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Three-Day Austin Fan Fest Powered by Mobil 1 Kicks Off
Friday's Events Include Mobil 1 Interactive Event and Pirelli Tire Exhibit

AUSTIN, Texas – Nov. 16, 2012 – Friday kicked off the *Austin Fan Fest Powered by Mobil 1*, celebrating the inaugural year of the Formula 1 United States Grand Prix.

Austin Fan Fest is free to the public and located in an area bordered by 5th Street, Congress Avenue, 2nd Street and Lavaca Street.

Throughout Fan Fest weekend, fans will experience five free stages of music, four concert venues hosting major international performers, local food and interactive F1 activities, including show cars, simulators and street performances. Additionally, the Austin Convention Center is transformed into The COTA Club, becoming the prime upscale party spot.

Friday, live entertainment from local artists started on the free stages at 6 p.m. including artists Sara Hickman, Fastball and Con Bro Chill. The headliners include Aerosmith with Cheap Trick at the Frank Erwin Center, Flo Rida with Cobra Starship at The COTA Club and Juanes at ACL Live at The Moody Theater.

Fan Fest also appeals to race enthusiasts through interactive events. Mobil 1's tent next to the Bud Light Stage celebrates the technology behind the racing experience. For the very first time, using 3-D technology the Mobil 1 exhibit showcases how Mobil 1 motor oils, lubricants and mobile fuels help the Vodafone McClaren Mercedes team perform on race day at Circuit of The Americas. Other experiential opportunities for Formula 1 fans include a racing simulator as well as a pit row challenge where race enthusiasts can try their hand at changing tires just as a member of the pit crew at the track would.

"I think Austin is a really great city to host Formula 1 racing," said Bryanna Astin from Dallas, who was taking a look at booths being set up for the night's entertainment. "Austin is very accepting of people and it has really become a destination city due to their reputation for exceptional events."

Keeping with Austin's tradition of innovative events, MIX3R is providing non-stop entertainment with performances by top and emerging DJs at Six Lounge while celebrating its brand launch with giveaways, drink specials and go-go dancers. The MIX3R Series, an all-new music and fitness festival mash-up, launches in Austin on May 3, 2013.

On Saturday, entertainment on the free stages starts 10 a.m., with live music starting at 12 p.m. They will feature popular artists including Quiet Company, Black Joe Lewis and the Honeybears as well as Bright Light Social Hour, while Saturday's headliners will include Enrique Iglesias with Nelly and Tee Double at The COTA Club and Lupe Fiasco at ACL Live at The Moody Theater. For more information and a full lineup of events, visit the Fan Fest website.

<http://austinfanfest.com/> | www.facebook.com/AustinFanFest | twitter.com/AustinFanFest

About Circuit of The Americas

Circuit of The Americas is a world-class destination for performance, education and business. It is the first purpose-built Grand Prix facility in the United States designed for any and all classes of racing, from motor power to human

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power, and is home to the 2012 FORMULA 1 UNITED STATES GRAND PRIX™ set for Nov. 16-18. Racing series joining the Circuit's 2013 line-up include MotoGP™, V8 Supercars™ and GRAND-AM Road Racing™. The Circuit of The Americas' master plan features a variety of permanent structures designed for business, education, entertainment and race use. Its element is a 3.4-mile circuit track. Other support buildings include an expansive live music space, an iconic 251-foot tower with observation deck, an events and conference center, a banquet hall as well as a state-of-the-art medical facility. For more information and downloadable video, audio and photos, visit: www.CircuitofTheAmericas.com.

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