



For Immediate Release

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## **Pirelli joins Circuit of The Americas™ to promote the 2012 FORMULA 1 UNITED STATES GRAND PRIX™**

Companies partner to bring multiple F1™ experiences to North American fans

April 20, 2012— AUSTIN, TX— Circuit of The Americas™ is excited to announce a promotional partnership with Pirelli, the exclusive tire provider for Formula 1™. The Italian company produces high performance racing tires, for both cars and motorcycles. Together the two companies have laid out an extensive marketing activation campaign this year to promote the inaugural 2012 FORMULA 1 UNITED STATES GRAND PRIX to fans throughout North America. Some of the initiatives fans can look forward to this year include an interactive show car display in different locations around the country, the recently announced Pirelli GP Challenge powered by SPEED TV and the exclusive Formula GP Experience.

### **F1 Show Car Tour**

In their joint efforts to promote the 2012 FORMULA 1 UNITED STATES GRAND PRIX™, Circuit of The Americas and Pirelli will be hosting an F1 Show Car Tour throughout the country this year, with stops throughout Texas in June and July. The display will allow for **public viewing of a Lotus-Renault F1 race car and a driving simulator experience for fans**. This tour will include an F1 car on display in iconic spots around the country and in the state of Texas. Some of these stops include Montreal Crescent Street, the Monterey Classic Car Show in Pebble Beach, Los Angeles, Chicago, Phoenix, Houston, Dallas, Austin, Cleveland and Miami. One of the Texas destinations will be the recently announced Formula Expo in Austin, Texas June 16-17, 2012. Formula Expo will feature over 120,000 sq. ft. of exhibits and demonstrations from Formula 1™ teams, as well as the companies creating the sport's groundbreaking technology, and it will offer the opportunity to meet some of the F1 drivers. Other locations of the show car display will be released in the coming months.

Circuit of The Americas and Pirelli also had a presence at the New York International Auto Show April 6-15, 2012, with the F1 Show Car Display. The show is known as one of the most important automotive events in the world and consistently showcases some of the hottest cars and trucks all under one roof.

"Our partnership with Pirelli is a great opportunity for both companies to combine their marketing power to reach motorsports fans in North America," said Geoff Moore, chief marketing and revenue officer for Circuit of The Americas. "Pirelli has successfully developed interactive marketing programs to educate and excite fans about Formula 1. We look forward to connecting with existing F1 fans while also introducing newcomers to F1 and Circuit of The Americas as the excitement builds towards the inaugural FORMULA 1 UNITED STATES GRAND PRIX™ coming to Austin, Texas November 16-18."

### **Pirelli GP Challenge**

Circuit of The Americas' involvement with the Pirelli GP Challenge is already underway. The Challenge is an online fantasy Formula 1™ game allowing fans to follow expert predictors. One of the experts is Bruce Knox, executive vice president for Circuit of The Americas and long-time automotive and motorsports enthusiast.



Participants in the Pirelli GP Challenge can keep track of their progress by visiting the website leader-board. Players will have the chance to submit predictions in five rounds of play, each consisting of four Grands Prix. Contestants will earn points based on the accuracy of their predictions for: top three winning drivers, driver of the fastest lap, and driver of the fastest pit stop. Race prizes will be awarded to the top 10 predictions following every race. Contestants will still have the opportunity to compete for 10 grand prize prizes and one championship prize. Among this year's prizes are a VIP experience at the 2012 FORMULA 1 UNITED STATES GRAND PRIX™, a Playseat F1™ Simulator and Raidillon Chronograph watch worth over \$3,000.

Fans can still join the game at [www.pirelligpchallenge.com](http://www.pirelligpchallenge.com) and may follow Bruce Knox (@PGPC\_Knox) and the remaining cast of expert predictors on Twitter for live commentary every race weekend.

### **The Ultimate Formula GP Experience**

Circuit of The Americas and Pirelli will also host the Formula GP Experience, the only Formula One™ riding experience for fans in North America. This will serve as the ultimate in F1 experiences and will allow racing fans to ride alongside an F1™ driver inside a modified 3-seater F1 race car. Only two of these Jordan Chassis cars exist in the world, which will be used in Austin, Texas, at the Driveway Austin during race weekend in November.

The cars allow ardent fans the chance to experience what it's like to be an F1 driver. The cars go from 0 to 60 miles per hour in only 1.8 seconds, and they reach top speeds of more than 220 miles per hour. Customers can expect an exciting, safe experience as they ride along with some of the most experienced drivers in the world. Formula GP Experience drivers include Didier Theys as the driving director. Drivers could also include Derek Hill, F3000 driver and son of Phil Hill, the first US F1™ world Champion; former Indy Car Driver Eric Bachelart and former F1 Tiago Monteiro.

"The 2012 FORMULA 1 UNITED STATES GRAND PRIX will be an incredible experience for our fans," said Moore. "These unique F1 3-seaters will offer an exhilarating, once-in-a-lifetime racing experience for the most dedicated fans. Providing the opportunity to take a ride in one of the cars they're here to watch during race weekend will prove to be a breathtaking experience."

"The power of the acceleration these cars possess is indescribable!" explained Didier Theys, driving director of the Formula GP Experience Team. "It's nearly impossible to leave our experience without acquiring some new appreciation for F1 drivers. Riding in a real F1 car that was used in competition gives fans a sense of the incredible strength and stamina required of the drivers."

This premium experience will be offered at multiple circuits in North America starting in May 2012 with a final stop in Austin, Texas November 16-18. Details regarding pricing and registration are available at <http://formulagpexperience.com/index.php>.

### **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 2012 FORMULA 1 UNITED STATES GRAND PRIX™ Nov. 16-18 and V8 SUPERCARS.

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, 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](http://www.CircuitofTheAmericas.com).

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