



FOR IMMEDIATE RELEASE

Formula Expo Announces Presence of Double Podium Lotus F1™ Team

Experience innovative technology that drives competitive advantage in a sport where hundredths of a second count

May 9, 2012 - Austin, Texas – [Formula Expo™](#), an event in partnership with [Circuit of The Americas™](#) (COTA), today announced Lotus F1™ Team's presence at Formula Expo, scheduled for June 15-17, 2012. Following the team's Bahrain Grand Prix double podium finish, the [Lotus F1 Team](#) has leapt from sixth to third in the Constructor's Championship.

Formula Expo attendees stopping by the COTA exhibit will have the chance to see a real Lotus-Renault F1 car and learn about the technology, innovation and teamwork that have taken this team to the top. COTA, in partnership with Pirelli, will also exhibit product displays and an interactive information kiosk featuring all that is Formula 1™.

"Lotus has played a major role in Formula 1 since the early 80's", said Ian Weightman, president and founder of Formula Expo. "Beginning life as the Toleman team, it found great success after being purchased by Benetton, with Michael Schumacher winning his first two world championships in '94 and '95. Success continued in the 2000's, now as the Renault team, with back-to-back world championships both as a constructor and for driver Fernando Alonso. With the latest Chapter in the team's history bringing further victories, this is a perfect time for attendees of Formula Expo to experience firsthand the power behind the Lotus F1 team."

[Lotus of Austin](#) will also showcase a number of high-end Lotus road cars on the Expo floor, including the all-new Evora IPS and Evora S editions. Lotus of Austin is one of the flagship marquees offered by John Eagle European, the ultra luxury division of John Eagle Dealerships, one of the largest, privately owned auto groups in the nation.

- more -

As the first public event in the run-up to the 2012 Formula 1 United States Grand Prix™, Formula Expo (June 15-17 2012) is a multi-faceted event providing families and motorsport enthusiasts the opportunity to connect to the race experience, history, technology and prestige of the Grand Prix.

During Formula Expo, attendees will see and meet some of the leading F1™ teams, cars and drivers, while learning about the rich history and 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.

###

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 2012 Formula 1 United States 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

MEDIA CONTACT:

Lindsey Fairless

Lindsey@petersgroupPR.com

(512) 794 - 8600