

México City, December 6<sup>th</sup>, 2019.

## **The FORMULA 1 GRAN PREMIO DE MÉXICO™ breaks its own record and wins for the fifth consecutive year “Best Promoter Award”**

- *Award takes the race's promoter, CIE, tally to five consecutive wins in a row.*

Corporación Interamericana de Entretenimiento (CIE), the promoter of the FORMULA 1 GRAN PREMIO DE MÉXICO™, has won the highly acclaimed “Best Promoter” award at the 2019 FIA Prize-Giving ceremony in Paris this evening. The announcement marks a record breaking fifth consecutive year that the Mexican entertainment giant has triumphed in this category.

The award was presented in recognition of the outstanding operational and marketing execution of the Formula 1 race, accounting for categories such as promotion, production, organisation, creativity and execution.

The star-studded event which took place at the Carrousel de Louvre in Paris, is widely perceived to be one of the most anticipated events on the motorsport calendar hosting champions, teams and organisers from every branch of international motorsport.

Alejandro Soberón Kuri, Chairman and CEO of CIE Group said: “We are delighted to receive this award for a record breaking fifth consecutive year in a row. We feel immense pride that our race in Mexico is loved and praised by teams, drivers, spectators and key stakeholders alike. It truly is a unique race and I am truly delighted to accept this award on behalf of the millions of people who have been a part of the Mexican Grand Prix over the past five years – especially the fans who have supported us in every edition, filling the Autódromo Hermanos Rodríguez grandstands with their incredible passion.”

Mr. Soberón Kuri concluded: “Year in, year out the team at CIE work tirelessly to deliver a Grand Prix filled with passion, creativity and excitement, producing a race weekend that showcases the Mexican culture and spirit throughout all its activities. However, this is all possible thanks to the support of the Mexican Federal

# FORMULA 1 GRAN PREMIO DE MÉXICO 2019

Government through the Tourism Ministry, the Mexico City Government, our sponsors and, especially, because of the great Mexican audience.”

Chase Carey, Chairman and CEO, Formula 1®, said: “For the fifth year in a row, the Mexican Grand Prix has won the prize for Best Promoter of the Year. The race has won this award every year since it returned to the world championship calendar in 2015. The Mexican Grand Prix is a real F1ESTA! for everyone in Formula 1, the teams, sponsors, guests, ourselves and the FIA. More importantly, it is a fantastic event for the fans and that’s why hundreds of thousands of them turn up every year. This year, the organisers outdid themselves with an amazing prize giving, when Lewis Hamilton’s Mercedes was lifted up to join him on the actual podium.”

Mr. Carey added: “Many congratulations therefore to Alejandro Soberón, Federico González and their team. I’m sure the 2020 Mexico City Grand Prix will be equally successful!”

Throughout this initial five-year cycle of F1® back in Mexico, the promoters of the race have collaborated closely with the Federal Government, the Mexico City Government and the private initiative to put Mexico’s name under a positive spotlight worldwide. However, the race’s main point of difference has been the Mexican fans – whose passion and dedication have made the Mexican Grand Prix a celebration without comparison.

Corporación Interamericana de Entretenimiento (CIE) was founded in 1990 and has ever since become one of the most prominent participants in the Latin American and global out of home entertainment industry. The company’s entertainment portfolio includes music concerts, theatre productions, sports, family and cultural events.

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## Press contacts:

N KRUSH

Rachel Sheffield  
M. +44 (0) 7831 23 66 55  
[rachel@nkrush.com](mailto:rachel@nkrush.com)

CIE

Daniela Mirassou  
M. +52 1 (55) 6194 2838  
[dmirassou@cie.com.mx](mailto:dmirassou@cie.com.mx)

### About FORMULA 1 GRAN PREMIO DE MÉXICO™:

The top category of motorsport has returned to Mexico, after twenty-three years of absence, a pioneer of major sporting events in our country. With hosting rights from 2015 to 2019, the renewed Autódromo Hermanos Rodríguez is the scene of the return of F1® to the country, with a track of the highest world standard.

In its most recent five editions (2015 - 2019), over 1.6 million people have witnessed the race, which – according to analysis by Formula Money – has made the Mexican GP the second with more spectators worldwide (after Great Britain).

The FORMULA 1 GRAN PREMIO DE MÉXICO 2019™ was once again awarded the highest accolade in its class by winning the “Best Promoter” title at the 2019 FIA Prize-Giving award ceremony in Paris. This award takes the tally to a historic record breaking five consecutive wins for race organiser CIE.

For more information on the FORMULA 1 GRAN PREMIO DE MÉXICO™ visit:  
<http://www.mexicogp.mx/>

### About Formula 1®

Formula 1® racing began in 1950 and is the world's most prestigious motor racing competition, as well as the world's most popular annual sporting series. In 2016 it was watched by 400 million unique television viewers from over 200 territories. The 2019 FIA Formula One World Championship™ runs from March to November and spans 21 races in 21 countries across five continents. Formula One World Championship Limited is part of Formula 1, and holds the exclusive commercial rights to the FIA Formula One World Championship™.

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