

FORMULA 1 GRAN PREMIO DE MÉXICO 2015

Mexico City, 2 July 2015

Amor Eterno is the helmet design winner of the contest #ArteyVelocidad, that 'Checo' Pérez will wear in some promotional activities for the FORMULA 1 GRAN PREMIO DE MEXICO 2015®

- Amor Eterno by Juan Francisco Sánchez Zeferino, is the winning design of the contest #ArteyVelocidad
- Checo Perez will wear the helmet with the design in some promotional activities for the FORMULA 1 GRAN PREMIO DE MEXICO 2015®, besides it will be donated to Foundation named after him.

The design Amor Eterno by Juan Francisco Sanchez Zeferino, is the winner of the contest #ArteyVelocidad which was published today on a video on the Instagram account: @autodromohr and under the Hash Tags #ArteyVelocidad and #MexicoGP on the social networks.

Since FORMULA 1 GRAN PREMIO DE MEXICO 2105® will take place on November, 1, Day of the Dead, Francisco Sanchez took his inspiration from the traditional sugar skulls to create Amor Eterno design, in addition he incorporated some figures such as agaves from Jalisco, Checo Perez's birthplace, xoloitzcuintles, peacocks and pigeons which are representations of prehispanic pieces from Puebla, all in bright colors that symbolize Mexico by any standard.

We are happy to announce the winner of the contest the #ArteyVelocidad', there is so much talent and passion for motorsports in Mexico and this has been demonstrated with the design 'Amor Eterno' which won, congratulations to Juan Francisco Sanchez Zeferino'. Stated Rodrigo Sanchez, FORMULA 1 GRAN PREMIO DE MEXICO 2015® Marketing Director, We want to thank all participants, from those who sent their designs to those aware who voted for their favorite, we are all together in this excitement for the return of the FORMULA 1 GRAN PREMIO DE MEXICO 2015® to our country. He concluded.

The contest the #ArteyVelocidad began in the las edition of Zona Maco, that convened a large public sending their designs inspired in Mexico. The driver Checo Perez, was in charge of choosing the 10 finalist designs, for the public to vote for the winner on the webpage of the Autodromo Hermanos Rodriguez, and that is how Amor Eterno won.

The helmet with the design 'Amor Eterno' will be worn by the Mexican driver Checo Perez in some promotional activities for the FORMULA 1 GRAN PREMIO DE MEXICO®, and will also be donated to be used as it suit their needs or even to be auctioned for funds raising to support their activities to the Foundation Checo



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Perez A.C., a non-profit charitable organization, that has helped over 300 children through Foster homes remodeling, psychological cure, workshops and human development courses, sporting activities promoting, among others..

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