



IMMEDIATE RELEASE

Formula Expo to Give Attendees Simulated Race Experiences

Opportunity to get up-close and personal with the world's most popular motorsport

May 16, 2012 – Austin, Texas - [Formula Expo](#) today announced that attendees will be able to experience first-hand what it is like to participate in a Formula 1™ race. The event, which is held in partnership with [Circuit of The Americas](#), will take place in Austin on Father's Day weekend, June 15-16. It will include the 'Formula Expo Fun Zone,' offering interactive experiences for the whole family with F1™ racing simulators, pit stop challenges, podium photo finishes and more.

At the Formula Expo Fun Zone, attendees will experience the thrill of virtual F1 racing through eight interactive simulators. Attendees will be able to race against other competitors around simulated F1 tracks from all across the world. Racers with the fastest lap times each hour will be invited back to race head-to-head for a race winner's trophy, and the fastest time of the weekend will receive the Formula Expo Championship Cup.

Attendees can then experience what it is like to be a part of an F1 pit-crew, capable of changing four wheels in less than 4 seconds, through the Pit-Stop Challenge. Here individuals, friends, families and work-teams will work together to change wheels on an F1 car using air guns as rapidly as they can, with prizes for the fastest team.

"The idea behind Formula Expo is to give everyone the chance to get up-close and personal with Formula 1™. Alongside the current and historic cars that will be on display, the Fun Zone is designed to give attendees a truly interactive F1 experience," said Ian Weightman, president and founder of Formula Expo. "This is the perfect opportunity for both motor racing fans and those learning about F1 for the first time to really understand why Formula 1 is the most popular form of motor racing in the world."

Formula Expo attendees will have access to other fun activities including the opportunity to climb onto the winner's podium to have their photograph taken holding an F1 trophy and wearing an F1 racing suit; as well as the chance to sit in a real F1 show car. Younger attendees will also enjoy the huge slot-car racing track to race on. Keeping the competitive spirit alive, attendees will also have the chance to test their reflexes and peripheral visions against stats set by World F1 Champions, including Lewis Hamilton and Jenson Button.

In addition, Formula Expo will feature a main stage hosting live discussions with F1 VIPs and ex-drivers on their experiences and love of the sport, as well as showcasing historic racing footage and racing memorabilia auctions. For more information visit: <http://www.formulaexpo.com>

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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

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