

For immediate release

Sepang Comes Alive at the F1 3D launch

KUALA LUMPUR– The 16th edition of the Formula 1 PETRONAS Malaysia Grand Prix was officially launched last Sunday by Sepang International Circuit (SIC) - promoter of the event and title sponsor PETRONAS. Listed as one of the major events under the Visit Malaysia Year 2014 (VMY '14) calendar, the launched showcased an exciting calendar of events running up to the race in six weeks' time on 28 to 30 March.

Officiated by Dato' Mokhzani Mahathir, Chairman of Sepang International Circuit at Pavilion Kuala Lumpur, the official launch was opened with a captivating performance by Joe Flizzow in his debut collaboration with Altimet, Ila Damiaa, Sona One and Biggie. The launch also kicked off a four-venue Formula 1 roadshows, which will be one of the avenue to engage motorsports fans.

Sporting the theme 'Sepang Comes Alive', the roadshow would provide a glimpse of the experience fans can expect during the race week in Sepang International Circuit which includes thrilling entertainment, games, an all-new experience via one of the largest 3D exhibition, access to the One Ticket Unlimited rewards programme and a round of the hugely popular F1 Simulator Challenge.

"We would be installing over 20 3D panels that enable public in particularly fans in experiencing a special Formula 1 journey," Razlan said, adding that fans would also be treated to an exclusive F1 3D experience.

"The return of F1 Simulator Challenge is opened to all ticket holders. The Top 10 drivers with the fastest lap times will be selected at each roadshow venue to compete in a grand finale to be held at the circuit on March 29. They will stand a chance to win the grand prize - a Nissan Almera NISMO valued at RM92,000.

"The F1 Simulator Challenge will be one of many off-track activities where fans can capture a glimpse of that unique experience at the circuit along with the hype and colours of a Malaysian food festival, shopping escapade, extreme sports, auto jamboree, entertainment,

fun and games, and the after race concert,” said SIC Chief Executive Officer Datuk Razlan Razali.

The roadshow would move from Pavilion Kuala Lumpur to Queensbay Mall in Penang from February 27 to March 2; followed by Johor Bahru (March 6 to 9) before moving to Sunway Pyramid which will coincide together with the GP Sale launch from March 14 to 16.

For PETRONAS, the title sponsor of the Malaysia Grand Prix since 1999, there are reasons to celebrate the 16th edition of the grand prix.

“It is a special year for PETRONAS as we heighten our technical expertise with our Fluid Technology Solutions™ playing an integral role in powering the MERCEDES AMG PETRONAS Formula One Team’s new turbo-charged V6 engine. This year, our involvement in Formula One has been significantly enhanced with PETRONAS’ technical personnel working closely with its partners to develop the power unit of the racing machines running on tailor-made fuel and lubricant developed by PETRONAS’ technology,” said Anita Azrina Abdul Aziz, Head of Motorsports, PETRONAS.

“We are looking forward to the 2014 Formula 1 PETRONAS Malaysia Grand Prix and have lined up exciting activities to enhance awareness on our achievements, as well as to welcome delegates and visitors of the Offshore Technology Conference Asia 2014, which PETRONAS is hosting for the first time. Over in the city, fans can indulge in countless F1-theme activities at the PETRONAS Malaysia Grand Prix Showcase in Suria KLCC and SIC. Leading up to race day, there will be opportunities to engage with the MERCEDES AMG PETRONAS Formula One Team drivers who will also be in action with Malaysian teams and talents at the PETRONAS: Motorsports Demo Run. We look forward to your support at these events and presence at our showcase in Suria KLCC and Sepang,” added Anita.

Kuala Lumpur will also be abuzz with an open-for-public Twin Towers @LIVE concert at Plaza PETRONAS, where big names in the local and international music scene are expected to rock the city on March 28 and 29.

The prestigious SapuraKencana Petroleum Malaysia Grand Prix Gala Dinner and Concert presented by Sepang International Circuit would be held in Plaza PETRONAS, Kuala Lumpur on March 27, but with a difference this year as it offers ticket holders a chance to enjoy the Gala Dinner Concert with great acts to be announced.

After a rocking experience with the legendary Guns & Roses last year, this year's after race concert would be equally exciting with the Electronic Cash King as rated by Forbes in 2013, Calvin Harris performing exclusively in South East Asia during the F1 event. With his first ever performance in Malaysia, fans can look forward to a great party atmosphere in Sepang International Circuit after the race.

To be staged at the well-known entertainment location at the SIC Helipad, the after race concert would be opened with admission for Grandstand and C2 Hillstand ticket holders. Fans of Calvin Harris could also enjoy the concert with purchase of stand-alone concert tickets.

A brand new off track activity will also be introduced this year, the much anticipated F1 City will be held at the circuit's mall area offers a great platform for spectators and promoters to share their mutual passion through many engaging activities. The area will have an F1 game zone with simulators, F1 Teams merchandise and other interactive activities including the Tourism Malaysia Pavilion, which would showcase the wonders of Malaysia and all information that one needs on the VMY '14.

Sepang International Circuit hosts Round 2 of a 19-leg world series this year from March 28 to March 30. The new season opens in Melbourne, Australia at Albert Park street circuit on March 16 before proceeding to Malaysia for the opening race in a proper racing circuit two weeks later.

Sebastian Vettel would face far greater challenge to retain the world crown this season in view of sweeping rule changes made by FIA including the introduction of the new 1.6 litre turbo-powered engines, the energy recovery systems, the revised aerodynamics and the new ruling on racing fuel.

Promising another thrilling experience of motorsports and entertainment, Razlan said the off-track activities would be equally exciting for the fans as the excitement and suspense provided by the world best racing drivers on the circuit.

Razlan is proud to announced that SIC would be bringing a spectacular aerobatic air show this year performed by KRISAKTI, Malaysia's first fulltime national air display team, with special aerial 10-minutes performances from Friday to Sunday afternoons.

In addition to the F1 race, fans would also be treated to two support races - Porsche Asia Cup and the opening of this season's Malaysian Super Series (MSS), which is the Malaysian Motorsport National Championship.

Making the circuit accessible to all, SIC is collaborating with local transportation service provider such as RapidKL and Express Rail Link (ERL).

"RapidKL is proud to be appointed as the Official Transporter for the 2014 Formula 1 Petronas Malaysia Grand Prix. This is an event of national agenda and we take great pride in making our contribution to the success of this prestigious event. RapidKL had made a strong impact at last year's Shell Advance Malaysian Motorcycle Grand Prix in which SIC had record attendance. We are confident of making a similar impact for the F1 event," said Dato' Ir. Zohari Sulaiman, Chief Executive Officer of Rapid Bus Sdn Bhd cum Group Director Bus Division, Syarikat Prasarana Negara Berhad during the Official Launch in Pavillion.

While, KLIA Transit introduced the '*Petronas Malaysia Grand Prix Transfer Package* service that takes passengers speedily from KL Sentral to the circuit. It combines a ride on the KLIA Transit train between KL Sentral and KLIA, and a shuttle bus between KLIA and SIC. With three affordable packages to choose from: one-way trip at RM25, 2-day return trip package at RM90 and 3-day return trip package at RM120, passengers are able to reach SIC in approximately 50 minutes from KL Sentral, without having to worry about traffic congestion or parking during the race weekend.

In promoting sale of the tickets, SIC has set up booths at Suria KLCC and KL Sentral. Tickets can also be purchased at the circuit, via website at www.sepangcircuit.com or by calling TICKET HOTLINE at 603-8778 2222.

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