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Caterham F1 Team Test Driver Alexander Rossi to take part in *Shift Into Style* Fashion Show *Austin Fashion Week event to feature blend of fashion and motorsports*

AUSTIN, Texas (August 1, 2012)— Circuit of The Americas™, in cooperation with the Circuit Events Host Committee™, has announced the participation of **American F1™ Caterham F1 Team Test Driver Alexander Rossi** in *Shift Into Style*, a celebration of fashion and motorsports that will kick off Austin Fashion Week on Friday, Aug. 10. The Circuit and Host Committee have partnered with the organizers of Austin Fashion Week to create a dynamic event to start the official countdown to the **2012 FORMULA 1 UNITED STATES GRAND PRIX™** set for Nov. 16-18 at the purpose-built Grand Prix facility in Austin.

"Shift Into Style is a unique event fusing the worlds of fashion and motorsports and the thrill and glamour for which both industries are known," said Host Committee Executive Director Sandy West. "We are thrilled to announce that Alexander Rossi, one of F1's up-and-coming stars, will bring his movie-star good looks to the runway. We know his participation will be one of the highlights of the evening!"

Alexander Rossi is currently Test Driver for Caterham F1 Team and the only American to hold an FIA super license, the license all F1 drivers must hold to participate in F1. He has an impressive resume in motorsports and is currently competing for Arden Caterham in the Renault 3.5 series, part of the World Series by Renault, the championship in which he finished third in his rookie season in 2011. Over the course of his career Rossi has amassed 136 starts with an extremely impressive 38 wins and 33 pole positions.

Born in California and currently residing in the United Kingdom, Rossi understands the important role fashion plays in motorsport events around the world. F1 drivers are frequently sought after by corporate sponsors for endorsements and advertising campaigns, and Rossi's elite status has exposed him to opportunities in the fashion industry through print and runway modeling.

"Fashion is something I have grown to appreciate, and it's great to see Austin's fashion community embrace F1 style," Rossi said. "Central Texas is going to be a fantastic place to host a Grand Prix and all of the fashion-forward guests who attend Formula 1 races. *Shift Into Style* will be a great way to launch Austin's Fashion Week and start the official countdown to the FORMULA 1 UNITED STATES GRAND PRIX at Circuit of The Americas this November. I feel privileged to work with Circuit of Americas for this event and I'm also very proud of my affiliation with Caterham F1 Team. I thank Team Principal Tony Fernandes for this and the opportunity he has given me within



the team and I will continue to work hard to embrace the American commercial objectives for Caterham F1 Team, Formula 1 as a sport and Circuit of the Americas.”

The evening will feature a fashion show with local designers Keepers and Linda Asaf, sportswear from Ferrari and evening-apparel from The Danes Collection. *Shift Into Style* will also present a silent auction benefiting Seton Breast Cancer Center and Dell Children’s Blood and Cancer Center. Silent auction items include:

- VIP tickets to the 2012 FORMULA 1 UNITED STATES GRAND PRIX
- VIP tickets to the race kickoff reception and luncheon
- VIP tickets to a private reception during race week
- Tickets for a track ride in the Circuit’s F1 3-seater
- Tickets to one of the weekend outdoor concerts

Tickets to *Shift Into Style* are available now at <http://fashionweekaustin.com/tickets/>.

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.

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. 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.

About Austin Fashion Week

Austin Fashion Week features nearly 100 “Showcase Events” that take place throughout the city from Aug. 11-14, ranging from designer trunk shows to cocktail parties. Austin Fashion Week will also debut apparel and accessories collections at the landmark Driskill Hotel during “Runway Presentations and Marketplace,” Aug. 15-17. Each night, numerous collections will be shown from contemporary and evening, to menswear and resort wear. Austin Fashion Week concludes with the Austin Fashion Awards at Austin Music Hall on Aug. 18. Rising Stars, Trailblazers, and Mash Up Teams will be recognized with the coveted Golden Boot Award. For Tickets and more information, visit www.fashionweekaustin.com.

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