



INTRODUCING THE
McLaren Formula 1
Experience

// 2021



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 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.

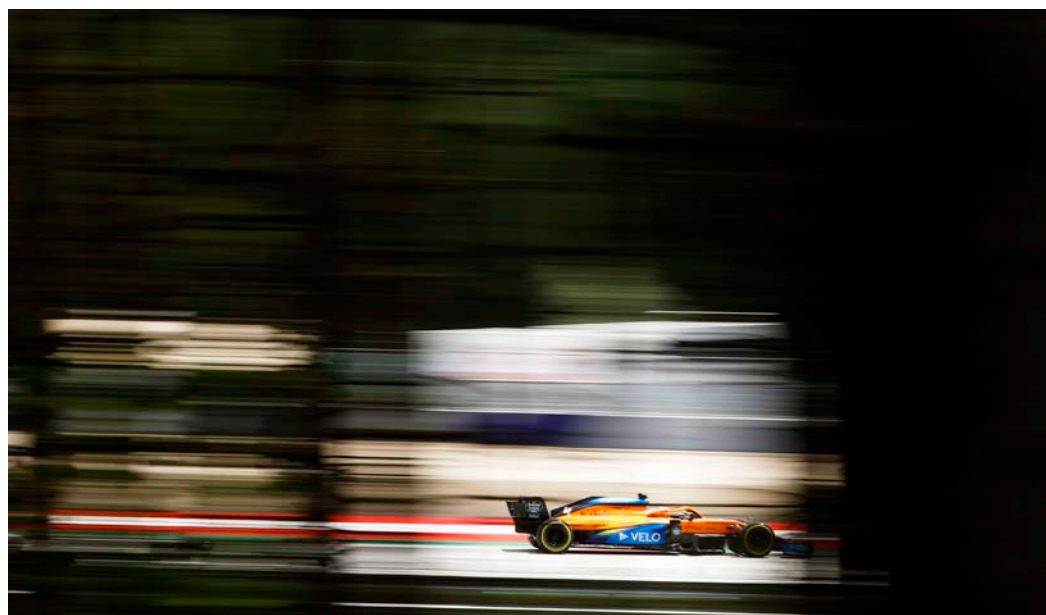
We invite you to explore this fascinating world.



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.





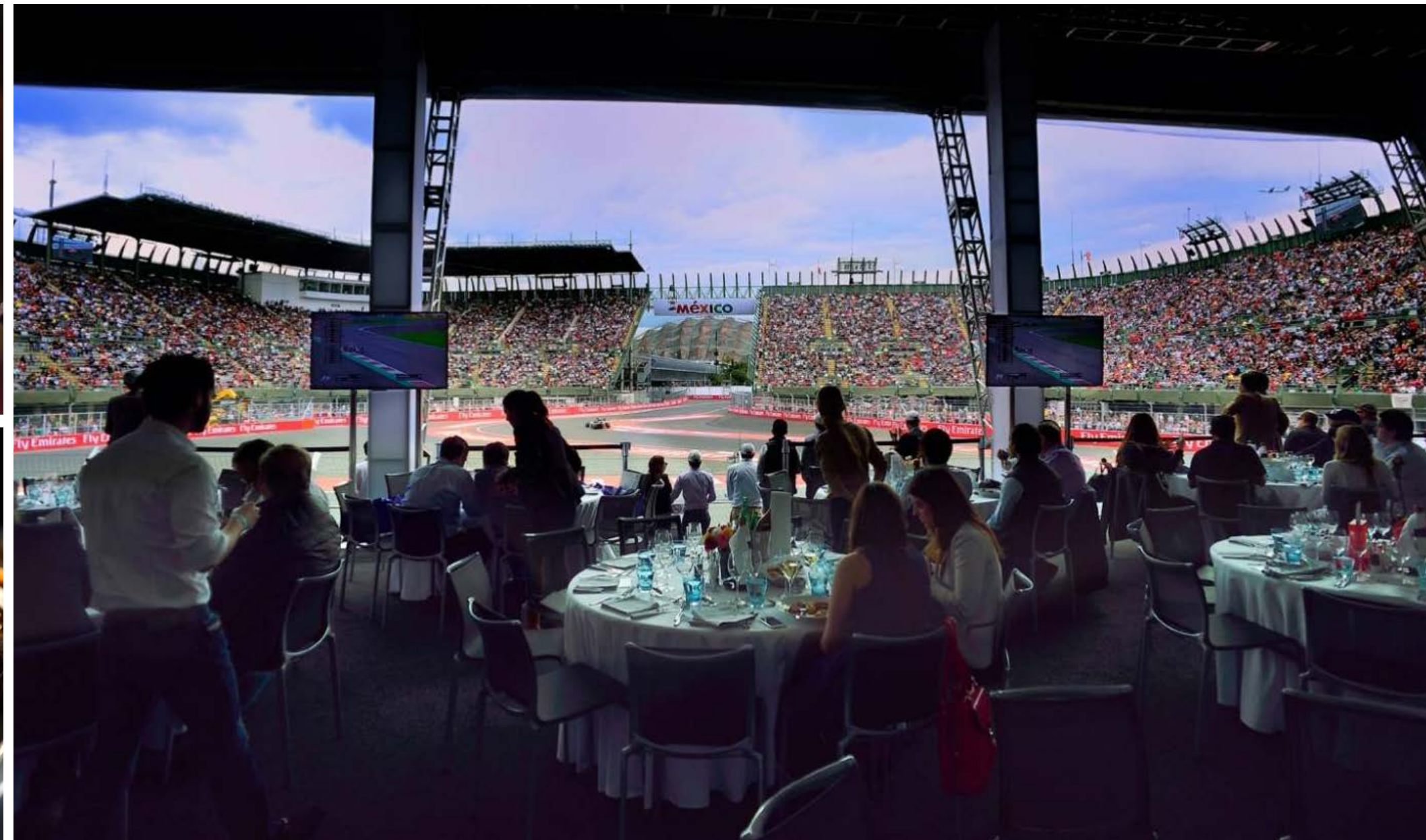
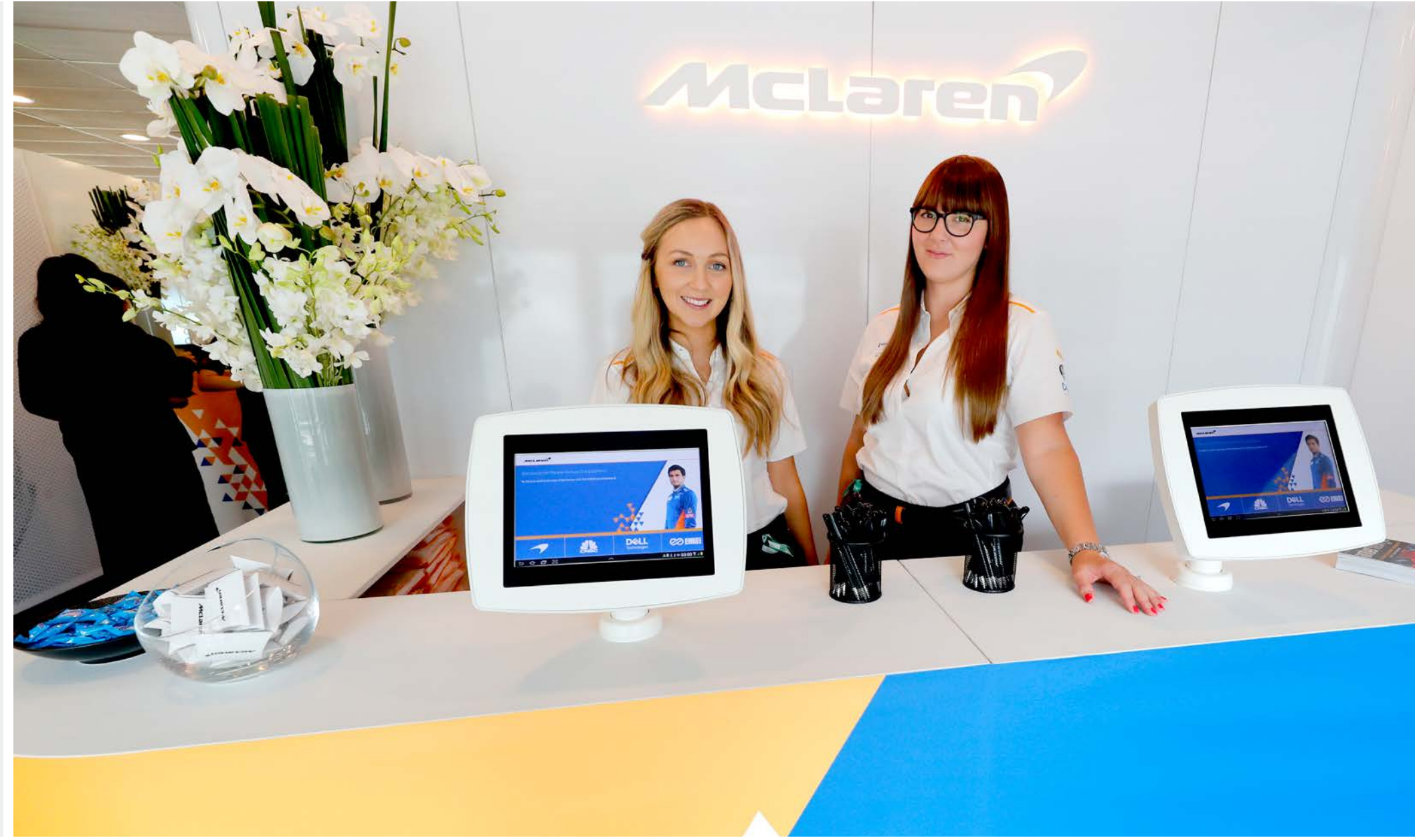
Guests are welcomed to the McLaren Formula 1 Experience from first thing in the morning until the end of the racing day.

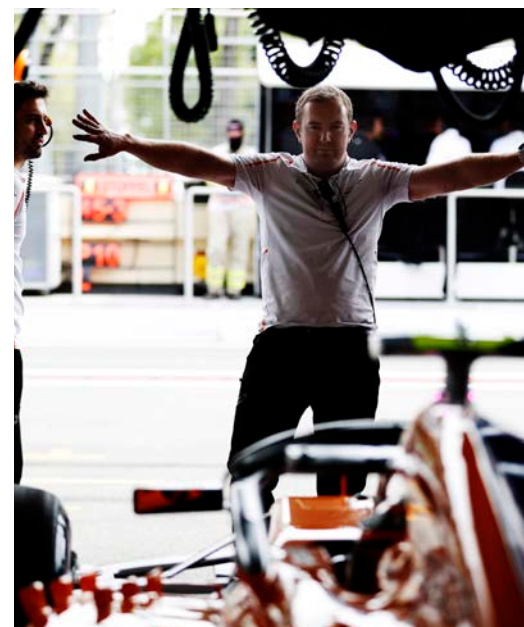
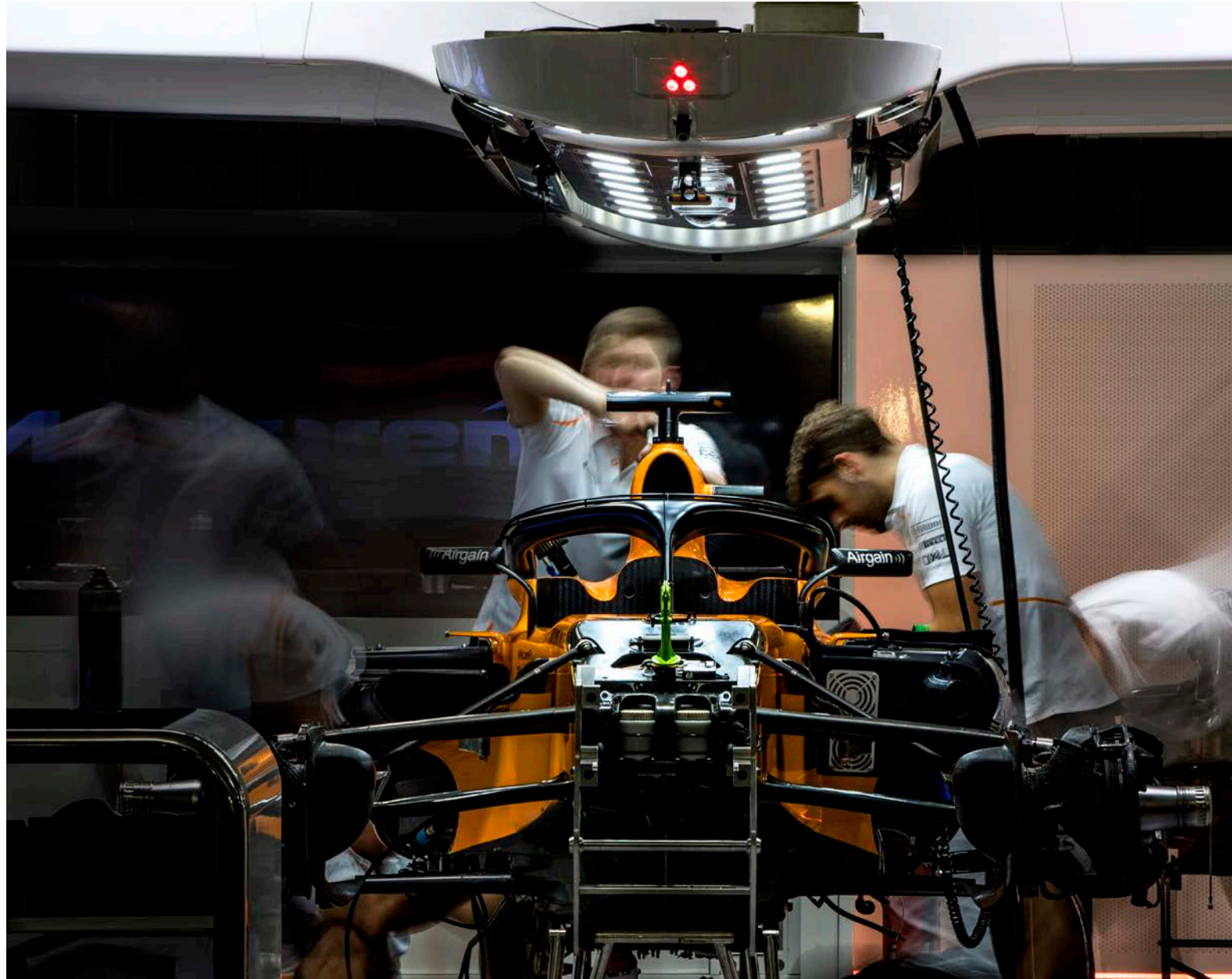
Guests will arrive, via dedicated VIP guest routes**, into the centre of the circuit to an exclusive parking area.

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.

**This access is not available at the Australian Grand Prix





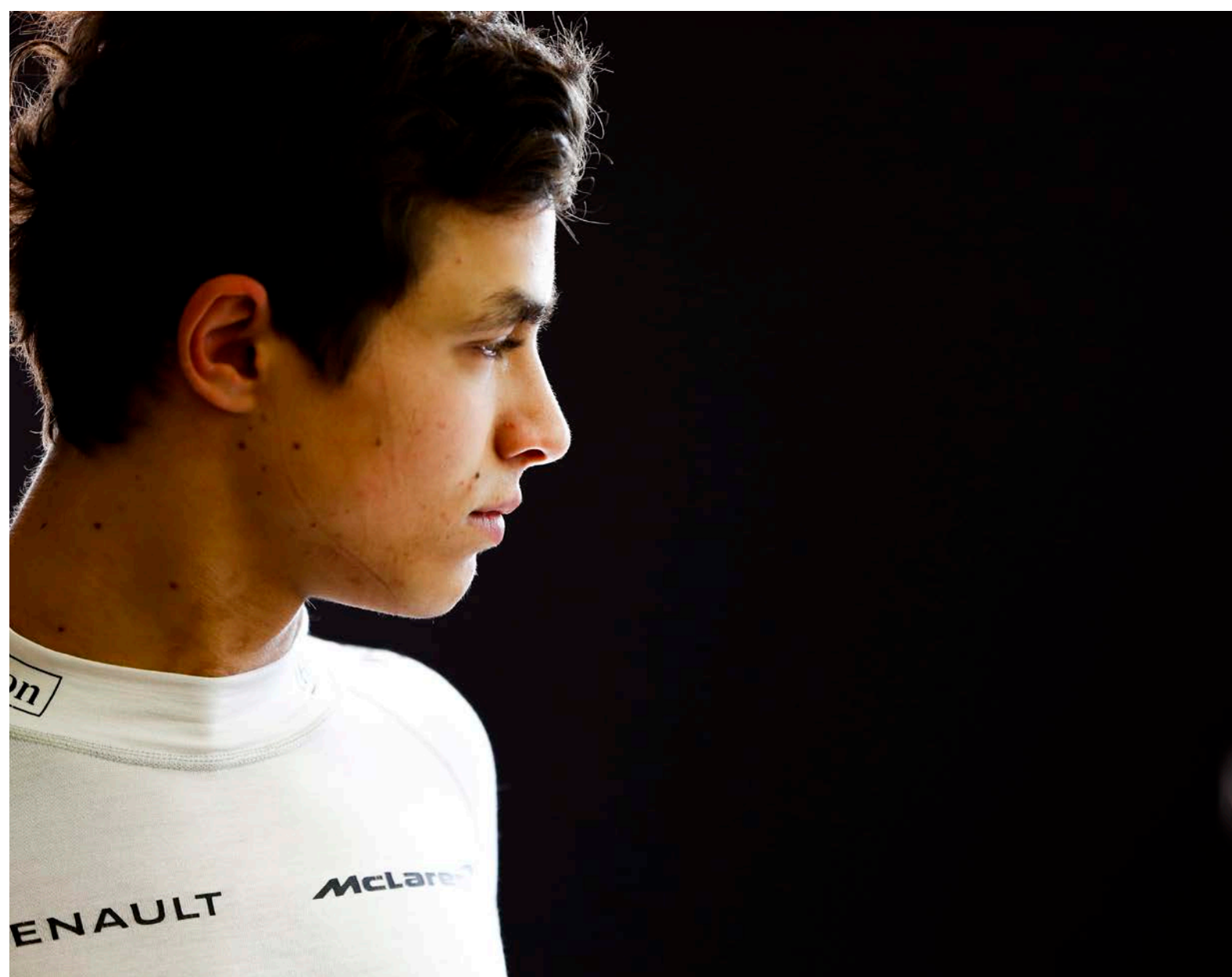
Friday

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.

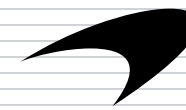




Saturday

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 driver interviews using the Pit Link, broadcasting live two-way interaction between the McLaren Garage and McLaren Paddock Club Suite. Senior Management interviews will also be conducted via the pit link enabling guests to gain unique insights into Formula 1 and the race weekend strategy.

Race team headsets will be available for small groups throughout each F1 session. Members of the McLaren team will be on-hand to host guests as they listen in to team radio whilst viewing the live garage feed displayed onscreen, alongside Marple and the track action.

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 following additional guest experiences (subject to availability):

Grid Photo Experience where guests will have the opportunity to access the circuit and have their photo taken on the start / finish straight with the F1 Championship trophies.

Daily Truck Tours where guests are able to experience the circuit first hand. If a Partner is hosting a large number of guests, we will endeavour to secure an exclusive truck for that particular guest group.**



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At events where there is Formula 2, Formula 3 or W Series racing you will be able to see the next generation of Formula 1 racing drivers honing their skills.

McLaren drivers Daniel Ricciardo and Lando Norris both graduated through the F2 and F3 feeder series.

W Series, the international single-seater motor racing championship for female drivers, has announced its provisional race calendar for the 2021 on-track season, in partnership with Formula 1.

The series will run support races at eight F1 Grands Prix next year, beginning with the French GP in late June, and taking in rounds in Austria, the UK, Hungary, Belgium, the Netherlands, the USA and finishing in Mexico.





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

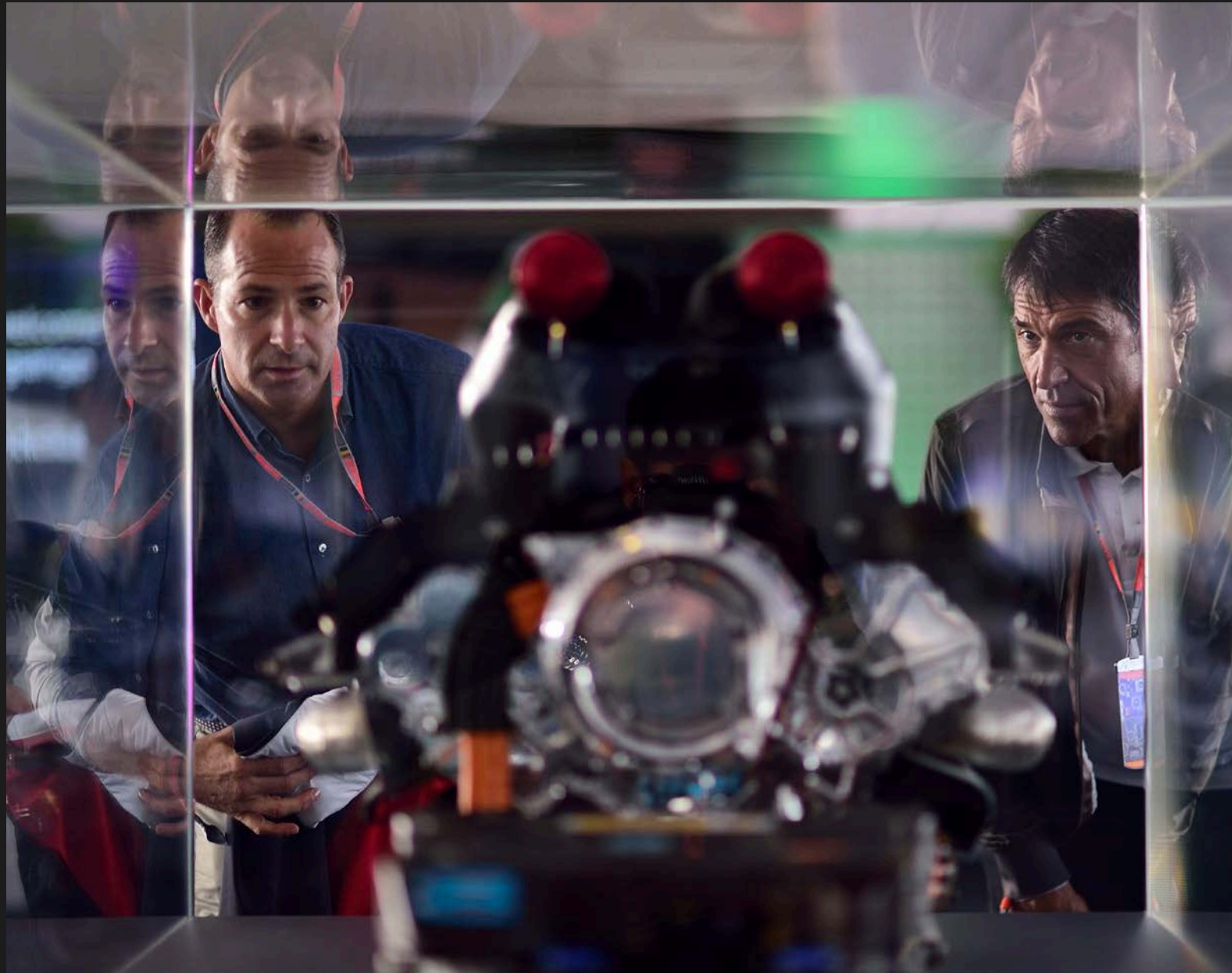
The Paddock Club's team of dedicated chefs from around the world create a choice of international and local dishes to impeccably high standards.





McLaren guests will have unlimited access to the Paddock Club Lounge which includes experiential activities such as F1 simulators and a virtual pit stop challenge.

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.



Inclusions

Get closer to McLaren Racing during the 2021 Formula 1 season with unique access through F1 Experiences, the Official Experience, Hospitality & Travel Programme of Formula 1.

PLEASE NOTE: Access to the Formula 1 Paddock is fulfilled by F1 Experiences, not by McLaren.

Programming and Experiences are subject to change based on local health and safety guidelines at the time of the event.

Legend

Paddock Club™

McLaren Racing Formula 1 Paddock Club™ Hospitality

(Sat-Sun/Fri-Sun) Dedicated, reserved seating per guest in the McLaren Racing Paddock Club Suite

The combination of prime access to the McLaren Racing Team, the finest service, exquisite cuisine and breathtaking race views.

Paddock Club™ Pit Lane Walks

A chance to walk down the pit lane and take photos of the teams working on the cars.

Virtual McLaren Racing Driver Interviews | Via Pit Link

(Daily) Enjoy daily interviews with Daniel Ricciardo and Lando Norris via the team's Pit Link.

Virtual McLaren Racing Executive Interviews | Via Pit Link

Hear from Senior Management and gain unique insights into Formula 1 and the race weekend strategy via the team's Pit Link.

Virtual McLaren Garage Tour | Via Pit Link

Enjoy a virtual, behind the scenes tour of the McLaren Racing garage.

One Day Paddock Access

Provided by F1 Experiences, get access to the Formula 1 Paddock for a whole day and watch the drivers and teams at work.

Podium Ceremony Access

Provided by F1 Experiences, get priority access to the pit lane after the race for an up-close view of the podium ceremony.

McLaren Racing Team Gift Bag

Receive a special gift bag with branded merchandise from McLaren Racing

F1® Experiences Rewards

Rewards are calculated as 10% of your total purchase

Exclusive Extras

F1 TV Access, F1 Experiences Gift, F1 Experiences Lanyard & Ticket Sleeve, Race Programme, VIP Parking available upon request



Pricing

Avail of **3- or 4-night** hotel stays for your chosen Grand Prix weekend through F1 Experiences by purchasing online or contacting an F1 Experiences' Sales Representative.

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Race	Paddock Club™ Friday Only	Paddock Club™ 2-Day	Paddock Club™ 3-Day	Legend 2-Day	Legend 3-Day
Spain	\$1,597	\$7,181	\$8,512	\$10,399	\$11,999
Monaco	N/A	\$9,308	N/A	\$12,999	N/A
Azerbaijan**	\$1,320	\$5,115	\$6,215	\$7,499	\$8,999
Canada	\$1,320	\$7,975	\$9,000	\$11,199	\$12,599
France**	\$1,584	\$6,138	\$7,458	\$8,999	\$10,599
Austria**	\$1,584	\$6,138	\$7,458	\$8,999	\$10,599
Silverstone	\$1,584	\$7,386	\$8,706	\$10,499	\$12,399
Hungary**	\$1,676	\$6,215	\$6,680	\$9,999	\$9,199
Belgium	\$1,597	\$7,181	\$8,512	\$10,199	\$12,299
Monza	\$1,610	\$7,241	\$8,583	\$10,699	\$12,299
Netherlands**	N/A	\$6,189	\$7,520	\$8,499	\$10,199
Russia**	\$1,320	\$6,215	\$7,315	\$8,699	\$9,999
Singapore	N/A	N/A	\$9,000 <i>price valid until May 1</i> \$10,800 <i>price after May 1</i>	N/A	N/A
Japan	\$1,320	\$7,585	\$8,685	\$10,599	\$12,199
USA	\$1,320	\$7,585	\$8,685	\$10,599	\$12,199
Mexico	N/A	N/A	\$8,685	N/A	\$12,199
Brazil**	N/A	N/A	\$7,695	N/A	N/A
Australia	N/A	N/A	\$7,233	N/A	\$10,599
Saudi Arabia**	\$1,320	\$6,485	\$7,695	N/A	\$N/A
Abu Dhabi	\$1,727	\$7,964	\$9,235	\$10,999	\$12,199

*All Pricing is Per Person and in USD.

**Access to the Paddock Club will be within the Club Suite.



McLaren