



Circuit of The Americas™ Fact Sheet

Late Backup

Overview

Located only five minutes from the airport and 15 minutes from downtown Austin, Circuit of the Americas is a new world-class performance, entertainment and business destination in Texas.

Circuit of the Americas is more than a track – it will be the only FIA Grade 1 automotive facility in the U.S. and the first facility in U.S. history to host the automobile (Formula 1 United States Grand Prix™) and motorcycle (United States MotoGP™) world championship events on the same annual calendar: Formula 1 United States Grand Prix 2012 - 2021, and United States MotoGP 2013 - 2022.

The venue is expected to:

- Draw hundreds of thousands of fans from all over the world and be seen by more than 600 million television viewers in more than 190 countries;
- Host dozens of high-profile events each year, and be the only place to host global sporting events in the State of Texas and the United States;
- Serve as one of the largest single U.S. gathering points of global corporate leaders. Formula 1 is ranked #1 in money spent by corporations worldwide to be involved in a sport;
- Be a world-class center for advancements in automotive technology;
- Serve as a venue for dozens of non-motorsport events annually, and generate significant incremental sales tax revenue in addition to thousands of travel and tourism jobs;
- Events held at Circuit of the Americas are projected to generate an annual economic impact of between \$400 million to \$500 million equating to between \$4 billion and \$5 billion over 10 years; and
- Grand Prix race weekends at Circuit of the Americas can attract as many as 300,000 people; an estimated 60 percent of attendees will come from outside Austin.

Data sourced from Formula 1 Global Report and MotoGP Review 2009 and 2010 with additional data from Deloitte Sports Business Group, Texas State Economic Analysis, Formula Money, Financial Times/ING Study and internal projections.

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301 Congress Avenue, Suite 220 | Austin, Texas 78701 | CircuitofTheAmericas.com



Texas' Newest Economic Engine – Top 10 Facts

- **Fact:** Construction of the 1,000-acre project and is estimated to cost several hundred million dollars. Seventeen companies – with over 1,000 employees – are now hired and working to create Circuit of the Americas.
- **Fact:** The entire cost of Circuit of the Americas facility comes from private investors.
- **Fact:** State money is not being paid to the developers of Circuit of the Americas and no local community, including the City of Austin, is providing incentive funding to the developers.
- **Fact:** Circuit of the Americas is paying \$13 million to install water/waste water lines in the City's "desired development zone." The City of Austin has stated its desire to own the lines – so as it does with every commercial or residential development – will reimburse Circuit of the Americas following the installation.
- **Fact:** The State of Texas established the Major Events Trust Fund in 2003 to attract large, well-attended events such as the Super Bowl and the NCAA Final Four basketball championships. Local communities and the State recoup their contribution through the incremental increase in the taxes created by the event.
- **Fact:** Circuit of the Americas has signed commitments to host two major motor sport world championships: Formula 1 and MotoGP. Each of these events exceeds the Super Bowl in attendance.
- **Fact:** Formula 1 racing is ranked #1 in economic impact in annual sporting events worldwide. It ranks among the top three most prestigious sporting events, along with the Olympics and Soccer's FIFA World Cup.
- **Fact:** On average more than 300,000 people attend an F1 event over a race weekend: The average stay at Formula 1 events for overnight attendees is 4.6 days. The average spend for an out-of-state Formula 1 event attendee is \$1,500 per day; for MotoGP attendees, the average spend per day is \$800.
- **Fact:** Texas will be broadcast to approximately 600 million viewers in more than 190 countries during a Formula 1 event. The three hours of broadcast coverage is equivalent to more than \$200 million dollars in commercial advertising.
- **Fact:** MotoGP is the world championship of motorcycle road racing. More than 200 million homes in 207 different countries worldwide receive MotoGP broadcasts and approximately 2.3 million people attended MotoGP events during the 2010 season, averaging 133,000 per event.

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Circuit of the Americas Master Plan Features

Circuit of the Americas is designed to be a multifunctional facility for year-round use. Features of the master plan include:

- State-of-the-art conference center located only five minutes from Austin-Bergstrom International Airport with a commercial kitchen capable of accommodating 500 people;
- First-class Banquet Hall capable of accommodating groups of 250 to 1,000 people with both service and public elevators and a commercial kitchen;
- 14 two-story Executive Meeting Suites with a capacity of 60 people per suite;
- Medical Trauma Center with an enclosed ambulance bay and outdoor chemical shower, which can be used by EMS and students for training purposes;
- Law Enforcement training areas;
- Automotive Driving Academy for manufacturers to test, launch and educate consumers featuring classroom settings, virtual driver training and on-track driving experiences;
- Motorcycle Riding School – the world-renowned Kevin Schwantz School is relocating from Birmingham, Alabama to Circuit of the Americas in 2012;
- Live Outdoor Music Entertainment area large enough to host world-class entertainers;
- Outdoor Kart Track -- designed to provide an experience for youth and adults of all ages. The track, open to the public, will specialize in orchestrating custom group events and team building programs;
- Educational partnerships with universities, colleges and high schools from Central Texas ranging in subjects from Landscape Architecture to Hospitality Training; and
- Potential sustainability projects with area universities focused on energy efficiency, water retention and protection, habitat restoration, fossil fuel alternatives and cutting-edge flywheel-based mechanical hybrid Kinetic Energy Recovery Systems (KERS).



Education and Community

Circuit of the Americas will provide educators and researchers the infrastructure to focus on technology innovations, career training, exploration and developments in math and science and cultivation of business skills.

Local area school districts, such as Del Valle ISD, are already considering teaching programs similar to Race to Learn. Race to Learn is a group-working skills program aimed at elementary-aged students developed by Williams Grand Prix Engineering with Cambridge University in England.

The University of Texas is exploring the possibility of beginning a pilot program with the Williams F1 team to encourage engineering-related studies through real-world applications. Job training and placement programs are also being explored in association with Austin Community College, Huston-Tillotson University and the Austin Area Urban League.

Discussions with other local universities, such as Texas A&M and St. Edward's University, are underway regarding partnerships in curriculum development. Potential programs include working with the Texas A&M School of Landscape Architecture and St. Edwards' photography programs.

Community and educational programs have been successfully established in other countries with Formula 1 and MotoGP such as:

- **Safe & Sober® Program:** In 1993, with support from Chevrolet and Pontiac dealers from Austin and San Antonio, the Safe & Sober program curriculum was offered free of charge to high school students emphasizing the dangers of drinking and driving and the need to always wear a seat belt. These education efforts received presidential accolades and commendation.
- **Racing for Education:** This highly regarded national program involves teenagers in after-school programs that utilize the racing experience to emphasize the importance of continuing their education.
- **F1 in Schools:** F1 in Schools Ltd. is a not-for-profit organization established to inspire students to use information technology to learn about physics, aerodynamics, design, manufacture, branding, graphics, sponsorship, marketing, leadership/teamwork, media skills and financial strategy, and apply them in imaginative and exciting ways.
- **Riders for Health:** Since 1989, Riders for Health has been dedicated to delivering low-cost health care across rural Africa. As the official charity of the MotoGP World Championship, they operate vehicles for delivery in various countries, and provide training for vehicle maintenance and safe driving skills.



Quotes from International Business Leaders

"Formula 1 is the ultimate hotbed of automotive development, helping develop safety and performance technology that ultimately makes its way into every Mercedes-Benz car. Austin, with its high concentration of high-tech companies and institutions for higher education, is one of the most fitting spots in the nation for this type of research and development."

Ernst Lieb, CEO, Mercedes-Benz USA

"Siemens looks forward to adding Austin, Texas to the schedule in 2012. As one of the preferred providers of intelligent and sustainable infrastructure, including race control management and IT implementation for previous Formula 1 races and race teams, we view this as an amazing opportunity for development in Austin and in the United States."

Peter Loescher, CEO, Siemens

"Formula 1 racing and technology go hand-in-hand. The ever-growing use of innovative, leading technologies in marquee sporting events, as well as the vibrant culture of Austin, represents all things Formula 1. Cisco is excited about the opportunities this presents to transform the spectator experience and connect racing fans in entirely new ways."

David Holland, GM and SVP, Cisco Sports

"MotoGP's move to the Circuit of the Americas is like winning the trifecta. It's great for Texas fans because it is one of the world's most exciting races to watch, it's great for Texas tourism as more than 130,000 people come to a MotoGP Grand Prix weekend and being on a world-class stage like the Circuit of the Americas raises the overall profile for the sport."

Kevin Schwantz, Houston native and 1993 MotoGP World Champion

"IVECO has always associated its name with the world of sport, sharing the same values. Motorcycling, and the MotoGP in particular, combine technical excellence with passion and emotions that...involve millions of fans."

Franco Miniero, Sales & Marketing VP, IVECO SPA

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