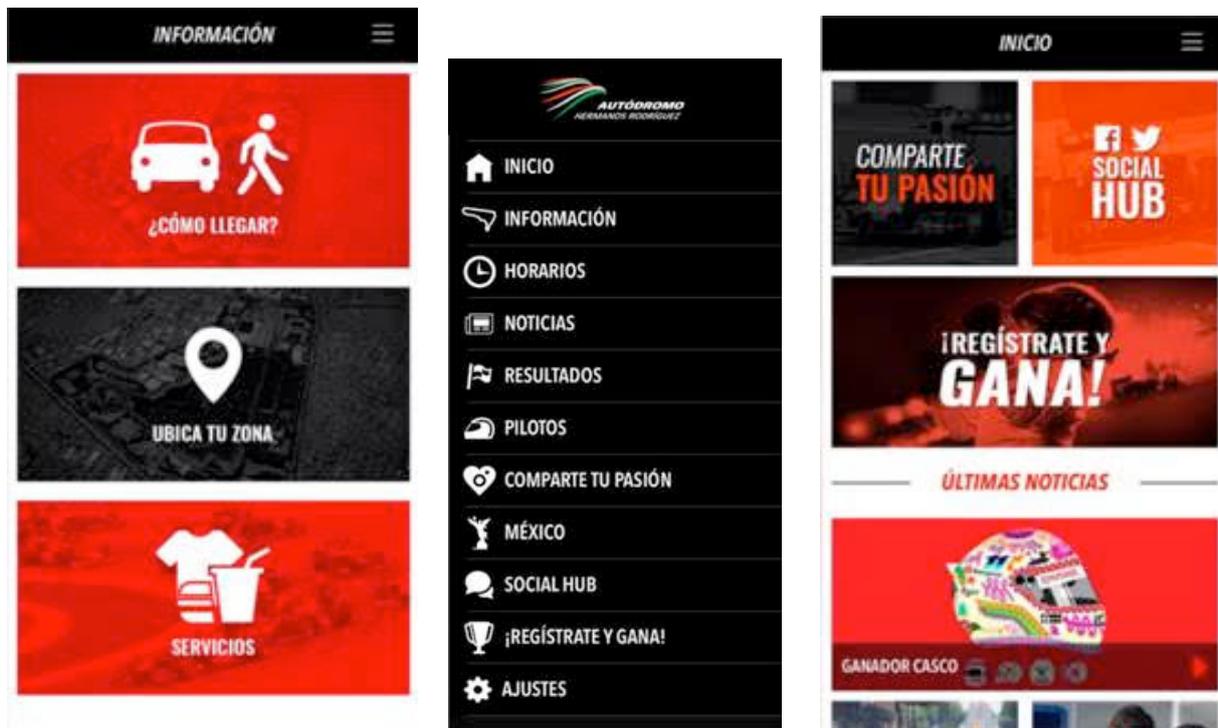


FORMULA 1 GRAN PREMIO DE MÉXICO 2015

Mexico City, October 26, 2015

NEW AUTODROMO HERMANOS RODRIGUEZ APP AVAILABLE FOR IOS AND ANDROID

The new application of the Autodromo Hermanos Rodriguez is now available for free for iOS and Android in App Store and Google Play with the name Autodromo Hermanos Rodriguez. It includes interactive maps, schedule of races, food and drink options in each of the areas, location of ATMs nearby, paths and many more surprises. In this app, you can also follow step by step everything that happens in the FORMULA 1 GRAND PRIX OF MEXICO 2015®.



The App is divided into different sections:

Home

In this section, users will find news, contests and other ways to share their passion for the FORMULA 1®.

Information

Here you will find indications to arrive to the Autodromo Hermanos Rodriguez using the different transportation options, users may locate as well their corresponding section inside the facility; their Access gate and the nearest street to the entrance. In addition they can also consult the different food and beverages options to be offered during the racing days.

Schedules

Here there are included all schedules for the activities, for both on track and on stages in the different sections of the facility.

FORMULA 1 GRAN PREMIO DE MÉXICO 2015

News

This section is fed up with relevant information about the FORMULA 1 GRAN PREMIO DE MEXICO 2015®, at the renewed Autodromo Hermanos Rodriguez and everything in connection with the event.

Drivers

In this section, there will be information about all drivers currently competing on the FORMULA 1, besides important facts about them and their teams.

Share your passion

In this app section, FORMULA 1® fans will be able to share their experience picking a sticker of their favorite driver and team, to add a photo at the sticker's background and share it on social networks or just keep it on their mobiles.

Mexico

This section on the app works for those who don't live in Mexico City, since it consists on a list of hotels, restaurants, events and places of interest to visit during their stay in the Mexican Capital.

Social Hub

On the "Social Hub" all last official news posted on the different Autodromo Hermanos Rodriguez social networks, may be found.

Results

All updated details on the results of practices, qualification and the Gran Premio de Mexico racing, may be found here.

Sign in and win

Finally, when entering the app users may sign in to participate on different dynamics and wining exclusive merchandise from the official ambassadors of the Autodromo Hermanos Rodriguez.

What are you waiting to download the new app on iOs or Android!

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

www.ahr.mx

Facebook: Autodromo Hnos Rodriguez

Instagram/Twitter: @autodromohr

#MexicoGP

Contacts



FORMULA 1 GRAN PREMIO DE MÉXICO 2015

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About CIE

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

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 corporative 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.

