’s visit will take place during the 50th anniversary of The Beatles’ most acclaimed album, *Sgt. Pepper’s Lonely Hearts Club Band* launch, adding that special something to that weekend celebrations.

Given the concert will not be held in the Autódromo Hermanos Rodríguez – race venue – as an additional entertainment option it is, tickets will be sold separately, in addition to the experience of living a great weekend event: the FORMULA 1 GRAN PREMIO DE MÉXICO™.

In order to guarantee the audience enjoying that additional event, tickets can be purchased from July 4 and 5, through Preventa Citibanamex and sale for general public begins on July 6 \*. After all that is why, Mexico means F1®ESTA.

*\*Tickets will be available for a wide range of prices from \$450 MXN to \$12,000 MXN – plus service charge.*

For more information and tickets purchase visit the official website Ticketmaster México:  
[www.ticketmaster.com.mx](http://www.ticketmaster.com.mx)

[WWW.MEXICOGP.MX](http://WWW.MEXICOGP.MX)

**#MexicoGP #F1ESTA**

For more information, follow us on social media:



# FORMULA 1 GRAN PREMIO DE MÉXICO™

## Press contacts:

### CIE

**Francisco Velázquez**  
Press Manager

T. 5201-9089

[fvelazquezc@cie.com.mx](mailto:fvelazquezc@cie.com.mx)

### MAKKEN

**María Torres Farber**  
Account Manager

T. (55) 41600 800 / 900

[maria.torres@makken.com.mx](mailto:maria.torres@makken.com.mx)

## 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 Autódromo Hermanos Rodríguez 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 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 GRAN PREMIO DE MÉXICO™

**Formula 1®** has been 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)

## **About CIE:**

Corporación Interamericana de Entretenimiento, S.A. 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.