

# #BridgesNotWalls

## A MESSAGE FROM MEXICO TO THE WORLD: BUILD BRIDGES, NOT BARRIERS.

**Mexico City, February 9th, 2017.-** The message proudly displayed at the Autódromo Hermanos Rodríguez is simple and clear. It represents many Mexican motorsport fans views currently, it's a call to action inviting fans to build bridges, not barriers. The message of goodwill displayed across the track uses the popular social media hashtag #BridgesNotWalls which was endorsed by one of Mexico's most outstanding and popular athletes, Formula 1 driver, Sergio 'Checo' Pérez.

The photoshoot is a reminder of the open invitation to everyone to experience the FORMULA 1 GRAN PREMIO DE MÉXICO 2017™, an event that brings together the very best of international motorsport and over 339,000 sports enthusiasts.

Whilst supporting the initiative at the Autodromo Hermanos Rodríguez – home of the FORMULA 1 GRAN PREMIO DE MÉXICO 2017™, 'Checo' Pérez highlighted the importance of promoting the great events that happen in his home country: “World class international events such as the FORMULA 1 GRAN PREMIO DE MÉXICO 2017™ provide an excellent opportunity to showcase to the world what the Mexican people are capable of achieving when we work together. Through this unique global platform, Mexico has been shown as a warm and welcoming destination. The 2015 and 2016 races were award winning, 2017 promises to be even more memorable.”

The FORMULA 1 GRAN PREMIO DE MÉXICO 2017™ will be held on October 29<sup>th</sup>.

Additional economic information:

Mexico is known for the warmth of its people, its diversity, and for providing a welcoming reception to visitors from around the world. These characteristics combines with sensational landscapes and coastlines has allowed Mexico to become one of the top ten most visited countries in the world - the only Latin American country to achieve this<sup>2</sup>. Tourism in Mexico generates close to 8.3% of paid employment and is the country's third highest source of income<sup>3</sup>.

Since its return to Mexico, Formula 1<sup>®</sup> has been incredibly well received by the local community, this is largely due to the passion of the Mexican people for anything automotive related, an interest that is directly reflected in the flourishing of the country's automotive industry. Mexico is the leading producer and exporter of auto motives in Latin America with 3,399,076 units produced and 2,758,896<sup>4</sup> exported, putting Mexico in sixth place globally in the sector<sup>5</sup>.

<sup>1</sup> 2016 data from the Communications & transportation Ministry

<sup>2</sup> 2016 Report from the World Tourism Organization

<sup>3</sup> 2016 data from the Tourism Ministry and Mexican Central Bank

<sup>4</sup> 2015 data from the Mexican Automotive Industry Association

<sup>5</sup> 2016 data from Ernst & Young (EY)