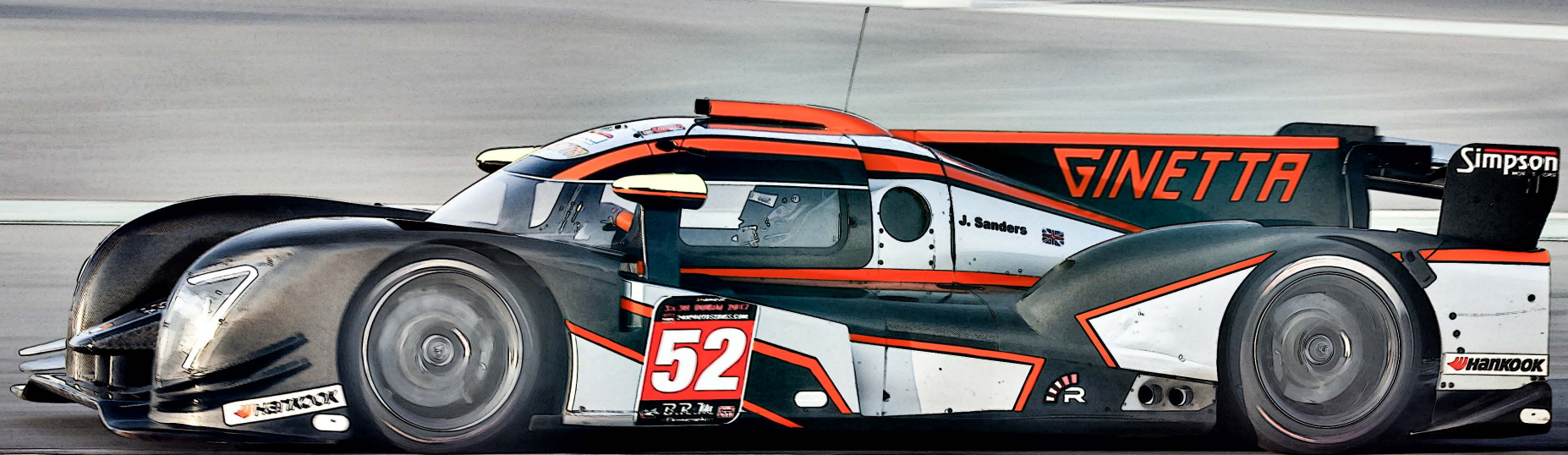


DUBAI AUTODROME

PRESENTATION PACK



CONTENTS

- Page 4** Sponsors & Partners
- Page 7** Welcome Centre Motorsport Experiences
- Page 15** Corporate & Hospitality
- Page 16** Track Days
- Page 17** Kartdrome (Indoor - Outdoor - Laserdrome - Chill Zone - Race Room)
- Page 26** Large Scale Events
- Page 34** Motorsport Events
- Page 38** Past Events
- Page 40** Rentals
- Page 42** Stats & Footfall
- Page 43** VIP & Celebrities
- Page 44** Dubai Autodrome
- Page 46** Dubai Kartdrome

One of the contributing factors to the rise is that Dubai Autodrome has, and continues to host major local and international events ranging from motorsport, corporate and various fitness events, each with a significant footfall. The positioning of the Dubai Autodrome brand has subsequently seen a positive shift making the venue a popular and attractive proposition for corporates, sponsors and events.



SPONSORS & PARTNERS



SPONSORS & PARTNERS

Title Sponsors & Partners

Official Venue Sponsor:



TAGHeuer
SWISS AVANT-GARDE SINCE 1860

Official Sponsor of
NGK Racing Series:



Official Car Supplier:



Audi

Official Hotel:
Park Inn Motor City



Official Petroleum Sponsor:



Official Tire Supplier:



SPONSORS & PARTNERS

Facility Sponsors & Partners



Media Sponsors & Partners



Event Sponsors & Partners



Motorsport Partners



WELCOME CENTRE



Audi TT Experience

The all new Audi TT 45 TFSI Coupe Quattro is totally revamped from its predecessor, with a 2.0-litre four-cylinder turbocharged delivering 230 bhp under the right foot. Lighter and lower it takes pocket rocket handling to the next level, as it hugs the tarmac while evoking confidence through superb handling and progressive steering.

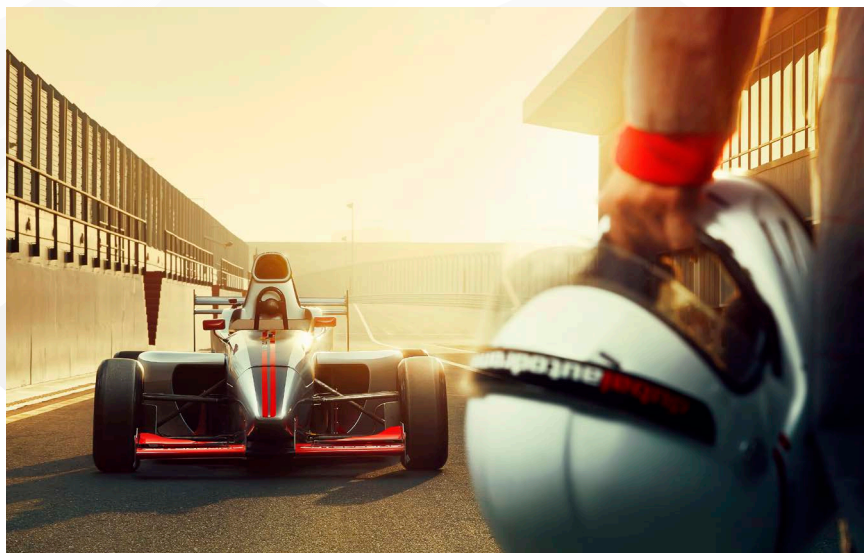
The 'cheeky' little brother of the Audi R8 supercar, the TT appeals to anyone seeking a rush of adrenalin coupled to a precise driving experience. All enhanced by a futuristic and full customisable instrument cluster to cater for the needs and preferences of the driver. The new TT raising the bar in more ways than one when it comes to track action – now it's your turn to experience it!

Price: AED 875

Driving Activity Format

- Arrival 15 minutes before start.
- 20 minute driving and safety presentation.
- Move to cars and introduction to instructors.
- 20 minute driving session with instructor + 1 Hot lap.
- Debrief and certificate handout.

WELCOME CENTRE



Formula DXB Experience

The Dubai Autodrome Formula DXB is the ultimate race car introduction to wings and slick tires. Our specially prepared race cars are ultra lightweight with incredible acceleration and sharp handling, allowing you to corner at high speed and feel every part of the circuit.

After a full safety briefing, you will be provided with all your safety clothing and helmet, and then paced around the Dubai Autodrome 1.2km Oval Circuit behind a professional instructor, to learn the correct racing lines and get the most out of this unique and exciting race car. A truly unforgettable experience! Advanced bookings required.

Stage 1 Price: AED 875

Stage 2 Price: AED 1,100

Stage 3 Price: AED 1,350

Driving Activity Format

- Arrival 15 minutes before start.
- 20 minute driving and safety presentation.
- Move to cars and introduction to instructors.
- **If Stage 1:** 20 minute TT paced driving session with instructor on oval circuit.
- **If stage 2:** 20 minute Single Seater paced driving session on club circuit.
- **If Stage 3:** 20 minute free driving session – no instructors, no pacing.
- Debrief and certificate handout.

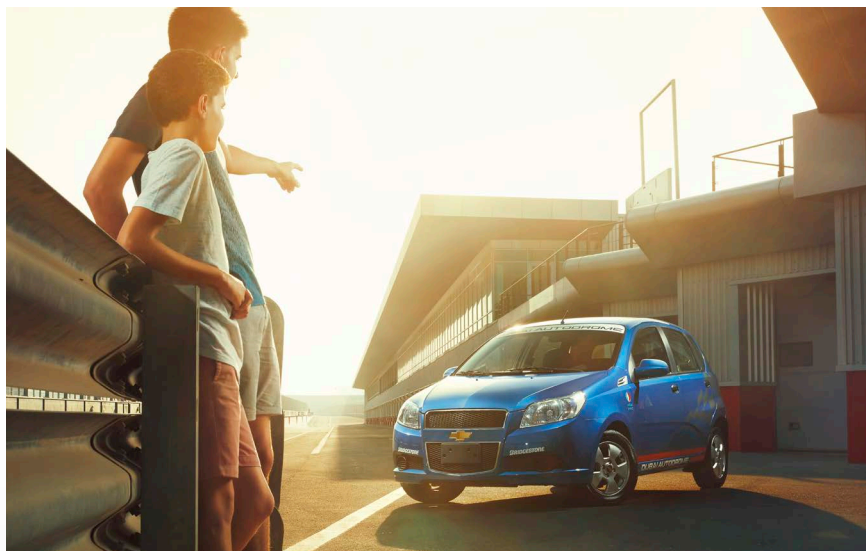


These outrageously fun tin tops are pure racing cars from the day they were forged in the Renault Sport factory in France. Everything onboard – brakes, suspension, sequential gearbox and 205 bhp engine – is built to race specification, just like the touring cars you see on TV.

Price: AED 1,095

- Arrival 15 minutes before start.
- 20 minute driving and safety presentation.
- Move to cars and introduction to instructors.
- 20 minute driving session with instructor.
- Debrief and certificate handout.

WELCOME CENTRE



First Drive Experience

Even youngsters can discover the thrill of driving at Dubai Autodrome. The First Drive Experience is specifically designed for young drivers from 12 to 18 years of age.

The experience is designed for first time drivers to gain driving experience in a manual car in the safe and controlled environment at Dubai Autodrome with a professional instructor.

Driving a Chevrolet Aveo 5 with state-of-the-art dual controls, drivers will learn clutch control, gear changing, braking, use of mirrors and how to reverse properly. A very rewarding experience for budding drivers!

Price: AED 400

Driving Activity Format

- Arrival 15 minutes before start.
- 20 minute driving and safety presentation.
- Move to cars and introduction to instructors.
- 20 minute driving session with instructor.
- Debrief and certificate handout.



Anticipation just got redefined.

Experience driving a high performance GT spec McLaren Sprint super car with stripped out interior and walk away breathless with a high-definition video of you driving this powerful kit around our circuit.

Vehicle Specs:

- 3.8l Turbo
- 625 BHP
- Top Speed: 299kph
- Weight: 1,350kg

Price: AED 1,950

Souvenir Video: AED 150

Driving Activity Format

- Arrival 15 minutes before start.
- 20 minute driving and safety presentation.
- Move to cars and introduction to instructors.
- 20 minute driving session with instructor (10 minute in the AudiTT + 3 Laps in the McLaren)
- Debrief and certificate handout.

WELCOME CENTRE



Easy Drift Experience

Drifting is a driving technique where the driver intentionally over-steers, causing loss of traction in the rear wheels or all tires, while maintaining control from entry to exit of a corner. New technology called Easydrift allows creating a loss of grip on the rear wheels by placing specifically designed plastic rings on the rear tires.

This allows drifting with standard front wheel drive cars starting from very low speeds, making the activity very safe. It also allows much faster drifting for drivers mastering our first levels of experiences resulting in an incredibly addictive and memorable experience.

No driver license required.

Price: AED 950

Driving Activity Format

- Arrival 15 minutes before start.
- Introduced to instructor.
- 10 minute in car briefing.
- 45 mins. driving session with instructor.
- Debrief and certificate handout.

TRACK DAYS



Car Track Days

Track Days/Evenings allow drivers to explore the performance of their cars in a controlled and safe environment. It is an opportunity to drive on a race track without the constraints, restrictions and invariable risks of a public road. Safety cover on the track is run to strict international standards, with marshal posts manned, and safety trucks, ambulance and paramedic services available throughout the event.

Track Days are run 2-3 times a month for novice and advanced groups.

Safety cover on the track is run to strict international standards, with marshal's posts manned, and safety trucks, ambulance and paramedic services available throughout the event.



Motorcycle Track Days

The ever popular Bike Track Days allow bike owners an enjoyable and safe way to ride their bike in a controlled environment. Riders will get to enjoy a variety of different circuit configurations on a FIA Sanctioned Grade A circuit with full medical and ambulance cover on the day.

Also running 2-3 times per month for novice, intermediate and advanced groups.

It is an opportunity to ride on a race track without the constraints, restrictions and invariable risks of a public road.

Note: Drivers & Riders who have not participated in Track Days at Dubai Autodrome before must first enroll and partake in a Novice Track Evening.

DUBAI KARTDROME



Arrive & Drive Karting



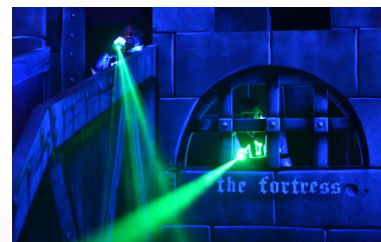
SWS Racing



Endurance Racing



Dubai O-Plate & Other Karting



Laserdrome & Chill Zone



RaceRoom Sim Car Racing



Kartdrome Daily Timings



Kids Karting & Parties



Kartdrome Corporate Events

Activities On Offer

Dubai Autodrome's popular Kartdrome sees more than 100,000 people visiting the outdoor and indoor karting circuits.

With a healthy kart racing industry, the circuit organizes a multitude of championships such as the Endurance Championship, Rotax Championship, Dubai O-Plate and the SWS Series.

The Dubai Kartdrome also offers other entertainment such as: RaceRoom Simulators, corporate events, PS4 Zone, kids birthday parties and a Laserdrome medieval maze.

The most popular activity is the Arrive and Drive Outdoor karting experience, which runs from 10am until midnight, seven days a week.

Download Dubai Kartdrome App



ARRIVE & DRIVE KARTING



Go Race Now!

The Dubai Kartdrome offers a fleet of leisure Karts that deliver an excellent racing experience while ensuring high safety, in a range of specifications to satisfy those aged 7 and up.

Manufactured by SodiKart, the karts offer a comfortable driving position, top level performance and precision handling. All karts are powered by Honda engines which ensures equal acceleration, guaranteeing that all clients have the most competitive karts available.

They are also equipped with transponders that automate timing and scoring systems, providing an accurate starting grid in qualifying. This up-to-date system displays laps completed, gap between karts and the fastest lap. At the end of each session drivers are able to compare lap times.

Price:

Outdoor AED 130 per 15 minute session

Indoor AED 100 per 15 minute session

ENDURANCE RACING



Endurance Championship

The Dubai Kartdrome Endurance Championship, run since 2004, is a mainstay of the UAE motorsport calendar. The event has been dubbed as “extreme racing” – as tough as it gets and requires stamina, concentration, speed, consistency and probably most importantly team work – all this under the duress of hard fought competition over a 24 or 12 hour period.

At the end there will be a winning team, but in truth competing with enthusiasm and completing the event is a victory in itself. The objective is to provide new challenges to teams and create a competitive environment for teams to race at the highest level. The emphasis is on attracting a mix of pro, semi-pro and corporate teams to the series.

DUBAI KARTDROME ENDURANCE CHAMPIONSHIP



The O-Plate is the United Arab Emirates' annual big weekend for professional kart racers held at the Dubai Kartdrome. The event sets local talent up against international drivers for top honors of becoming Dubai O-Plate Champions on the world renowned circuit.

The Dubai Kartdrome answered the call by many drivers who wanted to challenge for a championship but without the pressure and expense of a full season campaign. The Dubai O-Plate event fulfills that aspiration for two race filled days every January.

The winter temperatures in Dubai are normally in the mid 20's (Celsius), which provides an ideal opportunity for European teams to test and race when conditions back home are significantly colder. A great experience for drivers and the whole family; bring them along to enjoy Dubai's sun, shopping and beaches!

With the local karting scene at an all-time high, this event offers the chance for top local and international kart drivers to battle it out on the same tarmac for a full weekend of racing of selected IAME and Rotax Categories.

The Dubai Kartdrome pulls together a large amount of attractive prizes that will be awarded to the top drivers in each category.

LASERDROME & CHILL ZONE



Always Something To Do

A unique feature of the Indoor Kartdrome Complex is the Laserdrome – laser tag – game area. Best described as Paintball without the Pain(t) and without the mess. Players are sorted into two teams (maximum 10 players) battling against one another with laser guns. Set in a medieval castle type environment of 400 square meters featuring huge dayglo dungeon style decoration with lighting and artificial fog aimed at confusing vision and making the objective of tagging opponents a challenge. Ideal for groups and children.

On the same floor as the Laserdrome you can relax in the Chill Zone, an area which includes Playstation Alley, Billiards and a snack bar.



RACEROOM SIM RACING



Virtual Racing For Up To 10 Drivers

RaceRoom was born on the real race track and developed as a virtual experience which extracts the best out of driving dynamics and motor racing simulation.

The concept is very easy to use, affordable and without any technical limitations. RaceRoom is the place which can inspire everyone to participate in virtual motorsport, for users from 7 to 70 years of age.

Booking is quick and simple and very much Arrive & Drive entertainment facilitated by exclusive RaceRoom Event Automation Software which allows up to 10 drivers to compete against each other at the same time on a virtual race track.

The live broadcast system puts drivers in the spotlight of the audience while showing live timing and results. At the Indoor Kartdrome there will be regular RaceRoom competitions and challenges with prizes for the winners.

RaceRoom virtual motor racing offers extraordinary fun at the Indoor Kartdrome, providing an ideal and unique entertainment platform which is ideal for parties, corporate events or individuals wanting a virtual adrenalin rush!



MOBILE RACEROOM

Innovative Event Equipment For Virtual Motorsport

The fascination of motorsport connects people worldwide. With RaceRoom, get world-famous racing circuits, original engine sound and vehicles delivered directly to your event. Your guests will feel a rush of adrenaline in a memorable racing experience!

Our event entertainment allows guests to drive, have fun and to compete against each other. You can also strengthen employee spirit and foster a sense of commitment and concentration.

And more! The setup allows you to promote your company image within the game, securing your brand in the minds of clients. RaceRoom is suitable both as entertainment and as a promotional tool for any event.





LARGE SCALE EVENTS



Hankook 24H Dubai

This is a 24 hour endurance race that pits drivers against time and each other to last through the entire race. Held at the Dubai Autodrome for the first time back in 2006, it has since been hosted each year for a total of 10 times.

A wide variety of 'tin top' touring cars, GTs and 24H-Specials (e.g. silhouette cars) are eligible to race, from 'hot hatchbacks' up to proper GT3 machinery and purpose-built race cars. An established structure of classes and liberal technical regulations allow teams to compete without having to change their cars for the 24H SERIES, thus helping them to save costs.



Hankook 24H Dubai Facts

- 100 cars on the start grid.
- 500+ drivers.
- 30 nationalities.
- 20,000+ people attended the race.
- VIP Hospitality Suites with VIP's and celebrities.
- Live Screening to over 200,000 people world-wide.





At each National Race Day Dubai Autodrome creates an event for the entire family. Activities such as Bungee jumping, a kid's area, food and beverage areas, viewing areas to watch the track action up close with opportunities to meet the drivers and cars.

Racing includes six rounds at Dubai Autodrome with an average attendance between 1,000 and 3,000 people.

Categories that take part on National Race Days include: NGK Racing Series, Radical Middle East Cup, Formula Gulf Academy, Sport Bike Series, Lamborghini Super Trofeo, Porsche GT3 Cup ME, MRF Single Seater Championship.

DUBAI AUTODROME
MOTORSPORTS CLUB

NATIONAL RACE DAYS

LARGE SCALE EVENTS





The Emirates Motorsport Expo is the UAE's ground breaking Motorsport exhibition that brings together all forms of Motorsport in the UAE. Meet teams, competitors and key stakeholders in this exciting expo. *Organised by Dubai Autodrome in collaboration with the ATC UAE with the support of the Dubai Sports Council.*

EMIRATES
MOTORSPORT
EXPO



LARGE SCALE EVENTS



The Color Run

The Color Run™, presented by Daman's Active Life, also known as the "Happiest 5k on the Planet", is a unique paint race that celebrates healthiness, happiness, individuality, and giving back to the community. 15,000 people took part in the 2014 Colour Run at the Dubai Autodrome. The Autodrome also received PR to the value of AED 850,000 from the marketing exposure gained from the event.

Less about your 10-minute-mile and more about having the time of your life, The Color Run™ is a five-kilometer, untimed race in which thousands of participants are doused from head to toe in different colors at each kilometer. The fun continues at the finish line with a gigantic "Color Festival," using more colored powder to create happiness and lasting memories, not to mention millions of vivid color combinations. Trust us, this is the best post-5k party on the planet!

With only two rules, the idea is easy to follow: Wear white at the start line, finish plastered in color! Now the single largest event series on the planet.





Glo crazy with colour and dance the night away at NEORUN - a REDFILO EVENTS original creation, – the first ever UV night fun-run of its kind in Dubai!

The run ended with a large and loud ENIGMA Party, which will was hosted by RADIO 1 DJs.

Over 5,000 people took part in the event.

LARGE SCALE EVENTS



Wings For Life Run

1,000 runners took part in the charity based Wings for Life run organized by Redbull. The event was based at Dubai Autodrome which represented the UAE and Dubai live on Dubai Sports TV and also through to 32 countries around the world.

The event was viewed by over 600,000 people around the globe. Dubai Autodrome offered our circuit and services free of cost to aid in this CSR initiative.





DUBAI AUTODROME

REVOLUTION CYCLES



TrainDubai is an initiative brought to you by Daman's Activelife and is held on the 2.46km floodlit Club Circuit at Dubai Autodrome for weekly FREE evenings of cycling, running or walking from 6 – 9pm every Wednesday.

- **Average attendance:** 400-800
- **Ages:** 23 to 60 years old
- **Demographics:** 90% Western – 10% Arabic



MOTORSPORT EVENTS



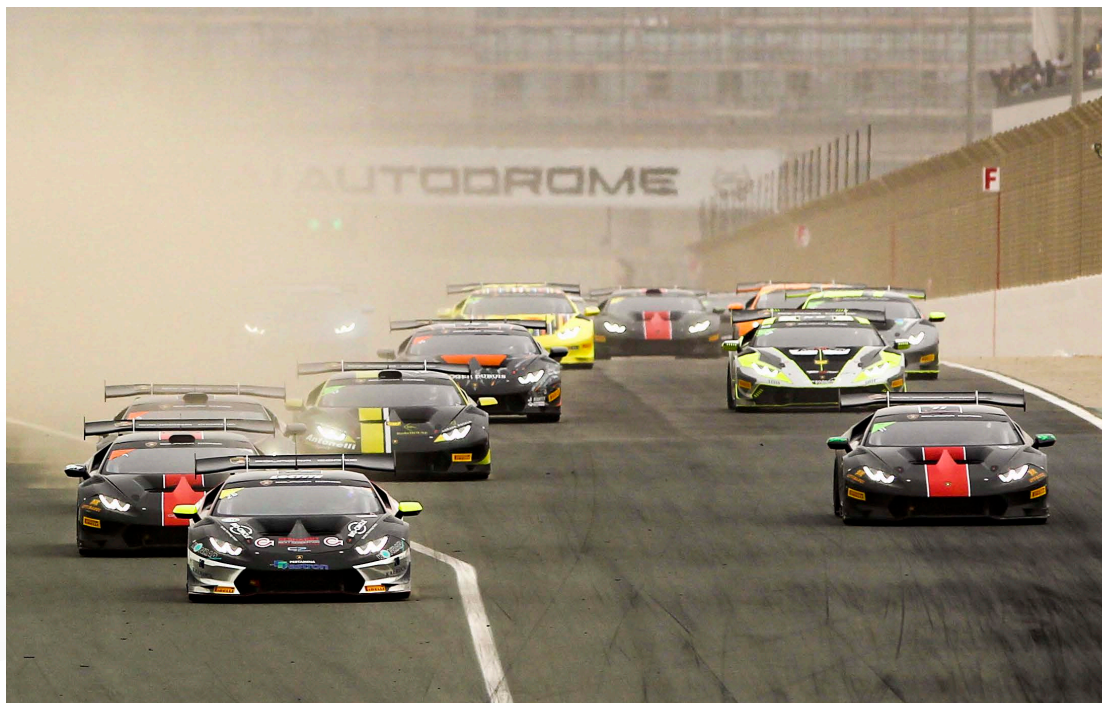
MRF Challenge

Motorsports in India is synonymous with MRF. In fact, the development and popularity of various forms of the sport could be directly attributed to the pioneering efforts of the company, be it racing, rallying, motocross or karting.

The MRF Challenge will feature MRF Formula 2000 race cars, The Formula 3 style car has been built in technical collaboration with Dallara, and is considered to be the fastest of its kind in Asia. The new car is powered by a 2 litre Mountune Duratec engine with max power of 230 bhp and shod on MRF Z.L.O. tyres. The car will also feature advanced aerodynamics with underbody diffuser and a Hewland 6-speed sequential gearbox.

This race will form part of the much anticipated National Race Days.

MRF CHALLENGE



The new Lamborghini Super Trofeo Middle East, Squadra Corse, is adding a new important piece to its expansion plan, by exporting the same winning format of the three consolidated continental series to a market as important as that of Middle East.

The race format will be the same as the other championships: two one-hour free practice sessions, two twenty-minute qualifying sessions and two fifty-minute races with rolling start. The series is open only to Huracán Super Trofeos and to Pro, Pro-Am, Am and Lamborghini Cup driver classes.

www.squadracorse.lamborghini.com



MOTORSPORT EVENTS



Porsche GT3 Cup Challenge

Powered by the highly experienced Lechner Racing, the Porsche GT3 Cup Challenge Middle East quickly established itself as the most professional and successful one-make GT series in the Middle East.

Ever since its inaugural season in 2009/2010 the GT3 Cup Challenge Middle East is offering an ideal platform for the Arab worlds most promising circuit racing drivers to broaden their racing experience on the regions most appealing race tracks.

www.gt3me.com



PORSCHE

**GT3 CUP
CHALLENGE**
MIDDLE EAST



The Fun Cup is a one-make racing series created by Franz Dubois in 1997 in Belgium. The cars are identical: 130bhp, 760kg (1700lb) Volkswagen Beetle replicas with all major components sealed to ensure the cars are technically identical and of equal performance. The tires are a standard road radial which is spec to the series, and is run in both wet and dry.

The series is renowned for the competitiveness of the racing as well as the friendliness and ease in which one can enter the races. It is, however, known mostly for the cost of it - it is one of the cheapest options to get into motor racing. Cars cost around £29,600, which is usually split between the drivers. The races last mostly between three and six hours, split between a team of two or more drivers, so driving time in the Fun Cup is more than 8 times that offered by other series.

There are Fun Cup national series competed in the UK, Belgium, France, Spain, Italy, Germany and the Canary Islands, all of which combine in the 25 Hours at Spa.

- Between 3,000 -6,000 people



PAST EVENTS

FitDXB

FIT DXB is the biggest, most innovative, fun and exciting Fitness Fest Dubai has ever seen.

FIT DXB is a celebration of fitness, life and positive energy. It is colourful and engaging. It is aimed, not only at the fit, healthy and beautiful, but also at children, the elderly and even people with health challenges. It is for men and women, children and adults, professionals and enthusiastic amateurs, as well as the curious and those who want to improve their lives.

It is a 3 day, outdoor event with endurance, fitness and strength competitions (for every different ability level), shows, martial arts and boxing fights, instruction, free classes, meet & greets with famous athletes, seminars, stands and retail outlets. Our message is that everyone, regardless of their age, gender, health level and station in life benefits from fitness.



RENTALS



Grandstand Retail Plaza

- 22,000 square feet
- Located just inside Grandstand Main Gate
- Shops and special events
- Opposite the Ribbon Mall



Race School Building 2

- 23,000 square feet
- Located inside main track, next to the Welcome Centre
- Dragon Racing and Emirates Motorsports Academy



DRAGON RACING

- 6,000 square meters
- Units for companies and teams
- Located inside main track
- P2 Parking Area



- 2,640 square meters (28,417sqft.)
- Warehouse facility inside track
- Adjacent to Phase 1



STATS & FOOTFALL

Event Type	Total Events	Approx Footfall	Average Age	Male-Female	Details
National Race Days	6	1,500	16-50	80%-20%	National Race Days for the whole family.
Hankook 24H Dubai	1	20,000	24-60+	70%-30%	Dubai's Flagship International Race.
Corporate Events	200+	10-200	28-50	80%-20%	Range between 10-200 guests per event.
Welcome Centre • Audi R8 • Audi TT • Formula DXB • McLaren	50 50 50 50	1,026 total 851 total 2,421 total 1,202	24-50 21-50 21-45 21-50	90%-10% 70%-30% 90%-10% 90%-10%	Individual experience purchases.
Dubai Kartdrome	200+	100,000+	16-40	80%-20%	50% Residents-50% Tourists.
Train Dubai	Every Wednesday	600-800	15-60	60%-40%	Every Wednesday: cycle, run or walk.
Color Run	Once a year	15,000	16-40	50%-50%	The largest fitness event in the region.
Neo Run	Once a year	5,000	21-40	50%-50%	Similar to Color Run but with Neo Paint.
Wings For Life Run	Once a year	1,000	21-45	50%-50%	CSR Initiative-Live to 32 countries.
Dubai Road Runners	Once a year	800	13-50	50%-50%	Fitness Run 5k - 10k.

A photograph of three young kart drivers standing in a row, each holding a trophy. They are positioned in front of a checkered backdrop featuring 'MINI' and 'KARTING' logos. The driver on the left is a boy in a green t-shirt and red pants. The driver in the center is a boy in a blue racing suit. The driver on the right is a boy in a white racing suit. A man with a beard and a 'MEAT' cap stands behind them, smiling. The trophies are silver cups on black bases.





DUBAI AUTODROME P45

DUBAI KARTDROME

OUTDOOR - INDOOR - LASERTAG

The Dubai Kartdrome operates an INDOOR and OUTDOOR circuit with a fleet of leisure karts that deliver an excellent racing experience, while ensuring high safety, in a range of specifications to satisfy those aged 7 and up. Manufactured by SodiKart, the karts offer a comfortable driving position, top level performance and handling. Karts are powered by Honda engines which ensure equal acceleration, guaranteeing that all clients have the most competitive karts available.

All karts are linked to state-of-the-art SMS Timing Software which provides drivers with precise lap times and live-timing on track-side screens.

The Dubai Kartdrome provide suits, helmets, balaclavas and gloves as part of this rental experience to ensure you are fully immersed in the racing experience with a high level of safety.

Whether visiting either track please refer to the live calendar to see up-to-date availability. No prior booking required – simply arrive & drive!







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