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Formula Expo™ Connects Americans and the 2012 Formula 1 United States Grand Prix™

Interactive event gives families and motorsport enthusiasts an inside look

March 12, 2012 - Austin, Texas – [Formula Expo™](#), in partnership with Circuit of The Americas™, today announced the launch of the first public event in the run-up to the 2012 Formula 1 United States Grand Prix™. Formula Expo, set for June 16-17, 2012, will be a multi-faceted event open to the public, which will provide families and motorsport enthusiasts the opportunity to connect to the race experience, history, technology and prestige of the Grand Prix.

“Formula Expo is a fusion of the top tier of motorsport and Austin culture and music,” said Ian Weightman, founder and president of Formula Expo. “We are thrilled with the support and interest being shown for this event, which will allow visitors to really understand why this is by far the most popular motorsport in the world.”

During [Formula Expo](#), attendees will see and meet some of the leading Formula 1™ teams, cars and drivers, while learning about the cutting-edge technologies that make this the pinnacle of motorsport. There will be fascinating exhibits detailing the history of the sport, as well as a fun zone with race driving simulators, competitions, auctions and interactive exhibits.

A live music stage and Texas-themed sports bar at the Expo will further cement the fusion of Formula Expo and Austin culture. The organizers will also host the Band of the Year Grand Final, an evening of the very best in new music, at the famous ACL-Live, Moody Theater on June 16.

“As the momentum builds toward the 2012 Formula 1 United States Grand Prix™, Circuit of The Americas™ looks forward to collaborating with Formula Expo to showcase the cars, technology, personalities and compelling stories that make up a Grand Prix,” Circuit President and CEO Steve Sexton said. “This is a unique opportunity for businesses, families and motorsports enthusiasts of all backgrounds to engage more closely with the Grand Prix experience while enjoying some of the unique sights and sounds that make Austin a one-of-a-kind destination and fantastic host city. The Formula Expo is sure to be one of many great events that will make the weeks leading up to Austin's Grand Prix unforgettable for visitors from around world.”

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Formula Expo

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Tickets for Formula Expo go on sale today through the www.FormulaExpo.com website. The event is being held across 120,000 square feet at the Austin Convention Center, and is open to the public on June 16 & 17, 2012.

About Formula Expo

Founded in 2011 and headquartered in Austin, Texas, Formula Expo is one of the first organizations to create an exhibit and demonstration environment for anyone to become more closely connected with Grand Prix racing. With its inaugural event hosted in Austin during build-up to the US Grand Prix™, the organization is structured to replicate the event model in other geographies worldwide. For more information visit: www.FormulaExpo.com

About Circuit of The Americas

Circuit of The Americas™ will be a world-class destination for performance, education and business. It will be the first purpose-built Grand Prix facility in the United States designed for any and all classes of racing, from motor power to human power, and be the U.S. home to the Formula 1 United States Grand Prix™.

The Circuit of The Americas' master plan features a variety of permanent structures designed for business, education, entertainment and race use. Its signature element will be a 3.4-mile circuit track with capacity for 120,000 fans. Other support buildings will include an expansive outdoor live music space, 14 executive meeting suites, a conference center, a banquet hall as well as a state-of-the-art medical facility. Future proposed amenities include a driving/riding experience, a motorsports driving club, kart track, grand plaza event center and tower, and a trackside recreational vehicle park.

For more information and downloadable video, audio and photos, visit:
www.CircuitofTheAmericas.com

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