

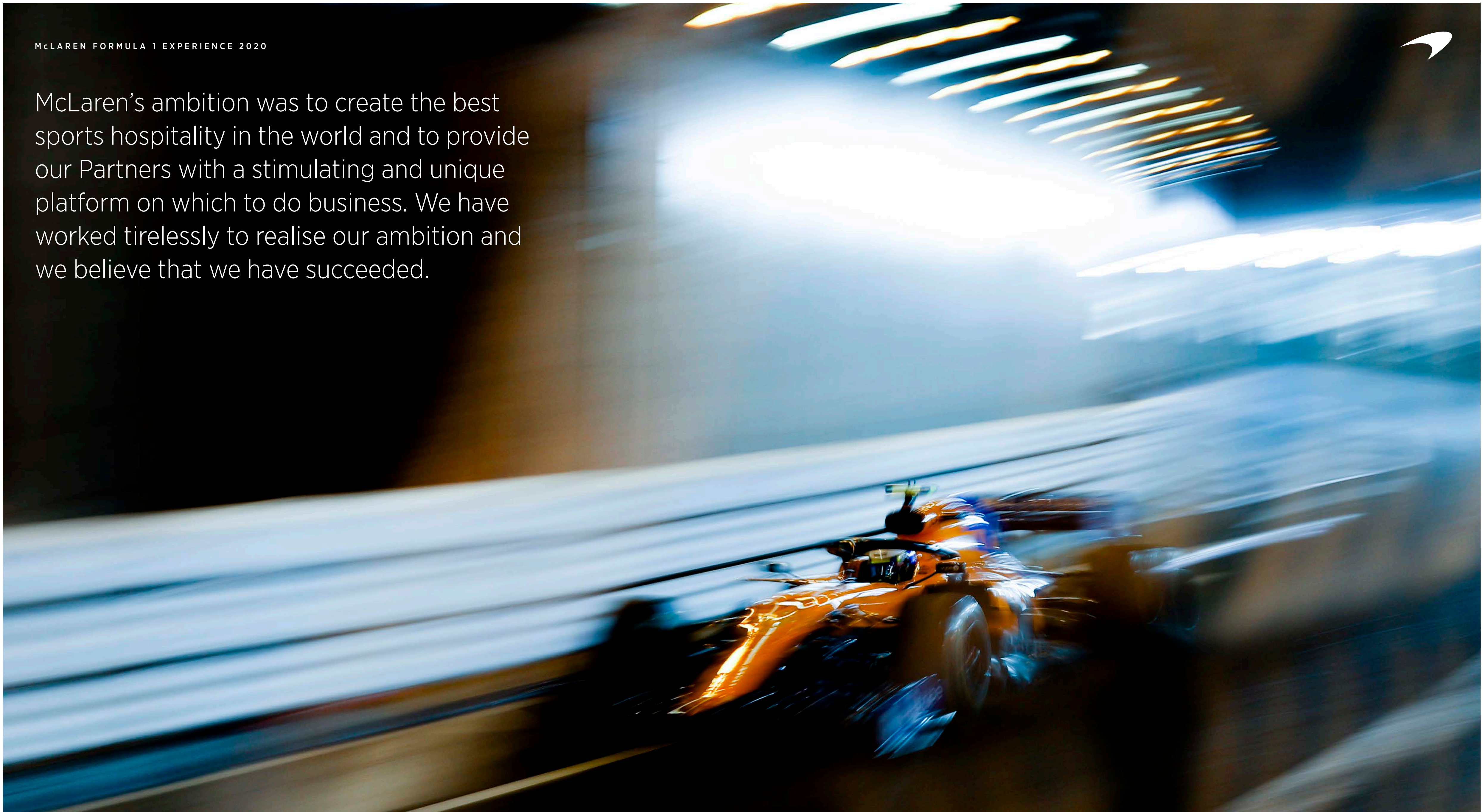


**McLaren**

INTRODUCING THE  
McLaren Formula 1 Experience



McLaren's ambition was to create the best sports hospitality in the world and to provide our Partners with a stimulating and unique platform on which to do business. We have worked tirelessly to realise our ambition and we believe that we have succeeded.







There are thousands of professional athletes in the world. There are only 20 Formula 1 drivers.  
Welcome to a world of folklore and heroes, where legends are created and winning is everything.  
**It is like no other sport on the planet.**







**The Formula 1 calendar is a captivating showcase of the world's most charismatic destinations.**

From the chic European cities of Barcelona, Monaco, Budapest and Milan, to the exotic excitement of China, Singapore and Japan; from the opulence of Abu Dhabi and Bahrain to the quirkiness of Austin and Mexico City.

For those who love racing in its purest form there are the most revered of racing circuits at Spa, Silverstone and São Paulo.







Based within the Formula One Paddock Club, the McLaren Formula 1 Experience was founded in 1989 and has played host exclusively to the McLaren Partners' business leaders and VIPs ever since.

The combination of prime access, the finest service, exquisite cuisine and breath taking views of the racing redefined a Formula 1 weekend.

We invite you to explore this fascinating world.







**The McLaren Formula 1 Experience private suite or tables sit above the team garages overlooking the pit lane with views of the start finish line.**

From here guests can experience the thrill of the race build up, the intensity of each pit stop and the sheer excitement of watching the winner take the chequered flag.

It is, without doubt, an unrivalled and privileged view.





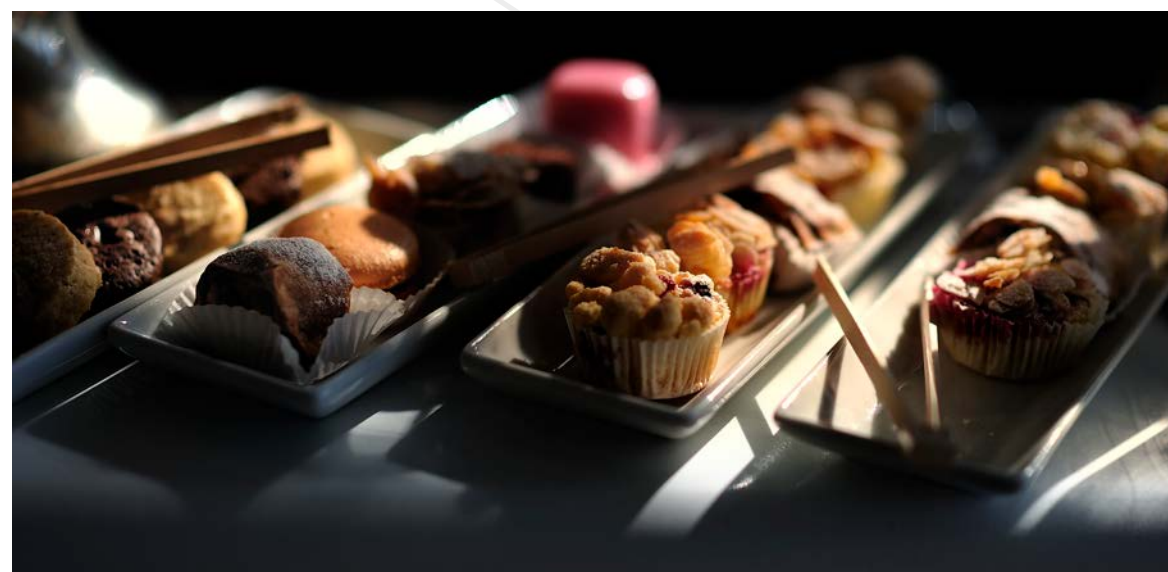


**Guests are welcomed to the McLaren Formula 1 Experience from first thing in the morning until the end of the racing day.**

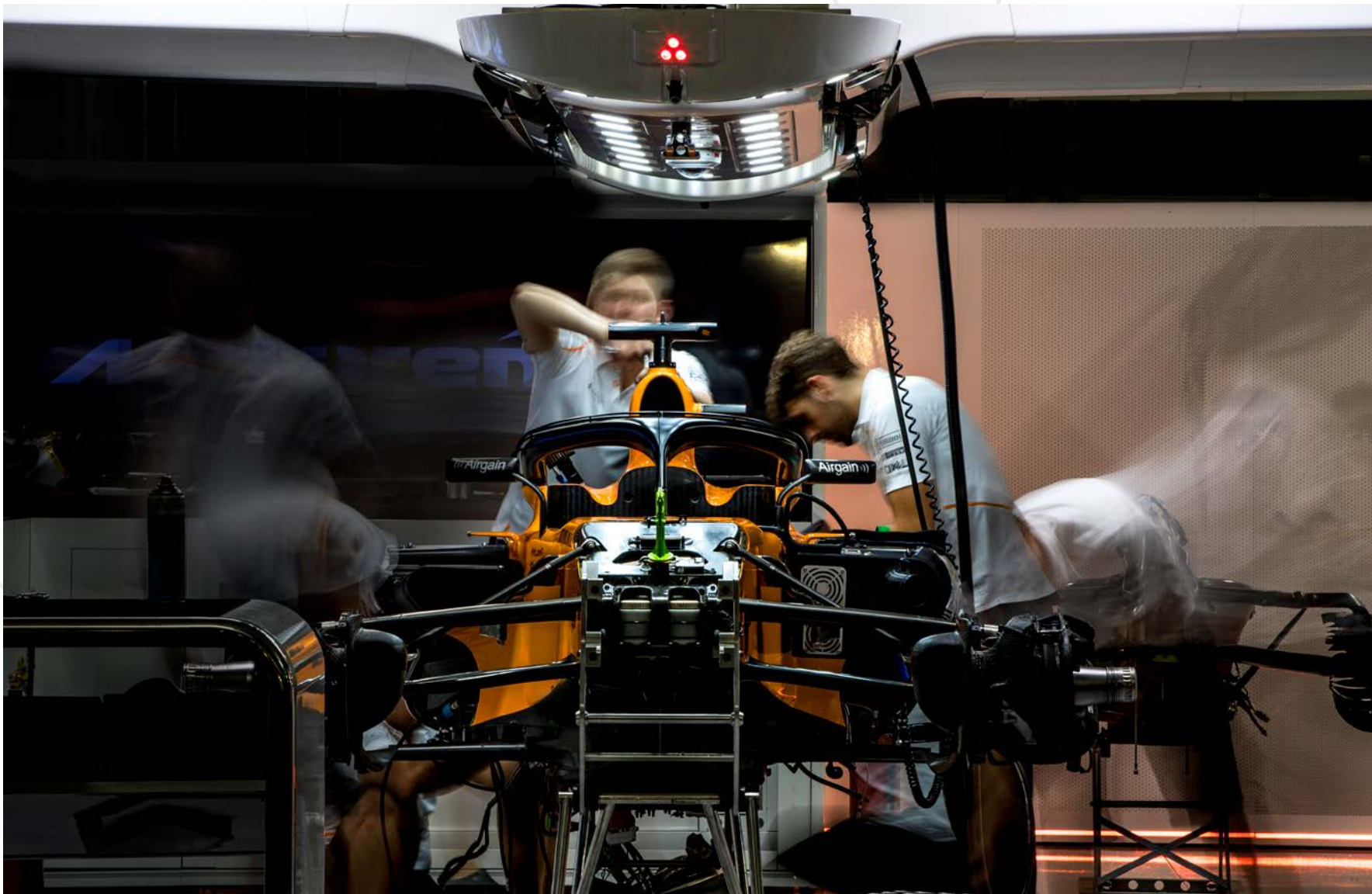
Guests will arrive, via dedicated VIP guest routes, into the centre of the circuit to an exclusive parking area.

On arrival, guests will be presented with a gift bag before they are directed to their tables, where the McLaren hospitality team will personally welcome them.

A full breakfast along with pastries freshly made by the Paddock Club's own Chefs de Partie is offered to start the day.





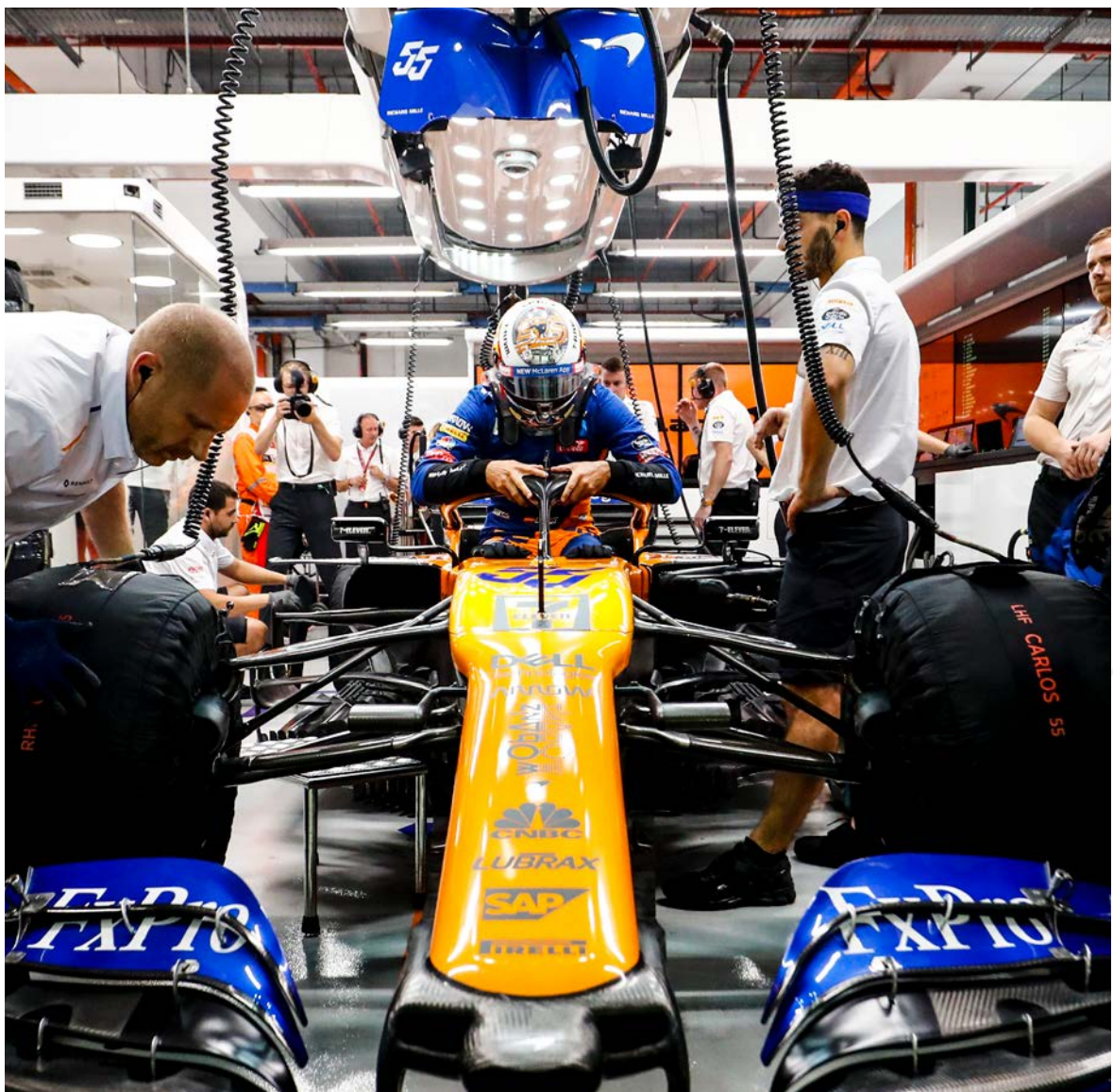


# Friday

## PRACTICE

The Formula 1 weekend starts on Friday with each team testing new set ups and drivers memorising every bump and curve of the circuit. As the world's media looks on, the teams set their first lap times of the weekend.

This is the beginning of the intricate tactical dance between teams, drivers and their engineers as they search for the perfect fusion of psychology and technology.



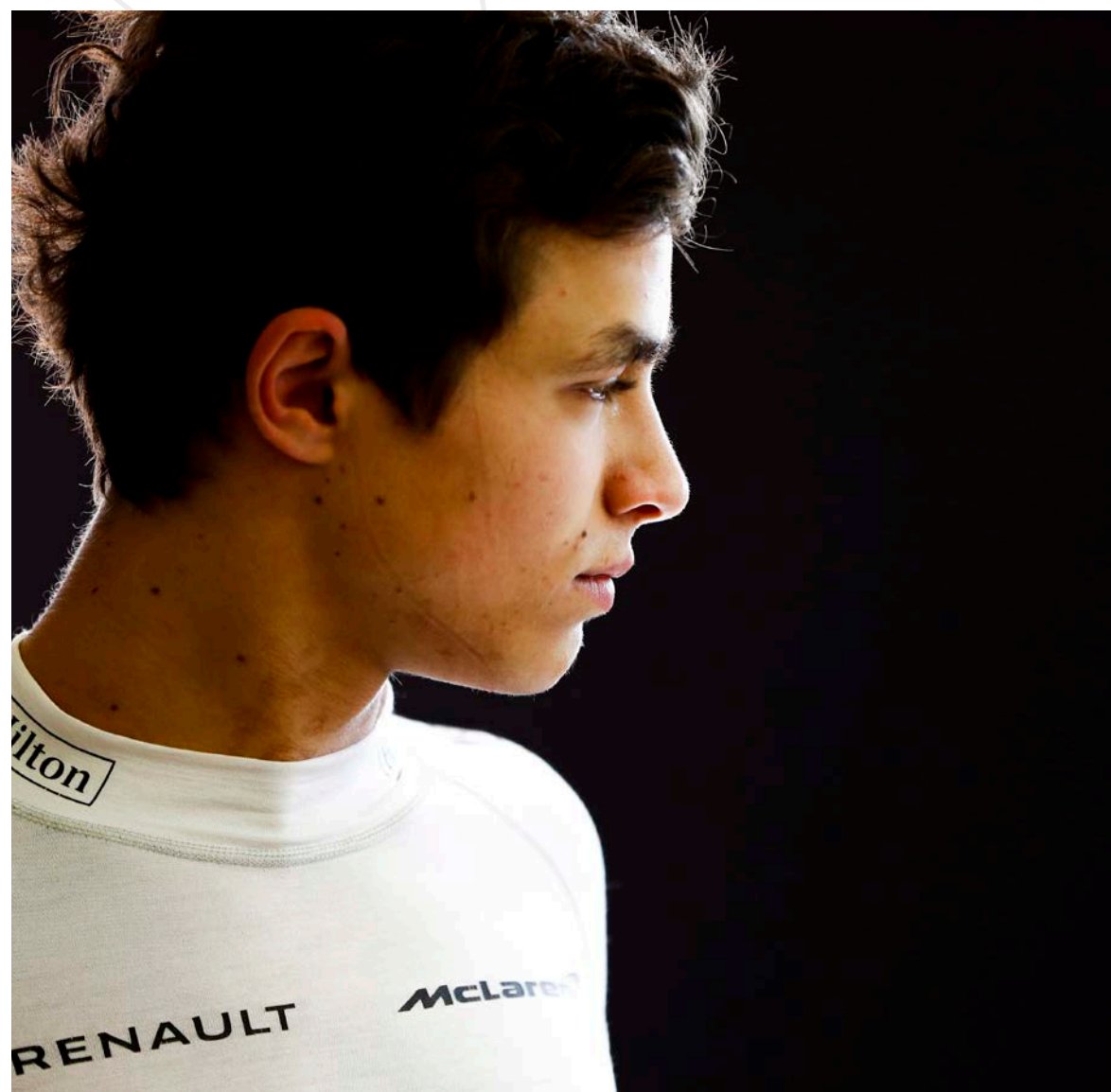




## Saturday

### QUALIFYING

Qualifying takes place on Saturday and provides a brutal shoot out with each team doing whatever they can to fight for pole position. Teams and drivers meticulously plan to expect the unexpected.



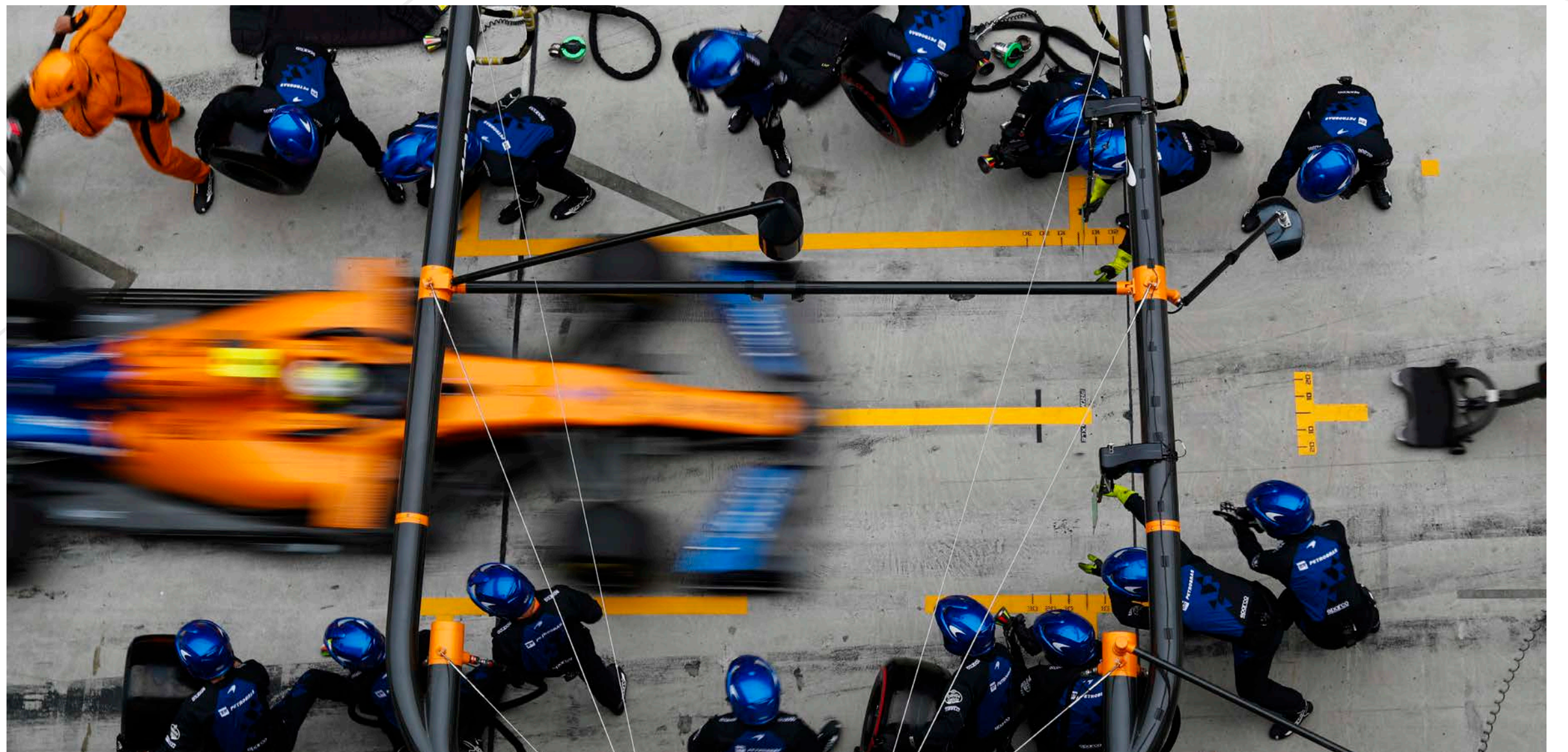
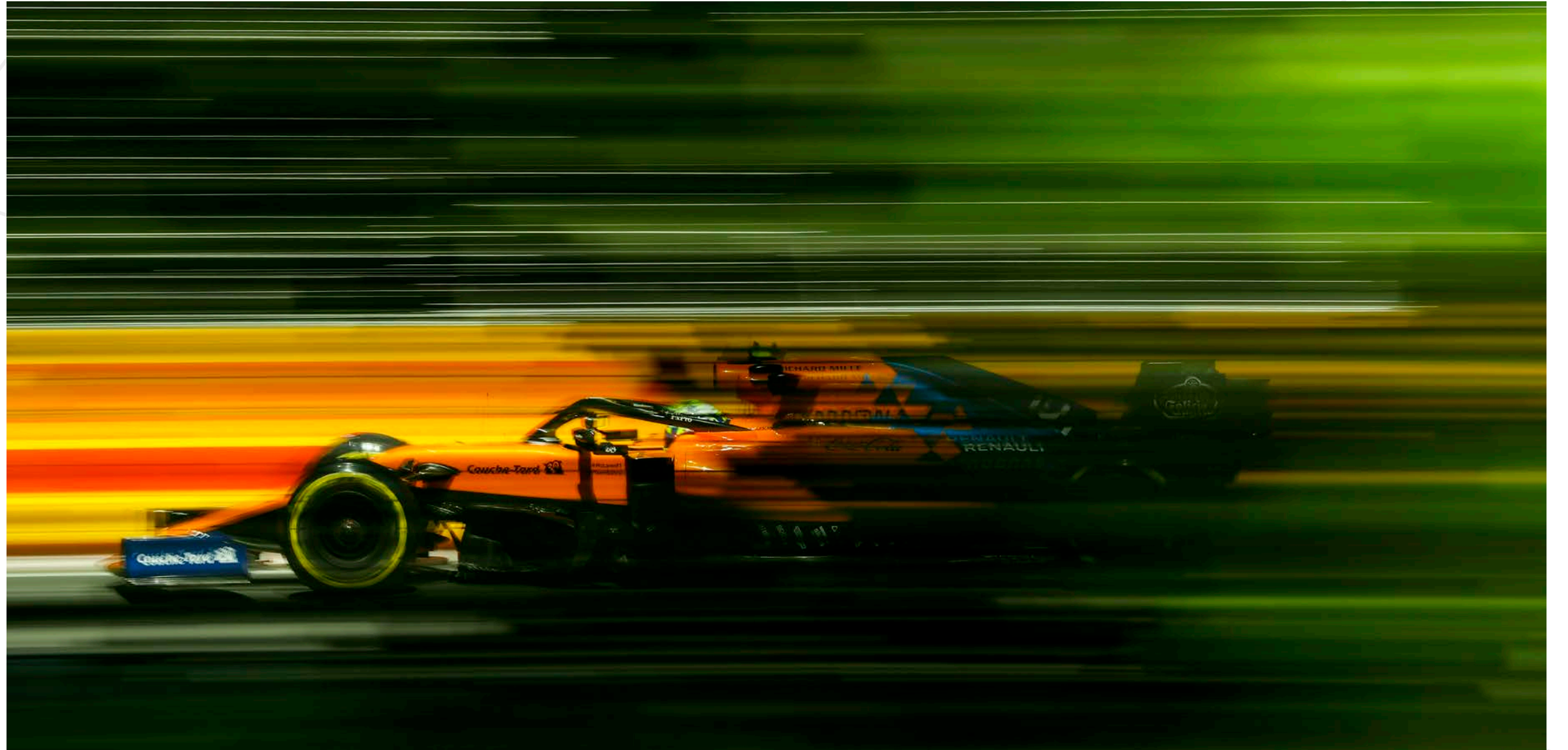




## Sunday

### THE RACE

Sunday is race day and the atmosphere is buzzing. You can feel the excitement as tension builds through the morning. Celebrities, VIPs and the media are out in force and the strain on each driver's face is visible.







Each day the McLaren Formula 1 Experience is punctuated with visits from our drivers, enabling guests to gain unique insights into Formula 1 and the race weekend strategy.

Members of the McLaren hospitality team will be on hand throughout each day to guide guests through their Formula One experience.

Regular updates are provided throughout the day including a live broadcast from the McLaren garage exclusively to the private McLaren suite.

Giant screens allow guests to follow all of the track action and race timing screens display the cascade of information you will find the teams looking at on the pit wall.

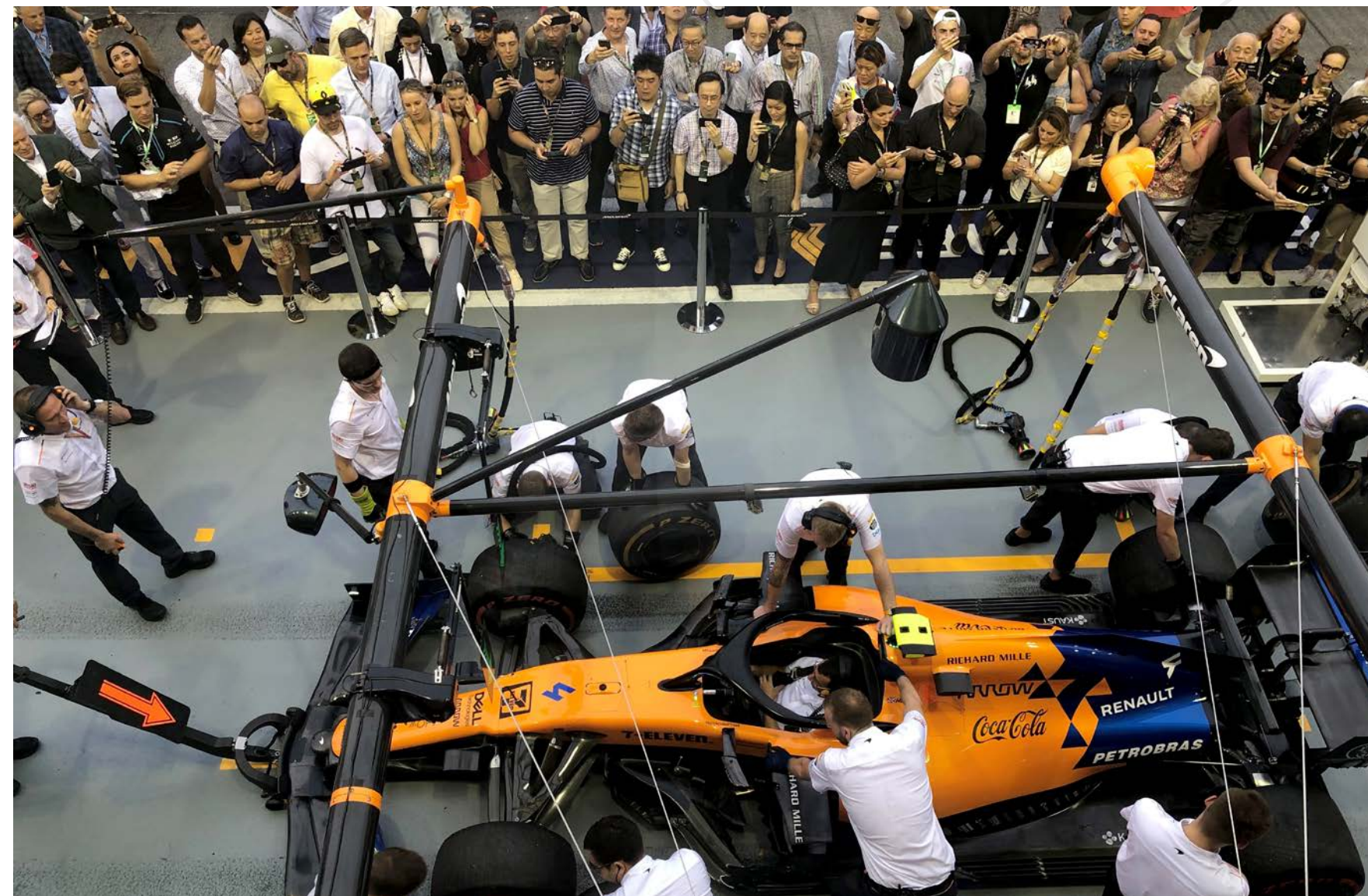






As a guest of the Formula 1 Paddock Club you receive exclusive access to the Formula 1 Pit Lane Walk where you will be able to witness the impressively clinical organisation of the team garages and watch them preparing these ultimate racing machines.

As a guest of McLaren you will be taken even further for a closer look at the McLaren garage.

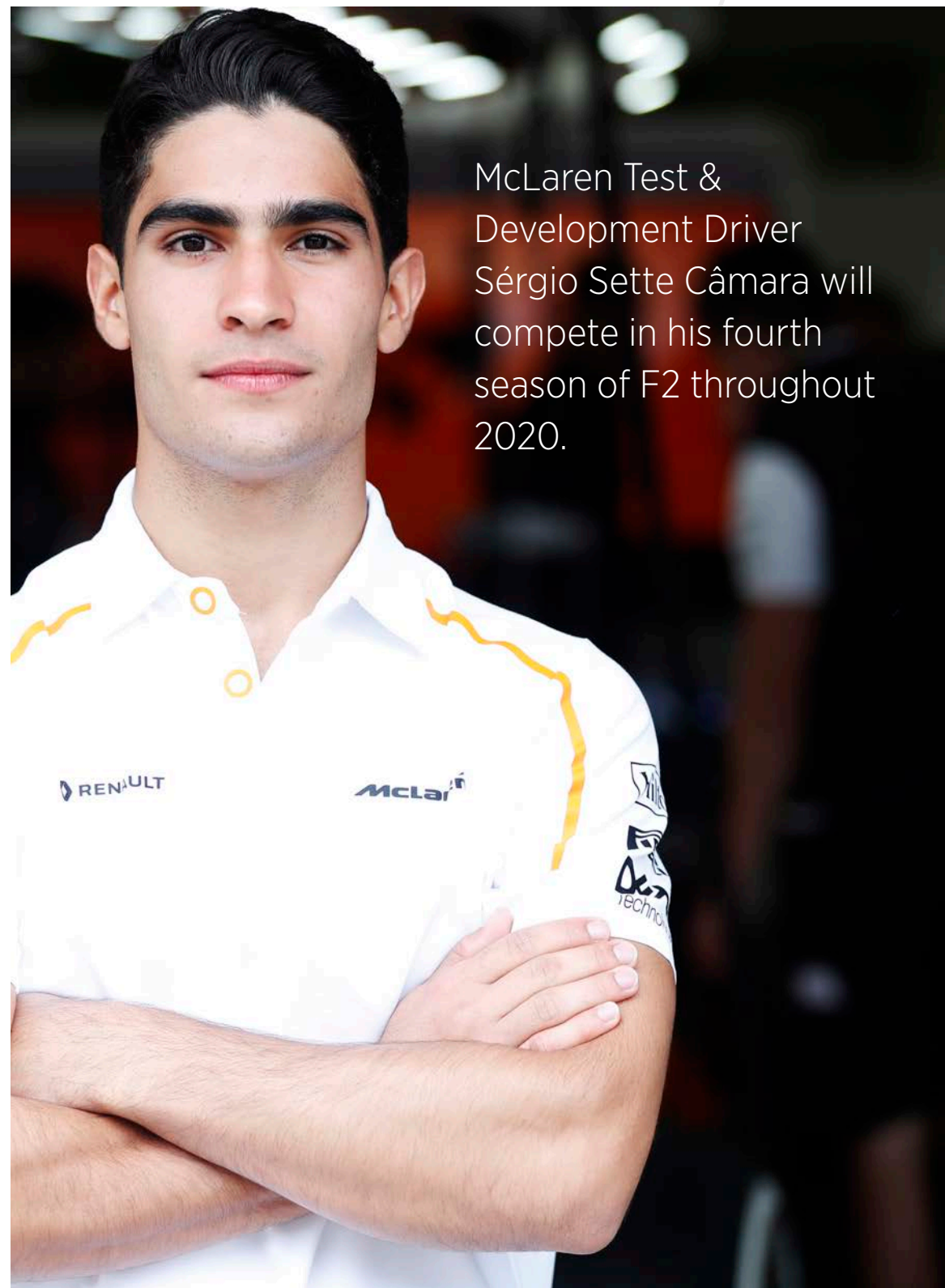






**At events where there is F2 or F3 racing you will be able to see the next generation of Formula 1 racing drivers honing their skills.**

McLaren drivers Carlos Sainz and Lando Norris both graduated through these championships.



McLaren Test & Development Driver Sérgio Sette Câmara will compete in his fourth season of F2 throughout 2020.







**The culinary highlight of the day is undoubtedly the four course fine dining lunch and carefully chosen fine wines.**

The Paddock Club's team of dedicated chefs from around the world create a choice of international and local dishes to impeccably high standards.

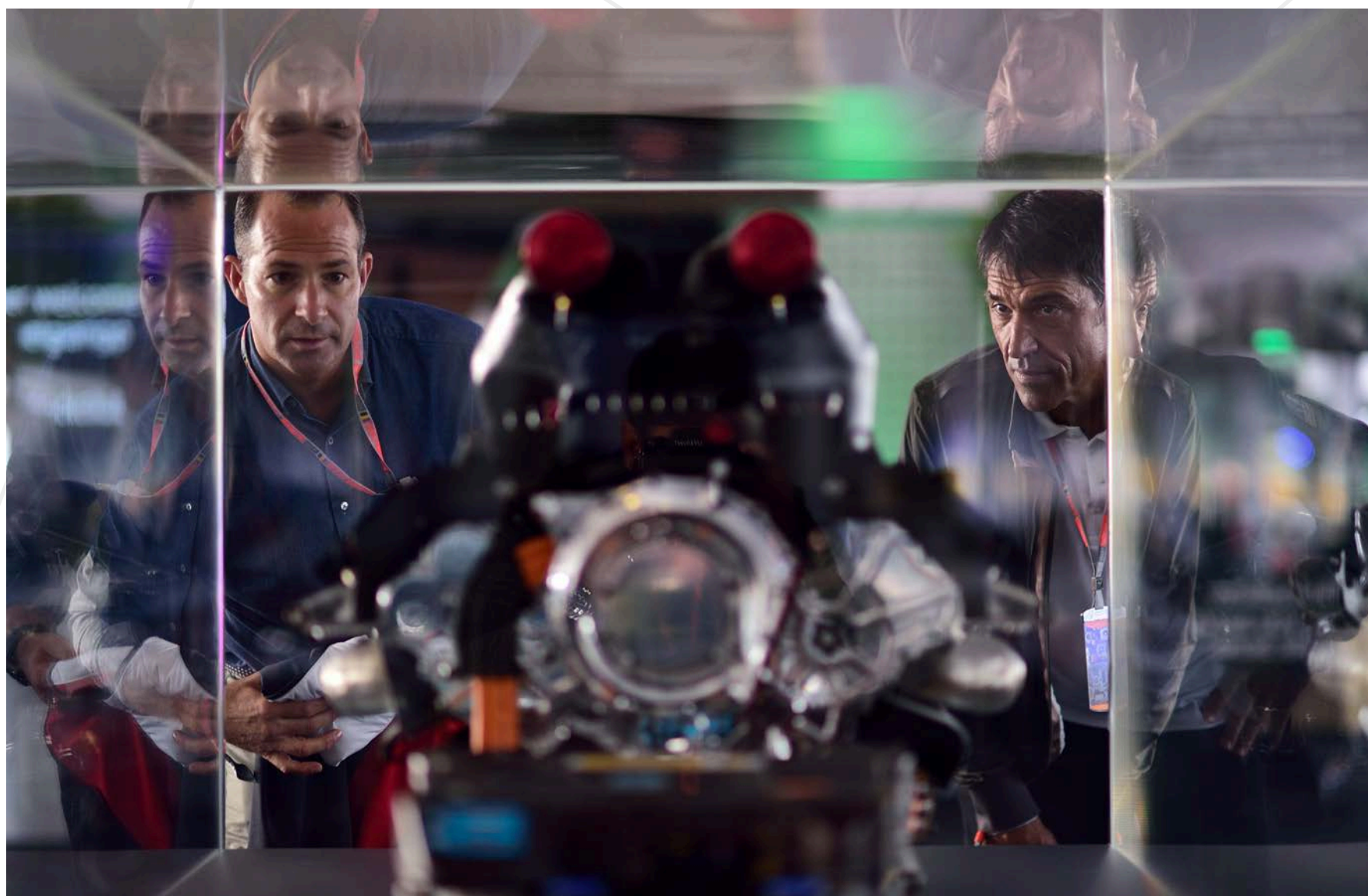






McLaren guests will have unlimited access to the Paddock Club Lounge which includes activities such as a Formula 1 simulator and a photo and trophy corner where guests can have a professional picture taken with the winning trophy.

An open bar and unlimited refreshments are also provided throughout each day, be it champagne, coffee, ice cream, sweets or patisseries.







The McLaren Formula 1 Experience, within the Formula One Paddock Club, has proved itself to be an unrivalled asset for entertaining, networking and forging business relationships.

With a whole day to entertain and engage with guests it provides our Partners with a platform from which to do business stylishly and effortlessly.







An invitation to attend a Formula 1 race with McLaren, whether at home or far away, offers a unique insight into the world of Formula 1 and the McLaren team.

**It is an experience never to be forgotten.**

