



PRESS STATEMENT

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KL Grand Prix City 2010 Roars Into KL With Style

KUALA LUMPUR: Perhaps one the most exciting circuits in the world, Sepang International Circuit (SIC) will play host to Round 3 of the FIA Formula One Grand Prix World Championship this year, which many believe is the real start of the championship battle for the world crown as the teams usually struggle at the first two rounds as they learn more about themselves, especially with the new changes in the car.

This year marks the 12 edition of F1 at Sepang International Circuit and the 7th edition of KL Grand Prix City Festival organized by the Kuala Lumpur City Hall in collaboration with private sectors and Ministry of Tourism. Slated for a big roar this year, the Kuala Lumpur Grand Prix (KLGP) festival 2010 is set to unveil the best of its stripes as Kuala Lumpur City Hall continues to showcase the paramount of KL lifestyle with a host of heart pounding events.

Launched by the Kuala Lumpur Mayor Datuk Seri Ahmad Fuad Ismail, this renowned festival is an annual hallmark for the city's calendar of top notch red carpet affairs held in conjunction with the Malaysian Formula One Grand Prix.

A week-long affair, **KLGP festival 2010 runs from March 16 to April 4**, a festival poised for extreme pizzazz with spectacular and glamorous events as Kuala Lumpur City Hall continues to welcome a wide range of visitors to fully enjoy their KL experience as the festival revs into full gear. According to the mayor, the KL Grand Prix City 2010 will reflect not only Malaysia's vast experience in hosting the hottest race on earth but also a mirror to what an exciting and stylish city Kuala Lumpur is and can be.

This year, the festival's curtains go up with the unveiling of a host of enchanting events starting with the showcase of the **8th Vintage & Classic Car Concours on March 27** organized by Kuala Lumpur City Hall, from 3pm to 6pm at the Petronas Pit Pulse base in KLCC.

For vintage and classic automobile enthusiasts, the afternoon promises nothing but a special treat for all in an atmosphere of sheer exuberance. To ensure the crème de la crème of cars are on display, a meticulous selection process will be put in place. Undoubtedly, the afternoon affair will be one of the largest gatherings of vintage cars this year with models from as early as 1924 right up to 1983 on display. There will be a wide range of models from Mercedes-Benz together with familiar marques Bentley, Jaguar and Roll-Royce. The line-up will include sports cars from other famous British manufacturers MG and Triumph, and Italian legends Alfa Romeo, Ferrari, Lamborghini and Maserati. Americana will be represented by Buick, Chevrolet and Packard. The long history of the automobile will be evident from departed, but not forgotten, names such as Alvis and Armstrong Siddeley.

Petronas Pit Pulse at Jalan Binjai promises a lineup of exciting events and activities from 27th March to 4th April, including an exhibition and promotional booths; Formula One simulator challenge, Petronas go-kart experience, Mercedes' heritage and DTM cars demo and live performances by local artists such as Aizat, Yuna, Bunkface, Estranged and many more.

In continuing PETRONAS' tradition of bringing the Formula One experience closer to the public, the PETRONAS Formula One street demo will see the **MERCEDES GP PETRONAS MGP WO1 special demo run by drivers Nico Rosberg and seven-time world champion, Michael Schumacher** at KLCC on Wednesday 31 March from 5.00pm.

The excitement continues on with the opening of **KLGP City Festival presenting Gilded Garage Gala** in the evening hosted by Kuala Lumpur City Hall and Petronas, featuring not only a star studded list of celebrities, fashionistas, industry movers, corporate leaders but also Mercedes GP Petronas drivers Micheal Schumacher and Nico Rosberg. An event for the "be seen" to be

seen, expect to be dazzled by the country's fashion leaders as they take to the runway in elegance and style. Spicing up the evening will be live performances.

Right in the city centre, Pavilion KL hosts the **Ultimate Pitstop Festival** from March 16 to April 4 where fashion, dining, and glamour converge into a high-octane F1 celebration. For F1 fanatics, be sure to check out the **Cars Pit Stop** featuring an exhibition of F1 classic racing cars as well as a showcase by Lotus Racing on the birth of the Malaysian F1 racing team where its drivers Jarno Trulli and Heikki Kovalainen will make a special appearance.

Party goers can expect thunderous nights at the **Fashion Pit Stop** where the fashion and racing worlds collide to create the parties of the season with a lineup of F1 celebration party, the chic Bonia night and the Pavilion KL red carpet gala from April 1 to 3.

For a sumptuous gastronomical experience, the **Dining Pit Stop** offers a vast selection of choices to feast and fete from. Fear not for those who prefer the thrill of shopping to that of the tracks, great discounts and specials will be available from March 6 to April 11 at the GP Sale.

Adding finest color and culture to the KLGP Festival is the **Formula 1 Malaysian Cultural Festival**. Held for the first time by **DBKL and the Ministry of Tourism** this outdoor cultural festival will be staged on the weekend of the Formula 1 race, April 2 - 4 at the Pavilion KL. Happening from 5pm to 11pm daily, the visitors and F1 spectators can witness the best of Malaysian Cultural featuring Malay, Chinese, Indian and the East Malaysian extravaganza cultural performances.

And yes, you heard it right. Lionel Richie, the man who sings about dancing on the ceiling is back on our shores. The renowned American pop star is scheduled to take on the stage at the **Malaysian Petronas F1 Grand Prix Gala** at the Kuala Lumpur Convention Centre on April 2.

Be prepared to be blown away by his power-packed vocals on classic hits like Hello, Three Times a Lady, Still, Endless Love (a duet with Diana Ross), Truly, Say You, Say Me and All Night Long (All Night). Richie last performed to a full-house audience at the Petronas Malaysian Grand Prix Spring Gala in the Kuala Lumpur Convention Centre in 2006.

Of course, in all that excitement, one cannot forget the staging of Malaysia's premier fashion extravaganza – the **STYLO Fashion Grand Prix 2010**. Presented by Mercedes-Benz, it will return for the 3rd consecutive year to the 12th Malaysian F1 Grand Prix. STYLO, now an international F1 fashion event was set up to celebrate the 10th anniversary of F1 Sepang. This year, the glitzy event will feature spectacular knee-trembling fashion entertainment for 9 days from March 26

through to April 3 and will be held in several locations within the capital city namely, the shopping strip of Jalan Bukit Bintang, the clubbing street of Asian Heritage Row, the elegant National Art Gallery and a secret location within a historic part of KL.

Themed “Fashion to Art and Art to Fashion”, it will see top Malaysian artists, fashion and accessories designers, hair and make-up artists coming together in one of the most unique creative collaborations the world has seen. Giant sculptures masquerading in theme and measuring 5 to 20 feet will line the streets of Kuala Lumpur and the Pavilion in complete style. Constructed by renowned local artist Philip Wong and 100 Malaysian artists under his supervision, the sculptures will utilise strictly recyclable products.

This year’s STYLO galas promise to deliver great enthusiasm to the city’s stylish and influential by naming ‘10 Most Stylish’ awards gala hosted by Visa while the annual Mercedes-Benz STYLO Fashion Awards returns this year with even greater excitement. Featuring ‘STYLO in Pandora’s Box’, it will fly in one of the hottest stars of London Fashion Week’s “Ones to Watch”. Not only has this avant-garde designer been making waves on the London fashion scene, he has been credited for making some of the most spectacular fashion pieces for pop idol Lady Gaga; some of which are currently being featured in her mega world tour, The Monster Ball. Several of the pieces worn by Lady Gaga will be flown in from London together with their fashion styling team to showcase this designer’s complete collection at the Mercedes-Benz STYLO gala on April 2 in a secret location and at the Mercedes GP Petronas F1 team party on April 3 to be held at the KLCC Petronas Tent.

In an earlier press conference, the Minister of Tourism announced two events by the Ministry to support the KL Grand Prix City. The **Malaysia Grand Prix Sale** from 6th March to 11 April and **Malaysia International Shoe Festival** from 2- 4 April which will feature a seminar on footwear, exhibition of the works of selected local and international show designers and a shoe fashion show as a wrap to the festival.

“KL is definitely a great haven for events such as this. We have established our name globally in the field of F1 racing and are now looking to broaden the scope of events and activities that are available for locals and tourists alike.” said Datuk Seri Ahmad Fuad, Mayor of Kuala Lumpur.

“We believe the worst of the global economic downturn is now safely behind us. We hope during the KL Grand Prix City festival we will see a larger influx of tourists to our beautiful and vibrant city of Kuala Lumpur. Each and every KLGP City events has been carefully crafted by the respective organizers to suit the different markets and interests and with so many of it going on, KL is definitely the place to be,” he added.

At the track, this F1 season will be the most exciting yet with the return of what some say the best driver in the world, back into F1, Michael Schumacher. And that's not all; he is joined by world's champions, Jenson Button, Lewis Hamilton and last but not least Fernando Alonso in their quest for this year's championship. Spectators will not only witness the world's hottest F1 race but will get their sensors overcharged with the **2010 MALAYSIAN GRAND PRIX CONCERT** featuring famous international artist like Wycleaf Jean and Fatboy Slim right after the race.

For more information, please visit website www.visitkl.gov.my, www.ilovef1.com.my, www.petronas.com.my, www.pavilion-kl.com, stylo-international.com, www.tourism.gov.my or email to pelancongan@dbkl.gov.my

Kuala Lumpur City Hall

Tourism Unit, Level 14, DBKL 2,
Bandar Wawasan, Jalan Raja Abdullah,
50300 Kuala Lumpur.
Tel: 03-2617 6273 or Fax: 03-2698 3819
www.visitkl.gov.my