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Exhibitors Hit the Hat-Trick

Five major motor sport companies have achieved a unique hat-trick after signing up to participate at the Motor Sport Business Forum for the third-year in a row.

The Bahrain International Circuit, Paul Ricard High Tech Test Track, Circuit de Catalunya, Sport Und Markt and IFM have all exhibited at the Forum since the first event in 2005. They believe it is essential to their business and have demonstrated the fact by signing up to the next show eight months in advance.

Philippe Gurdjian, President and CEO of Paul Ricard HTTT, commented: "We look forward to exhibiting at the Forum for the third year. It offers a unique and important opportunity for anyone involved in the motor sport industry and I'm happy to think that the Paul Ricard HTTT will have a long association with the event."

It is a view shared by the other major race circuits exhibiting at the show. Martin Whitaker, CEO, Bahrain International Circuit, said: "As a world class racing facility it is essential that we have a presence at the Forum. There is no other event in the world where the major companies involved in the motor sport industry get together and conduct business away from the track."

Josep Ramon, marketing director, Circuit de Catalunya added: "I'm delighted that we will continue to participate at the Forum for another year. The first two years have been of great value to our business and this year is set to be bigger and better than ever."

Indeed, initial interest in the 2007 Forum suggests that it is set to double in size again, having already achieved the same feat in 2006. Virtually every participant and exhibitor from last year has signaled their intention to return.

Another two that have already signed up are global research companies IFM International and Sport Und Markt.

Ulrich Lacher, IFM International, said: "The Motor Sport Business Forum offers impressive opportunities for discussion and networking. It has been an outstanding platform for IFM, generating new business contacts and renewing many friendships.

This is definitely the place where the decision-makers of the motor sport industry will meet.”

Marcel Cordes, CEO, Sport+Markt, said “The Motor Sport Business Forum brings together all the relevant decision makers in the sector and is an essential date on the calendar. After the great success of the event in 2006, I am delighted to be participating in the Forum again this year.”

About the Motor Sport Business Forum

The Motor Sport Business Forum is the must-attend event for motor sport’s global commercial community. It offers a unique opportunity to **listen** to new ideas, **discuss** sponsorship initiatives, **debate** current issues, **network** with industry professionals, and **negotiate** deals.

The two-day Forum incorporates a full conference schedule focussing on the business of Formula One. The wide-ranging programme covers every area of commercial activity in the sport from Sponsorship acquisition and exploitation to event planning and hospitality.

The major industry figures are not just present at the Forum – they play an active role. FIA President Max Mosley, Toyota Motorsport president John Howett, Honda Racing F1 CEO Nick Fry, and Prodrive Chief Executive David Richards, are just a few of the leading names in motor sport who spoke at the 2006 Forum.

The event also offers a world-class exhibition area featuring displays and stands from the biggest companies in the sector. Every major race series has a presence, from Formula One and the World Rally Championship to GP2 and World Touring Car. In between the array of F1, Rally and sports cars on display can be found a multitude of exhibitors representing race circuits, championship organisers, yacht brokers, technology companies and hospitality agencies, to name a few.

The next event takes place on 5-6 December 2007 at the Grimaldi Conference and Exhibition Centre in Monaco.