

# FORMULA 1 GRAN PREMIO DE MÉXICO 2015

Ciudad de México, a 16 de octubre de 2015

## **Grid Girls of the FORMULA 1 GRAN PREMIO DE MEXICO 2015® will wear Pineda Covalin's designs.**

- Grid Girls will wear Pineda Covalin's designs during the FORMULA 1 GRAN PREMIO DE MEXICO 2015®

The Grid Girls of the FORMULA 1 GRAN PREMIO DE MEXICO 2015®, are 48 of the most beautiful women in our country, representatives of Miss Mexico, from the different states of the Republic, will wear Pineda Covalin's creations.

These Grid Girls will be standard of Mexican beauty in the coming race, and they will be seen in 185 countries by over 520 millions of people. This represents a great opportunity to show to the world the Mexican women beauty being highlighted in a gorgeous gown that reflects our culture and our traditions.

Pineda Covalin is an enterprise that promotes the culture richness of our country through their creations, showing the world in an exclusive and cutting-edge way its culture and history, the design created for this special occasion, is inspired in the infinite richness of our county, its customs and its towns folklore, it was carefully manufactured with traditional materials, resulting in a fancy and colorful gown, that resembles the rituals, magic, flavors, scents in the Mexican culture.

The gown will be admired during the whole racing weekend, mainly when the Grid Girls point the cars starting grid position and during their presence at the winners' podium.

*'For us is really important to permit synergies with world-class events such as the FORMULA 1 GRAN PREMIO DE MEXICO 2015®, since this is an ideal opportunity to show a cutting-edge and a contemporary Mexico to the world. PINEDA COVALIN is a trademark always pursuing the creating of alliances that search as ultimate goal promoting Mexico and Latin America'. Señaló Cristina Pineda.*

We invite you to meet the *Grid Girls* for the FORMULA 1 GRAN PREMIO DE MEXICO 2015® and vote for your favorite to become Miss #Mexico 2015, at the Autodromo Hermanos Rodriguez website [www.ahr.mx](http://www.ahr.mx)

There are FORMULA 1 GRAN PREMIO DE MEXICO 2015® still available. Stakeholders please consult availability on the Ticketmaster system, at their website [www.ticketmaster.com.mx](http://www.ticketmaster.com.mx), or at any of the Ticketmaster Mexico Centers, going to ticket window number 7 of the Palacio de los Deportes in Mexico City, calling 5325-9000, or at the official Autodromo Hermanos Rodriguez website [www.ahr.mx](http://www.ahr.mx).

*Visit and Enjoy Mexico with the FORMULA 1 GRAN PREMIO DE MEXICO 2015®.*

[www.ahr.mx](http://www.ahr.mx)

Facebook: Autodromo Hnos Rodríguez

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#MexicoGP



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## Contacts

Francisco Velazquez  
[fvelazquezc@cie.com.mx](mailto:fvelazquezc@cie.com.mx)  
(52 55) 52019089  
CIE

Manuel Orvañanos  
[manuel@bandofinsiders.com](mailto:manuel@bandofinsiders.com)  
(52 55) 63866686  
Band of Insiders

## About Cie

Corporación Interamericana de Entretenimiento, S.A.B de C. V.

[www.cie.com.mx](http://www.cie.com.mx)

We are the market leader in outdoors entertainment in Mexico, Colombia and Central America and one of the most outstanding participants in Latin America and worldwide entertainment industry.

Through a unique vertical integration model, and the only Access to an important network of entertainment centers, a base of advertisers formed by the main advertising investors in our market, as well as the alliances and strategic partnerships that we have established with experienced participants in global industry; we offer different world-class entertainment options, which include concerts, theater productions, sports, family and cultural events, among others to satisfy leisure and recreation needs for our audiences.

We operate an amusement and an aquatic park in Bogota, Colombia. Also, we commercialize the Banamex Center in Mexico City, one of the biggest and most important exhibition and convention venues internationally. In addition we are recognized as the foremost producer and organizer of special and corporate events in Mexico, and for operating one of the most professional contact centers recognized in the Mexican Market.

CIE is a public Company whose shares and debit securities are listed in the Mexican Stock Exchange.

