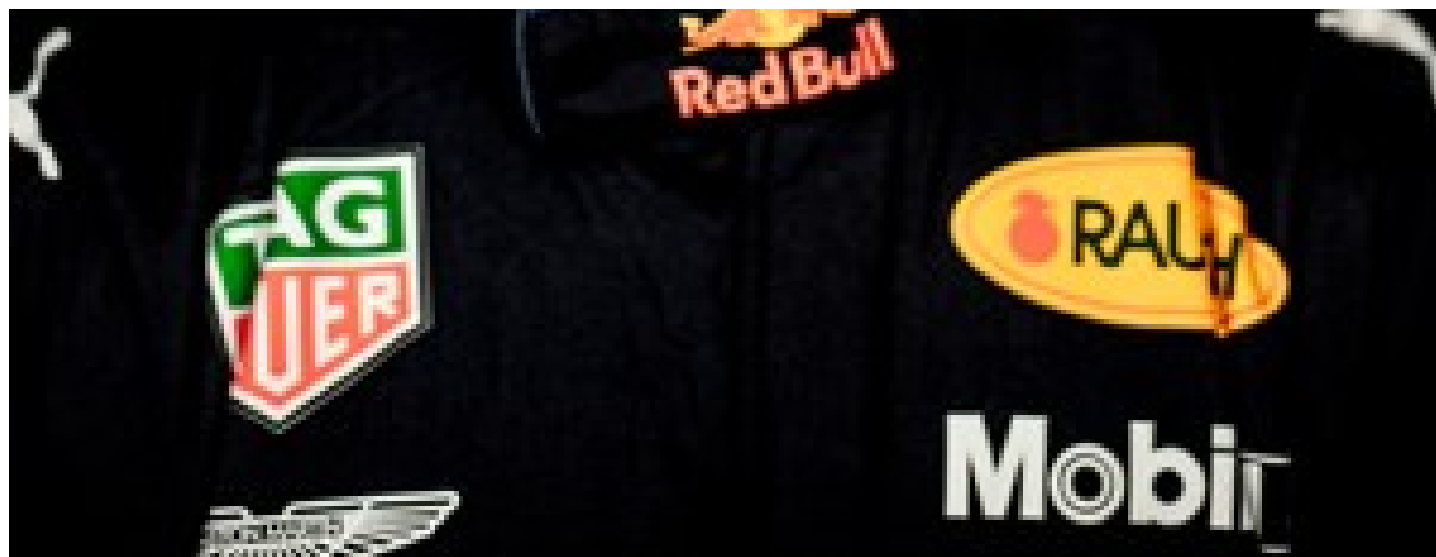


## Formula 1, Heineken to host first-ever African F1 festival in Jozi

Formula One and Heineken will host the F1 Joburg Festival in Gauteng on 29 March 2020. The festival is set to be a thrilling fan event with a live car run featuring three F1 teams.

It will also give fans the opportunity to see 2019 Formula One World Championship runner-up Valtteri Bottas and F1 legend David Coulthard tear through the streets of Sandton as they bring the Grand Prix atmosphere to the heart of the city.





David Coulthard





Valtteri Bottas

The amazing exhibition will be a must-see for Gauteng and all African F1 fans, who will be immersed into the world of F1, as the Mercedes-AMG Petronas Formula One team, Aston Martin Red Bull Racing and Renault F1 teams roar above the reef at Africa's first-ever F1 festival. The day will be packed with fun-filled activities catering for all; including a fan zone featuring interactive activations such as the 'DHL esports Challenge' and the 'Pirelli Pit-Stop' Challenge along with spectacular car displays including supercars, SA Karting, F1600 and historic single-seaters.

## Up close and personal with F1

Ellie Norman, director of marketing and communications, said "We are excited to announce that F1 will be heading to South Africa this season, with the Heineken F1 Joburg Festival. South Africa has a very special place in Formula One history and we remain committed to returning to South Africa in the future. The festival will be an incredible opportunity for the people of Johannesburg to see F1 up close and personal, with live car runs, fan experiences and incredible live music acts."

Formula One legend and former Formula One World Championship winner, Jody Scheckter, will also make a rare appearance in his 1979 title-clinching Ferrari as F1 marks its return to South Africa.

Jody Scheckter, president of South African GP, said: "I'm delighted that Formula One and SAGP have come together to bring an F1 festival to South Africa for the first time and I am very excited to be involved in what promises to be an amazing spectacle on the streets of Joburg, South Africa has a long history with F1 and the festival will provide a chance for fans to get up, close and personal with the sport."



The Heineken F1 Joburg Festival will be broadcast live on SuperSport and will feature live track activity starting at 1.30pm with the main F1 Live car run commencing at 3.30pm. From 5pm, festival-goers will be treated to live music, with the festival closing at 8pm.

Gerrit Van Loo, Heineken South Africa managing director, said: “Heineken has a long-term association with Formula One globally. In true Heineken style, we aim to show the world how F1 is more than a race. We are thus immensely excited to utilise our global partnership with F1 to help bring this once in a lifetime event, the Heineken F1 Joburg Festival, to the people of Mzansi.”

Morakane Mosupye, Gauteng MEC for economic development, said: “Gauteng is undoubtedly Africa’s entertainment, lifestyle and business capital. It is the home of champions and an aspiring motor city region. The hosting of this first-ever African F1 festival on our shores bodes well with our provincial drive to use the hosting of quality business, sporting and lifestyle events as a catalyst for socio-economic growth, job creation and destination marketing efforts to grow Gauteng together.”

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