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225,000 guests enjoy Austin Fan Fest fueled by Shell

Four-day Grand Prix party brings race fans from around the world to interact with world-class brands in downtown Austin

AUSTIN, Texas (Nov. 25, 2013) – Circuit of The Americas™ (COTA) hit another home run with this year's **Austin Fan Fest fueled by Shell**, a four-day Grand Prix celebration held during the 2013 FORMULA 1 UNITED STATES GRAND PRIX. Approximately **225,000** visitors took part in the festive street party covering 12 blocks of downtown Austin. Guests enjoyed an impressive array of experiential exhibits, racing games and simulators, and exciting rides and kids' activities, while sampling Austin's culinary scene and live music from six stages.

Presenting sponsor Shell helped kick things off with a special appearance from Scuderia Ferrari driver **Felipe Massa** on Nov. 15 and throughout the weekend treated race fans to the **Shell Mobility Experience**, an interactive area for fans wanting to learn more about what influences their own mobility. Visitors checked out real race cars, sat in a simulator cockpit, learned how to get the most out of their fuel purchases, and got a sneak peek at what the cars of tomorrow may look like.

"No matter what type of vehicles people drive, they may not have an intimate understanding of the technology and innovation behind it all," said Shell Oil Company Sponsorships and Integrations Manager Chris Normyle. "That all changed for participants at Austin Fan Fest when they talked to Shell scientists at the Shell Mobility Experience and saw interactive demonstrations on how we use the most extreme test bed—the racetrack—to better develop fuels and lubricants for our customers around the world."

"Austin Fan Fest continues to be a wonderful celebration of our Grand Prix weekend for avid fans and a great way for new fans to enjoy the F1 experience up close," COTA Chief Marketing and Revenue Officer Geoff Moore said. "We grew fan turnout year-over-year because our sponsors created engaging and entertaining ways for fans to interact with world-class racing and live music in downtown Austin, and the combination was a hit."

"We want to extend our sincere thanks to everyone who made Austin Fan Fest possible, including our partners, downtown businesses and vendors, the hundreds of performers and musicians who entertained our large crowds, and the City of Austin for its unwavering support," said Paul Thornton, who heads COTA's events and entertainment division. "Austin Fan Fest is now an integral part of Austin's biggest annual sports party, and we can't wait to start planning next year's celebration."

Supporting partners of Austin Fan Fest fueled by Shell included:

- AT&T
- Red Bull
- Austin American-Statesman
- Bud Light
- Coca-Cola
- Pirelli
- Seton Healthcare Family
- Texas Lottery



- KXAN-TV
- Univision
- SONY
- Cadillac

For more information about Austin Fan Fest, including ways to be involved in the 2014 event, contact **Circuit of The Americas' Partnerships Team** at partnerships@circuitoftheamericas.com.

About Circuit of The Americas

Circuit of The Americas (COTA) in Austin, Texas, is the home of world championships and a world-class destination for premium sports and entertainment. COTA hosts the annual **FORMULA 1 UNITED STATES GRAND PRIX**, which was named 2012 **"Sports Event of the Year"** by *SportsBusiness Journal/Daily*, and is the new North American home for the summer edition of **ESPN's X Games**. More than one million visitors come to COTA each year for events such as MotoGP™, United Sportscar Racing, the FIA World Endurance Championships, COTA Track Days, business and social functions, and more than 20 performances at the venue's acclaimed **Austin360 Amphitheater**. COTA's 1,500-acre campus includes a variety of permanent structures, including a 44,000-square foot Event Center, an impressive Main Grandstand with hospitality suites and the Velocity Lounge, a 270,000-square foot Paddock Building with 34 garages, and an iconic 25-story Observation Tower at the heart of the facility. For more information and downloadable video and photos, visit: www.CircuitofTheAmericas.com, www.Austin360Amphitheater.com or the COTA's dedicated FTP site, media.circuitoftheamericas.com. Follow COTA on Facebook at www.facebook.com/CircuitofTheAmericas and Twitter [@circuitamericas](https://twitter.com/circuitamericas), #COTA, #USGP, #AustinFanFest, #XGAMESAUSTIN.

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